



DOWNTOWN STOREFRONT ACTIVATION GRANT

PROGRAM OVERVIEW

ABOUT THE GRANT PROGRAM

The Downtown Storefront Activation Program is a grant program designed to support thriving urban districts with the goals to:

- Attract established businesses with existing customer base;
- Improve safety by increasing foot traffic to new businesses;
- Decrease the number of vacant commercial spaces in Downtown Albuquerque; and
- Create an attractive physical environment with well-designed and engaging storefronts.

Funded by the City of Albuquerque, \$750,000 is available for businesses or non-profits that occupy and rehabilitate ground-floor commercial space within the designated Downtown Albuquerque boundary. The grant funding will be spent on a rolling-basis and each application will be reviewed by the Agency on a first-come, first-serve basis. The Application period will open on November 15, 2022 and remain open until all funding has been expended.

WHO MANAGES THE GRANT PROGRAM?

The Downtown Storefront Activation Program is managed by the City of Albuquerque Metropolitan Redevelopment Agency. The Agency’s Mission is “to make Albuquerque competitive in the global market by revitalizing Downtown, leading collaborative public-private partnerships that result in catalytic change, investing in sustainable infrastructure, and providing opportunities for local residents and businesses to thrive” and does so by the powers delegated through the New Mexico Metropolitan Redevelopment Code (Chapter 3, Article 60A NMSA 1978).

For all questions concerning the program and application process or status, please contact, Omega Delgado, Project Manager at (505) 810-7502 or at storefrontgrants@cabq.gov.

HOW MUCH WILL THE GRANT AWARD BE FOR?

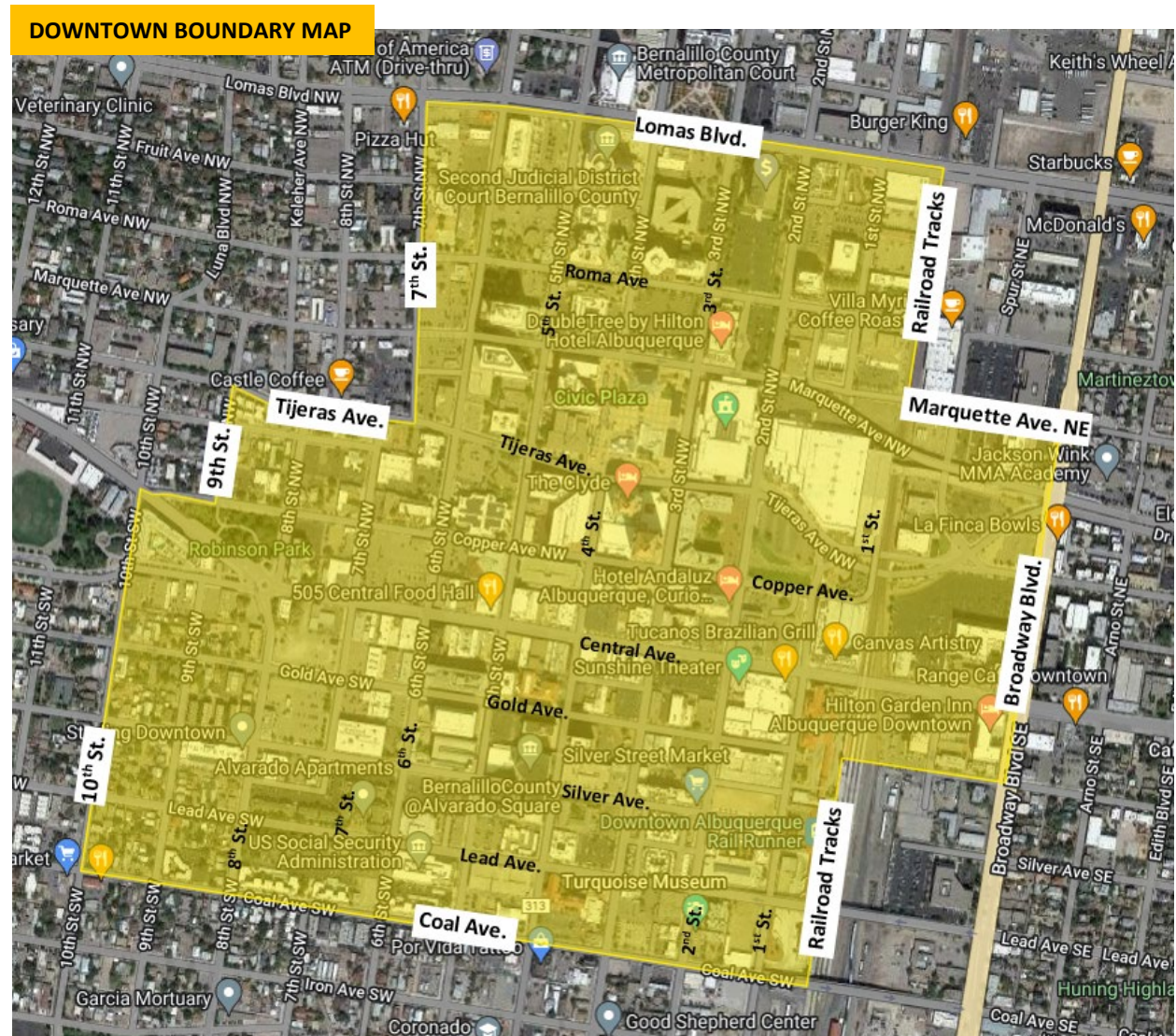
The grant amount will vary based on the Usable Square Feet (USF) of the storefront. Usable Square Feet is defined as the total area unique to the tenant; this excludes any common areas such as shared lobbies, shared restrooms, shared storage, elevators, etc. The tiered award system is as follows:

Tier	Usable Square Feet (USF)	Award Amount
1	2,000 sq. ft. to 7,999 sq. ft.	\$50,000.00
2	8,000 sq. ft. to 19,999 sq. ft.	\$75,000.00
3*	20,000 sq. ft. to 34,999 sq. ft	Up to \$150,000.00
4*	35,000 sq. ft. +	Up to \$250,000.00

*Interested applicants occupying a storefront under Tiers 3 and 4 must request a pre-application meeting with the Project Manager prior to applying. Tiers 3 and 4 will be reviewed on a proposal basis. The criterion, terms, and funding amount will be negotiated based on community and economic impact.

WHAT AREA IS ELIGIBLE?

Eligible Downtown Storefronts must be within the designated Downtown District as shown in the Downtown Boundary Map. Properties must be WITHIN the boundary, and ineligible if outside the boundary or across the street from the boundary.





WHAT QUALIFIES AS AN ELIGIBLE STOREFRONT LOCATION?

The location for which funding is being applied for must meet all the criterion below:

- A) Meets the Usable Square Feet of any tier; and
- B) The commercial storefront location is on the ground-floor and vacant; and
- C) Has a primary entrance into the storefront from the sidewalk.

The *Downtown Storefront Property Database* is available as a helpful resource for Applicants. The database provides a list of available properties, but is not comprehensive. It is the responsibility of the Applicant to ensure properties are available, contact the property owner or manager, and negotiate their own lease terms.

Additionally, other non-affiliated City property listing resources are available online. Online resources include Carnm.realtor; LoopNet.com; or Crexi.com (not a comprehensive list).

Note: If you are a property owner or manager and have an eligible property you would like to list in the Downtown Storefront Property Database, please contact storefrontgrants@cabq.gov.

Other qualifying scenarios:

- Applications will be accepted for locations that are more than 1 story, provided that the business occupies at least 1,000 sq. ft. on the ground-floor and the ground-floor space has a primary entrance directly into the space from the sidewalk; or
- Applications will be accepted for existing businesses (within the boundary) that expand and meet both of the following criteria, whichever is greater:
 - i. The expansion is for at least 50% of their existing leased footprint; AND
 - ii. The expansion is for at least an additional 2,000 sq. ft. to existing leased USF.

Ineligible scenarios or locations:

- 1) The business or non-profit already exists in the Downtown district and is currently operating, but not fully utilizing the leased or owned space. Expansion into underutilized space is not eligible.
- 2) The location requires entry through an elevator, stairwell, or shared lobby.
- 3) No residential uses or combination thereof.
- 4) Previous vacancy cannot be created by landlord termination of the previous tenant without cause.

BUSINESS AND NONPROFIT ELIGIBILITY CRITERION

Interested applicants, must meet the minimum qualifications to apply. Applicants must submit proof documenting eligibility. Please see the *Application Checklist & Documentation Requirements* for the



required documentation. The *Documentation Descriptions & Examples Guide* is also available as a helpful resource for documentation examples.

Note: Previously awarded Grantees that executed a Program Agreement are ineligible.

If applying for a BUSINESS:

- Currently owns and operates business. Interested applicants must have a minimum of 1 operating location in a similar industry that has been open in its current location for the past two years and the business has been in continuous operation for at least 5 years.
- Past Revenue
 - Past year's annual gross income is greater than \$500,000.00
 - Past year's annual gross profit is at least 50% of annual gross income.
- Projected Revenue
 - Projected revenue of at least \$500,000 by year two at the proposed Downtown Location
- At least 10 FTE employees. Cumulative of all locations excluding the new location.
- Hours of Operation. Applying business must be open to the public a minimum of 5 days/week for at least 6 hours per day, between 9 am and 10 pm.
- Ineligible:
 - Businesses based exclusively on sales of products or services related to adult entertainment, nicotine products, cannabis products, liquor-only sales, or exclusive membership-based activities (except: fitness-related services).

If applying for a NON-PROFIT:

- Currently Operating. The nonprofit has been in continuous operation for the past 5-years and have adopted Bylaws, Mission Statement, and Vision Statement.
- Sound Financial Standing. The non-profit shall have financial management practices that demonstrate capacity and stability through the following:
 - A) The grant amount shall not exceed 20% of the organization's previous year's annual income; and
 - B) The organization must have a Tax ID number; and
 - C) The non-profit must have 6 months of administrative operational costs in financial reserves; and
 - D) The non-profit must provide audited financial statements for past 2 years.

ELIGIBLE LEASE TERMS

Interested applicants (business and non-profit) must submit a lease with the following minimum requirements:

- 1) Be a direct lessee or owner of the space. No subleases allowed; and
- 2) Lease must be executed on or after November 1, 2022; and
- 3) Tiers 1 and 2 must execute a lease with a 5-year minimum term, with no option to terminate; or
- 4) Tiers 3 and 4 must execute a 10-year minimum lease term, with no option to terminate.

Applications will be accepted without an executed lease. In lieu of a lease, applicants must submit a Letter of Intent (LOI) from the owner or property manager of the location. The LOI must state that the above terms will be included. However, a grant agreement will only be executed once the applicant provides an executed lease. All applicants are required to submit an executed lease within 45 days of receiving a contingent award by the Agency.

INTERIOR BUILDING IMPROVEMENT REQUIREMENT

This grant seeks to fund applications that implement permanent interior improvements/renovations/rehabilitation to the eligible space.

PROMINENT STOREFRONT ACTIVATION REQUIREMENT

The storefront defines the character of a business, attracts foot traffic into businesses, and contributes to a safe pedestrian environment. This grant seeks to fund applications that put forth attractive and well-designed storefronts that engage pedestrians. All Applications must include a drawing or rendering of the storefront with the inclusion of the following elements:

- Any proposed improvements to the storefront façade; and
- Professional signage; and
- Posted hours of operation; and
- Window treatments or displays. Note: Front façade windows must maintain a transparency of at least 50% (i.e. windows treatments or displays must not completely block the ability to see in or out of the store).

The Agency will qualitatively review the submitted design based on the following components:

- 1) The façade is designed to be engaging and interactive with pedestrians. Design all elements of the storefront and merchandizing displays for the pedestrian experience; the primary entry is clearly defined and accessible; and amenities such as colorful plantings, seating, or outdoor displays are utilized.
- 2) Aligns with the brand. Façade elements (coloring, materials, signage, etc.) contribute to the store's identity and reflect the business character.



- 3) The façade evokes an unforgettable experience. The storefront leaves a strong and lasting first impression. All elements including design, displays, signage, colors, artwork, seating, planters, etc. are visually attractive.

Applicants must gain approval of the façade design by the Agency and the Agency reserves the right to request modifications to the façade design and components.

All applicants and the buildings they occupy must comply with City of Albuquerque building and zoning codes. It is the responsibility of the applicant to consult with the necessary City departments and ensure compliance.

STOREFRONT SAFETY PLAN REQUIREMENT

All Applications must include a safety plan that includes operational practices and/or installation of indoor and outdoor safety features.

Recommended Safety Operational Practices and Features:

A. Physical Design Strategies

- a. Conduct a Crime Prevention through Environmental Design (CPTED) Consultation through the Neighborhood Crime Prevention Program of the Albuquerque Police Department.
 - i. CPTED is a free property assessment offered by the City of Albuquerque Police Department. CPTED provides property/building specific recommendations for safety improvements
 - ii. Contact Laura Kuehn, Crime Prevention/Crime Free Programs; Lkuehn@cabq.gov or call (505) 768-2006
- b. Windows
 - i. Install windows with smaller framed glass; or
 - ii. Install plexiglass as the outer window pane
- c. Install Roll up Doors or Sliding Doors
- d. Landscaping
 - i. Replace all rock that is 2 inches or bigger with small, crusher fine.

B. Software Strategies

- a. Install Cameras
 - i. Install APD Real Time Crime Center capable cameras and connect to the program; or
 - ii. Install cameras of choice and register with Camera of choice registered with [Albuquerque community Connect Camera Registry](#)



- iii. APD Contacts: Donald Lewis, Real Time Crime Center Bridge Manager, dlewis@cabq.gov and Commander Mark Torres marktorres@cabq.gov; <https://registry.clearance.network/enrollment/apdenroll>

- b. Install an Alarm System

C. Staff Trainings

- a. Take the Workplace Safety Training offered by the Albuquerque Police Department.
 - i. APD offers a number of free trainings through its Business Crime Prevention Program. Other trainings include De-escalation; Who you gonna call? When to use 911, 311, APD App; Active Shooter Training; etc.
 - ii. Contact Maria Wolfe, Public Safety ECHO Coordinator mwolfe@cabq.gov to identify training options for your staff.

Unacceptable security elements include: Chain link fencing; block walls; gates or fences must be open during business hours.

HOW CAN GRANT FUNDS BE USED?

Grants funds may only be used only towards rent or toward mortgage payments.

HOW WILL THE GRANT BE DISBURSED?

Grant funds will be disbursed in arrears and equally on an annual basis over a period of 5 years (e.g. A Tier 1 grant award of \$50,000.00 will be disbursed annually at \$12,500.00). Grants will be disbursed in January after an invoice and summary report are submitted by Grantee for the previous calendar year.

HOW DO I APPLY FOR THE DOWNTOWN STOREFRONT ACTIVATION GRANT?

Review and gather the following:

1. *Program Overview* for all grant eligibility criterion and application requirements;
2. *Application Checklist and Documentation Requirements* form;
3. *Documentation Descriptions & Examples Guide*;
4. *Upload Instructions Guide*;
5. Download and complete the fillable PDF application available on the program webpage;
6. All required documentation listed on the application checklist;
7. A Letter of Intent or lease for the location in which you are applying for;

Upload and submit the completed application and all required application documents using the application submission link provided on the webpage;



Applicants will receive notification that their application was received within 48 hours via email.

WHERE CAN I GET MORE INFORMATION?

All program materials can be found at: <https://www.cabq.gov/mra/storefront-activation-grant-program>

Additionally, if you have any questions, please email: storefrontgrants@cabq.gov or call Omega Delgado at (505) 810-7502.