

# Main Street Sylva Association Facade Grant P...

Bernadette Peters

Submission Date Feb 27, 2024 4:40 PM

Name of Initiative Main Street Sylva Association Facade Grant Program

Contact Person Bernadette Peters

Title Economic Development Director

Address 83 Allen Street

City Sylva

State NC

Zip Code 28779

Primary Phone Number 8285862719

Email mainstreet@townofsylva.org

Organization Type Non-Profit

Organization Tax ID 561904217

Time of Year of Initiative Peak (April - November)

Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)

We would like to launch the program within the next couple of months since we have a \$10k Community Foundation of WNC that must be used within the next 11 months. All renderings of Mill Street rear facades are complete, as well as a draft of our application for the property owners. So we are ready to go once we have the remainder of the funding in place. We would give the owners/merchants a deadline of 6-8 weeks to apply. Once approved, they would have 6 months to get the work done and submit their receipts for reimbursement. The maximum grant amount would be \$2,000 depending on how many property owners apply, with a \$1 for \$1 match.

Describe your initiative

The Sylva Façade Improvement Program is an incentive-based measure. It is intended to encourage and provide an economic incentive for the:

- ☐ Renovation of building facades in the Sylva downtown “Main Street”;
- ☐ Implementation of appropriate design standards for the rehabilitation or improvement of buildings, particularly historic buildings; and
- ☐ Preservation of the unique architectural and historical character of downtown Sylva.
- ☐ This program is not designed to pay for routine maintenance for a property (glass cleaning, janitorial services, minor repairs, etc.)

#### EXAMPLES OF IMPROVEMENTS INCLUDE:

- ☐ Removing of false fronts and metal canopies
- ☐ Safe cleaning of brick and stone fronts
- ☐ Sign replacements
- ☐ Canvas awning installation or replacement
- ☐ Window and door repairs
- ☐ Repainting
- ☐ Structural repair
- ☐ Historic reconstructions
- ☐ Replacing or adding address information to a structure

#### CRITERIA

- ☐ All façade design proposals must meet applicable zoning and code requirements of the Town of Sylva and comply with the Façade Improvement Program guidelines.
- ☐ Only exterior façade renovations are eligible for consideration under the Façade Improvement Program.
- ☐ Renovation proposals of limited scope and cost are eligible subject to meeting guideline requirements.
- ☐ Priority consideration will be given to proposals that make highly visible and significant design contributions, and which contribute to the program goal of preserving the architectural, historic, and commercial character of Sylva.
- ☐ A property does not have to be occupied at the time a façade grant application is submitted.
- ☐ Sign alterations by themselves are not eligible for a Façade Improvement Grant. Sign replacement costs may be included in a proposal. Sign plans will be reviewed according to the Town of Sylva sign ordinance.

Describe what previous experience applicant has in successful execution of similar endeavors

We administered the last facade grant for property owners in downtown historic Sylva in 2002. The program was similar, however, since then, we have learned best and updated practices from our colleagues in the North Carolina Main Street program. We worked with the state's design arm to create renderings of the buildings by UNC-G graduate level architecture students, valued at \$50,000, but the program was a no-cost benefit for accredited Main Street organizations.

Website	<a href="http://www.mainstreetsylva.org">www.mainstreetsylva.org</a>
Social Media Channels - paste URLs below	<a href="https://www.facebook.com/MainstreetSylva">https://www.facebook.com/MainstreetSylva</a>
Amount of Funds Requested?	\$20,000
Date Funds Needed	Apr 1, 2024
Give a narrative description of how this project will increase tourism and visitation in Jackson County	<p>This program is an economic incentive to motivate property owners to improve the exterior of their buildings. All approved applicants must adhere to the Secretary of the Interior's Standards for Rehabilitation since all buildings are part of the National History Registry. Sylva is attractive to tourists because the town is historic, and improvements will not only better showcase our town to attract tourists, but provide a more positive visitor experience, resulting in return visits. Often, visitors who attend conferences at WCU or Harrah's Casino, day-trippers or weekend travelers may drive through town or grab a bite to eat, but when they are exposed to a beautiful historic town like downtown Sylva, they want to return to experience it fully. Facade improvements, especially for those buildings that face Mill Street, can provide an increased positive experience for visitors. We anticipate that we can gain up to 5 additional retail spaces on Mill Street if owners invest in building them out. Several new spaces have been built out over the last 10 years, and additional stores have proven to create more traffic on Mill Street. High-profile exterior renovations like that of Ward Heating and Air, have motivated some property owners to fix up their buildings and have created a desire to do so. With our Bridge Park expansion project, new public restrooms and new street lights, this program will help us continue to improve the town to attract even more visitors.</p>
If this initiative has occurred before, what is new that differentiates it from prior years?	<p>There has been a significant turnover in property ownership since 2002. We have a much higher percentage of owner-occupied buildings than we have ever had, and those owners tend to be more vested in their building improvements but typically need some assistance/financial motivation. Many owners are aging out and heirs want to improve their buildings as well.</p>
What is your advertising and marketing plan for your initiative?	<p>We will contact property and business owners via email, mail and telephone to invite them to a meeting that will also be recorded for those who can not attend. We have done a fair amount of marketing and public relations so far through TV and print publicity to get the word out in anticipation of the program's unveiling. We have created quite a bit of buzz locally.</p>
Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.	Yes

Total anticipated cost of initiative	170,000
Total funds your organization will provide toward total cost?	30,000
Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources	The Community Fund of WNC - \$10,000 received. UNC-G facade renderings through the North Carolina Main Street program in-kind valued at \$50,000. We estimate that 15 property owners will spend an average of \$6,000 per facade, with a \$2,000 grant subsidy.
Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.	<div>  <div> Sylva-Facade-Grant-Budget.xlsx  9.58 KB </div> </div>
Anticipated Attendees from Jackson County:	250,000
Anticipated Attendees from outside Jackson County:	1,500,000
Anticipated overnight stays generated:	250,000
How did you determine audience/attendance numbers and where do they come from?	Estimated increases from previous TDA reporting considering the attractiveness of the improvements and the buzz created from both internal and TDA marketing and outreach initiatives.
How will you measure success of your initiative?	Increases in Sylva-based visitor traffic, overnight stays and retail spending.
Is there anything else you'd like to add?	I am happy to show you the extensive facade rendering packets created for each building. Even one building's file is over 1 MB, so I could not attach it. I know this is a different kind of grant request for the TDA, but I would love the opportunity to discuss it with you further so that you may fully understand the potential tourism impact of the project. Thank you for the opportunity.

Signature:



<b>Main Street Sylva Association</b>		
<i>Façade Grant Program Budget</i>		
UNC-G Façade Renderings	\$50,000	In-Kind, Received
Community Foundation of WNC Grant	\$10,000	Received
Additional Grant Funding Needed	\$20,000	
Private Property Owner Investment	\$90,000	
<b>TOTAL PROJECT VALUE</b>	<b>\$170,000</b>	
<i>Number of Buildings Improved</i>	15	
<i>Average Cost Per Building</i>	\$8,000	