



City of Brush! C.A.R.E.S.

Commercial Asset Reinvestment & Enhancement Solution

Program Guidelines

The City of Brush! seeks to enhance the investment in our local businesses and business infrastructure in partnership with community organizations to further build our local economy. We want to create greater opportunity for business success and increase funding availability for new and expanding small businesses in Brush!. The C.A.R.E.S. Program provides the following opportunities:

- Reimbursement for façade building improvements
- Reimbursement for a code analysis for the redevelopment/reuse of a property
- Reimbursements for various life safety and building improvements such as roofing, plumbing, electrical, mechanical, water, sewer, and ADA accessibility
- Free architectural drawings for façade improvements ideas

As part of the process and approval, businesses will be required to demonstrate their knowledge of good business practices through criteria described in the application that connects the businesses with professional knowledge in key elements of business operations. The intention is to help position business owners for success prior to being made stewards and beneficiaries of the incentive investment.

Through the application submission process, each application will be scored based on a rubric that prioritizes City investment categories in comparison to the business project. The rubric consists of the following:

- Level of capital improvement investment (how much is being reinvested into the building improvements and infrastructure)
- Number of jobs created (both full-time and part-time)
- Average wages of created jobs equal to or more than county average (the current AMI in Morgan County)
- Longevity in the community (the amount of time a business has been operating in the City of Brush!)
- Sales tax generation (whether the business will be generating sales tax)
- Property tax generation (whether the business will be paying property tax)
- Brush Chamber Member (whether the business is investing into the Chamber, who is not only a partner in the operation of the program, but vital component to the health of the community)
- Products sourced locally (whether any components of the business operation acquired locally)
- Xcel Energy Business Energy Assessment (Xcel offers a program to uncover ways of minimizing energy wasters and improving energy efficiency)
- Community reinvestment (whether or not the business reinvests back into Brush! Community needs through time and/or financial investment with community events and community non-profit partners)

That metric's scoring will determine the amount of funds available to a business for the Incentive Program. Providing oversight and scoring for the application will consist of representatives of the City of Brush!, the Brush Area Chamber of Commerce, and local business ownership. Approval will be given in accordance

with the process established, businesses will be notified within three (3) days of a decision, and a discussion with the applicant will take place regarding the best use of allocating the awarded dollars. Project awards will not exceed the project value. An application for the funds does not guarantee approval for funds.

The Program funds are intended to incentivize investment into the Brush business community and supporting business environment. A project scope will need to be supplied to understand what the applicant intends to invest in, as well as any applicable designs, building and site plans, and cost estimates. Fulfillment of the performance for which any grants are given will be tied to the distribution of the funds. If a business fails to complete its obligations of project scope, reimbursement shall not be given. Reimbursement shall be initiated upon the submission of necessary documentation to the City of Brush!, and approved through the City's bill approval process.

This Program will operate as funds are available throughout a fiscal year. If funds originally dedicated to the Program are exhausted or limited at any point in any given year, there is the possibility of unequal distribution of incentives based on comparable merit. Businesses may apply for additional funds for additional projects no sooner than one year after previous funds have been awarded. If a project is awarded for grant approval, but the project fails to commence within one year of approval, or takes longer than six months to be completed, unless authorized by the Program administrator, the grant award for the project will be considered expired, and no funds will be awarded. Furthermore, as the Program is implemented, aspects of it may be subject to revision to be more efficient in achieving its intent, therefore, any previous versions may no longer be applicable.

Contacts for the Brush! Business Incentive Program

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Grants	Details
Façade building improvements	<p>25% matching grant, up to \$10k (façade being the exterior sides of a primary structure adjacent to and clearly visible from the public street)</p> <p>Categories of façade improvement:</p> <p>Design (up to \$1,000)</p> <p>Paint (up to \$1,000)</p> <p>Awnings (up to \$1,000)</p> <p>Signs (up to \$1, 000)</p> <p>General Façade improvement (up to \$3,500)</p> <p>Historic Character enhancement (up to \$5,000)</p>
Code analysis for the redevelopment/reuse of a property	Reimbursement of up to \$3,000 for a consultant to provide analysis in determining the code compliance requirements.
Life safety and building improvements	Reimbursements for a portion of necessary building enhancements. Examples include structural, roofing, plumbing, electrical, mechanical, water, sewer, ADA accessibility.
Free architectural drawings for façade improvements ideas	Colorado Main Street can provide these services to the community as part of the Brush Chamber's participation.