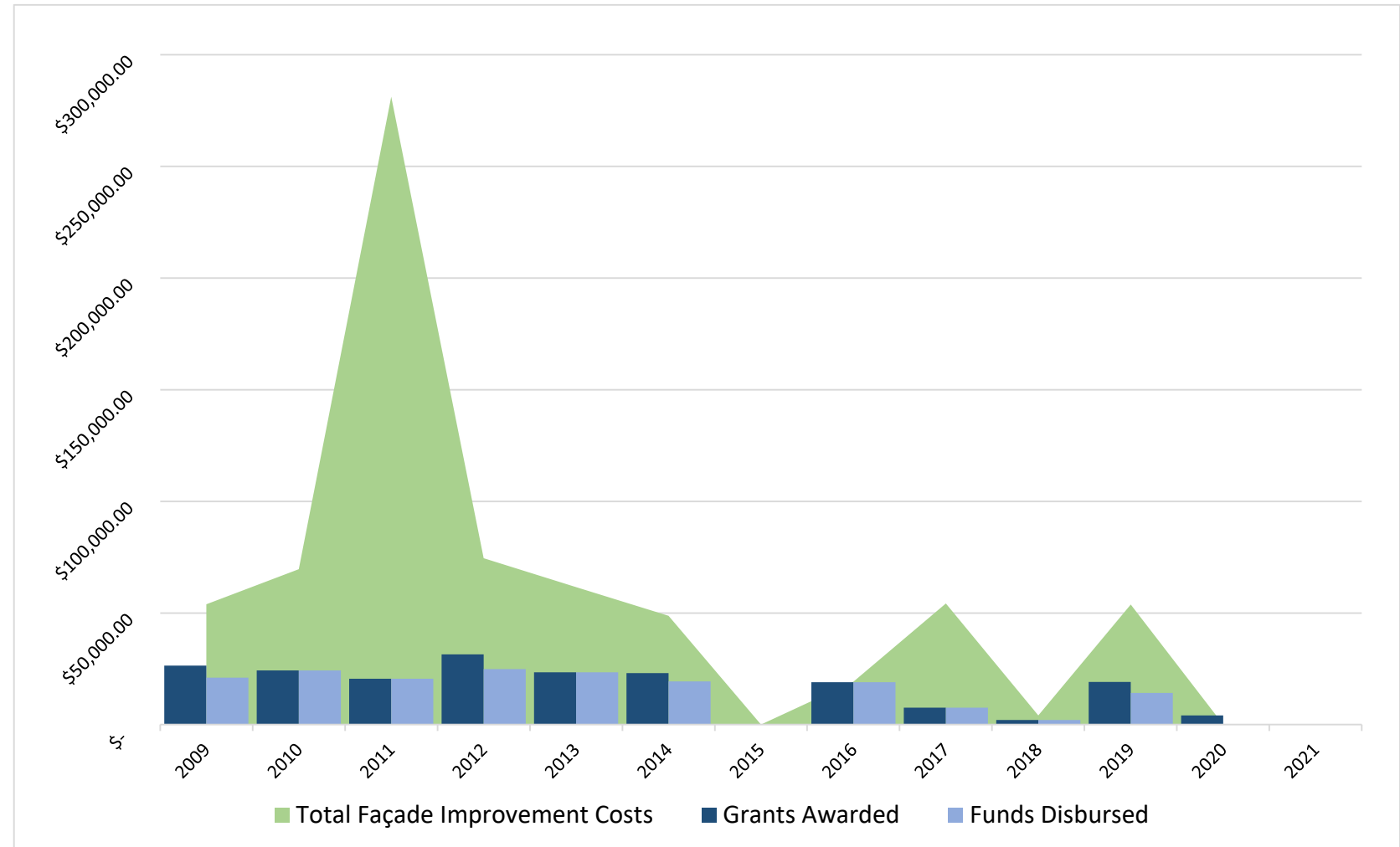# Item H-6

Consider a resolution amending the City of Keller Façade Improvement Grant Program Policy, approved by Resolution No. 4037, on September 18, 2018, by amending the Policy Criteria and Process for the Façade Improvement Grant Program.

Façade Improvement Grant Program

- Established in 2009 for the Old Town Keller District

- Updated in 2010 & 2013 with new requirements, including Keller business bid and City Council consideration prior to construction

- Expanded in 2018 to be utilized city-wide

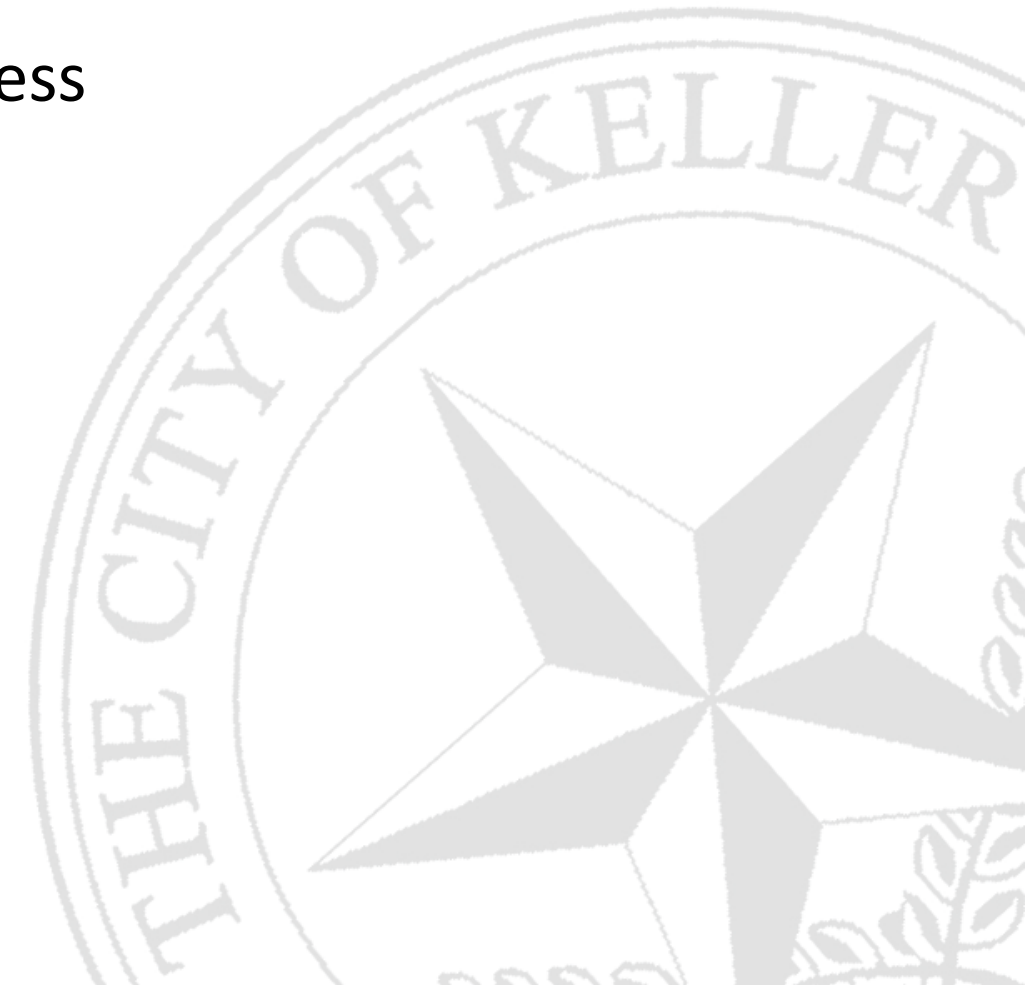Excellence • Integrity • Service • Creativity • Communication

April Grant Surveys

- Two surveys distributed following the April KEDB meeting
  - Past recipients of grant
  - All businesses

- 63% unaware of the grant program

- 93% of those that were aware of program cited city staff or city website as knowledge source

- 89% requested more information about the grant

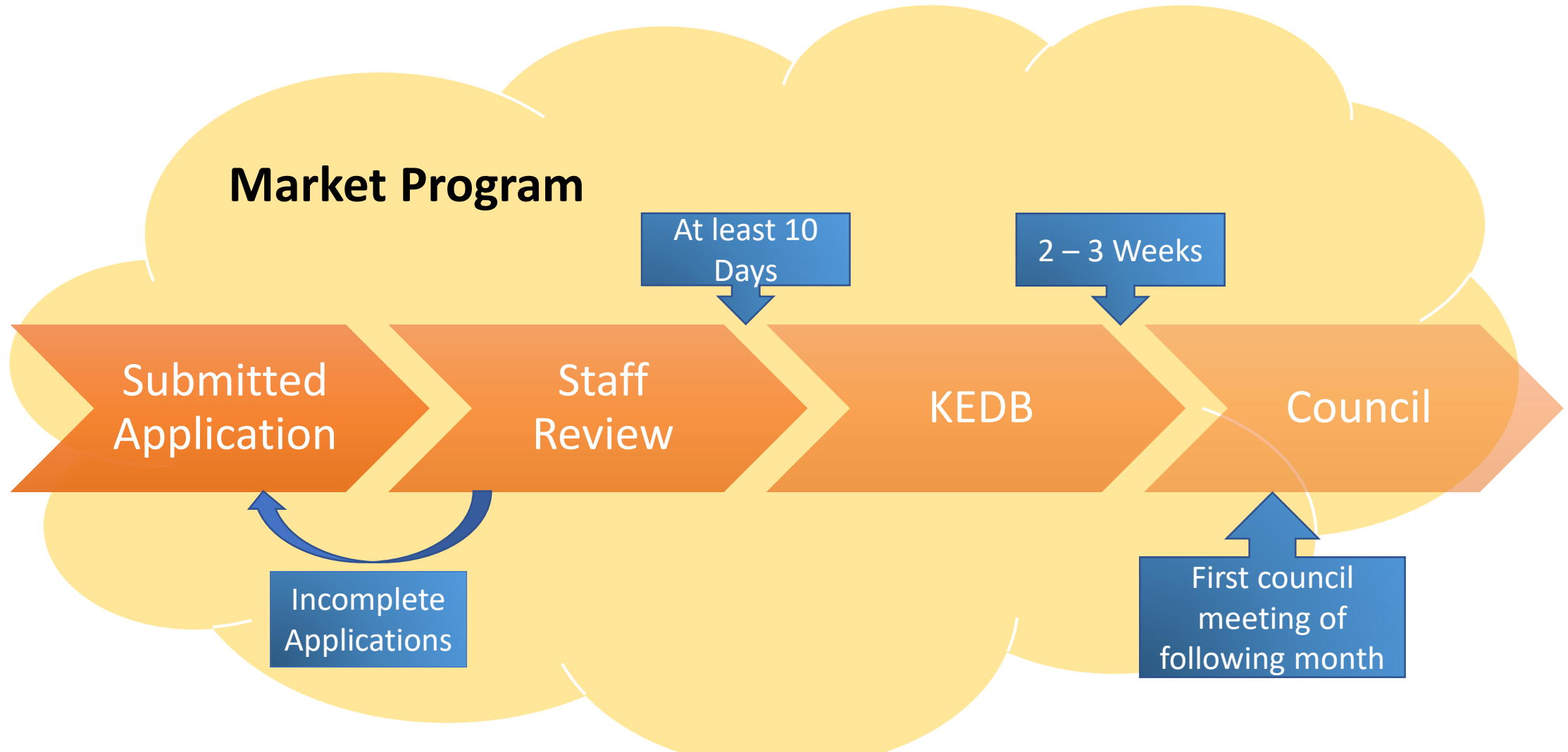# Challenges Identified by Surveyed Businesses

- Two bid component, including Keller business
- Finding qualified Keller contractors
- Contractor qualification forms
- Providing matching funds

Proposed Changes

- Remove two-bid requirement

- Reduce requirements, but include considerations:
  - Matching Component
  - Bid from Keller Business

- Remove contractor qualification form requirement, if already registered with the city

- Increase award up to $10,000

- Clarification of eligible landscaping improvements and require landscape maintenance contract

- Reduce permanent fixture requirement from 5 years to 24 months
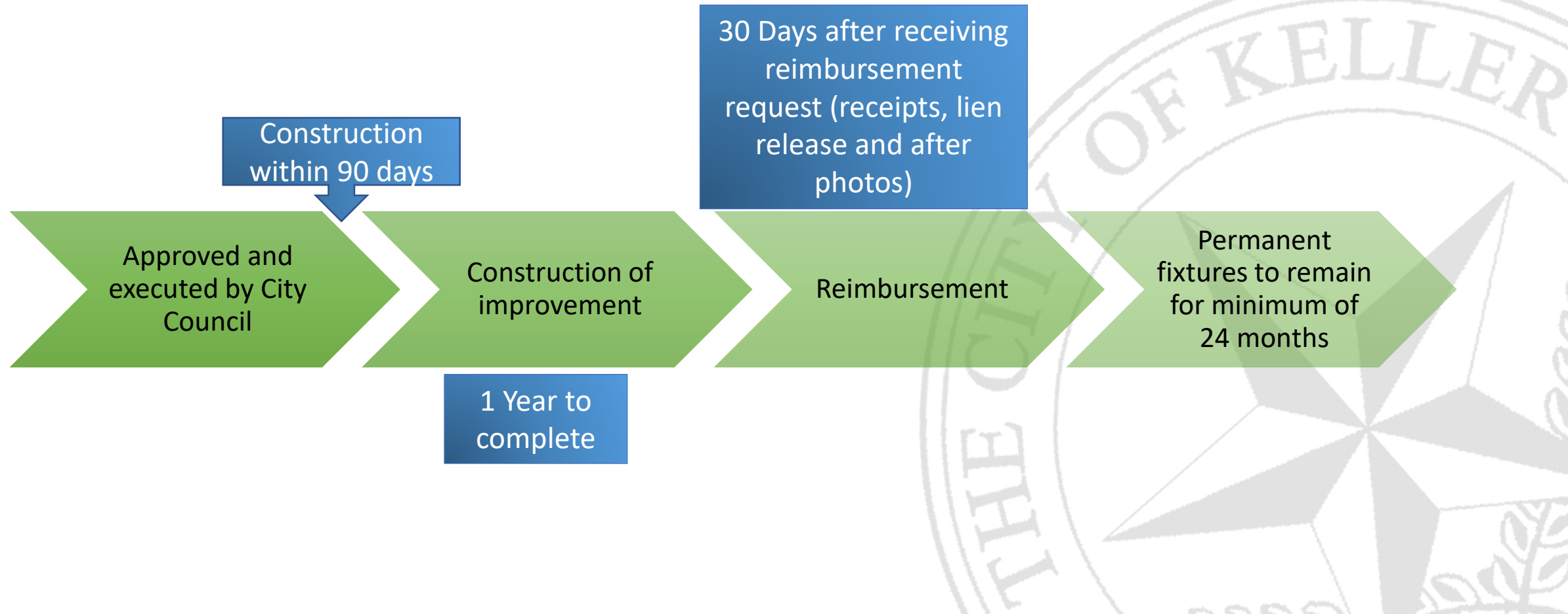
Grant Process & Timeline

- Quarterly Advertising Campaign
  o Direct Email to Business Owners
  o Social Media
  o Billboard
  o Include in E-newsletters about Developments
- Leverage partnerships with community partners: Keller Chamber, OTMA, Registered Contractors
  o Create 1-pager to market program and bring in inquiries
- Identify target properties and equip board and council members to recruit new applicants, in addition to city staff

Market Program

Approved Grant Process & Timeline

Construction within 90 days

30 Days after receiving reimbursement request (receipts, lien release and after photos)

Approved and executed by City Council

Construction of improvement

1 Year to complete

Reimbursement

Permanent fixtures to remain for minimum of 24 months

Questions?

Mary M. Culver

817-743-4009

Excellence • Integrity • Service • Creativity • Communication