



MAINSTREET CURB APPEAL GRANT PROCESS INSTRUCTIONS

Los Alamos MainStreet is accepting applications for matching grant funding to support completion of curb appeal projects in downtown Los Alamos. Eligible projects will address curb appeal improvements such as signage, landscaping, sidewalk or façade improvements. Businesses and organizations that lease or own properties in the downtown are eligible to apply.

Applicants may request up to \$500 in grant funding for one curb appeal project. A minimum dollar-for-dollar match by the applicant is required. Applications may be submitted at any time, but funding is limited and available on a first-come, first-served basis, only one grant award per business will be awarded.

Following is the required process for application:

1. Complete the curb appeal self-assessment
2. Schedule an appointment with Bryan Farmer, 661-4862 to review self-assessment with him and discuss project you would like to undertake.
3. Complete curb appeal grant application and submit to Bryan Farmer, 190 Central Park Square, Los Alamos, NM 87544. Include a copy of your curb appeal self-assessment.

Applications will be evaluated by a volunteer committee formed by Los Alamos MainStreet and grants will be awarded based upon this evaluation. Evaluation criteria will include creativity, collaboration with neighboring businesses, impact on curb appeal, and leverage (% match – higher is better). All decisions of Los Alamos MainStreet are final. Applications submitted by November 6th will be evaluated for grant award in November. Grant applications submitted after November 6th but before January 31st will be evaluated for grant award in February.

Disbursement of awarded grant funding will be on a reimbursement basis. MainStreet personnel will visit the applicant to verify project completion prior to reimbursement. Projects must be complete and reimbursement must be applied for not later than May 15, 2010. Recipients will be reimbursed for approved costs that they have incurred to complete their project based on submission of receipts for expenditures related to the project. Receipts for all expenditures must be submitted including receipts for matching expenditures. No disbursement of grant funding will occur outside of these guidelines.

In this packet you will find a guide, "Container Gardening for LA Businesses" together with a list of potential resources for assisting with curb appeal projects.

Self Check – What is My Curb Appeal?

First Impressions Are Lasting Impressions. Curb appeal is about cash in your pocket. Next to location, curb appeal is cited as the #2 factor for generating first time sales to your establishment.

Take the following self-check and see what you think of your curb appeal – circle the number that best matches how you would describe your current curb appeal (5=“example for others”; 3 = “OK, but needs attention”; 1 = “needs attention”) – take notes of any action items you identify:

Maintenance					
5	4	3	2	1	Condition of paint/stucco (is it flaking or faded?) Pay particular attention to entrances.
5	4	3	2	1	Are there broken items, glass, or fixtures?
5	4	3	2	1	Condition of doormats and/or window blinds
5	4	3	2	1	Condition of sidewalks/walkways
5	4	3	2	1	Lighting operating properly
5	4	3	2	1	Signage in good repair and operating properly
Cleanliness/housekeeping					
5	4	3	2	1	Cleanliness of windows and glass doors
5	4	3	2	1	Cleanliness of door and window frames
5	4	3	2	1	Cleanliness of sidewalk/walkway surfaces
Landscaping.					
5	4	3	2	1	Are shrubs/trees trimmed (versus overgrown)
5	4	3	2	1	Dead plants and weeds. (shouldn't be any)
5	4	3	2	1	Is there an opportunity for landscaping, potted, or hanging plants that would benefit curb appeal?
Signage.					
5	4	3	2	1	Can a passing car easily recognize what kind of business you are and whether you are open?
5	4	3	2	1	Can a passing pedestrian easily recognize what kind of business you are and whether you are open?
5	4	3	2	1	Can a pedestrian approaching from a half block away in either direction recognize where your entrance is?
5	4	3	2	1	Are window and door stickers, street side signs and posted notices professional and attractive?
5	4	3	2	1	Are temporary signs and banners in good condition and/or have they been left up for too long?
Context					
5	4	3	2	1	Curb appeal of neighboring businesses (how it affects my curb appeal)
5	4	3	2	1	Condition of the adjacent public right of way (how it affects my curb appeal)
5	4	3	2	1	Condition/cleanliness of parking areas

Action Items From Self-Check:

CURB APPEAL GRANT APPLICATION		
BUSINESS INFORMATION		
Name Of Business:		
Name of Applicant:		Phone:
Current address:		
City:	State:	ZIP Code:
Own Rent <i>(Please circle)</i>		
CONTACT INFORMATION		
Point of Contact:		
Address:		
Phone:	E-mail:	Fax:
City:	State:	ZIP Code:
Position:		
PROJECT INFORMATION		
Summary of Project:		
NEED:		
Items needed for project:		
COST:		
Amount of Grant Requested: \$ _____		
SPECIAL NOTES OR COMMENTS		
DISCLOSURE		
The project I am proposing complies with all applicable County codes and standards. I authorize the verification of the information provided on this form. I have received a copy of the grant program instructions and I agree to abide by all requirements therein.		
Signature of applicant:		Date:



Curb Appeal Grant Checklist

Business

Name: _____

Date: _____

Done?	Things to do	Date Completed	Notes
	Pick Up/Download Application Packet		
	Complete Curb Appeal Self Assessment		
	Set Meeting with Bryan		
	Plan Project		Reference resource guide for vendors to help with estimates.
	Fill out Application		
	Turn in Application		
	Approval/Funding		
	Start Project		
	Use Reference Guide		
	Finish Project		
	Show off Results		

Please Visit (www.LAMainstreet.com) for additional information.

This is a list of resources, that you may find helpful.
 If you find other particularly helpful resources please let us know.
 We will try and keep this list as up to date as possible. Thank you for your help.



Curb Appeal Resource List

Business Name	Contact #	Address	Category
Art Center at Fuller Lodge,	505-662-9331,	2132 Central Avenue, Los Alamos, NM 87544	Art/Creative
Atomic City Cleaners	505-672-9711	Central Park Sq, Los Alamos, NM 87544	Cleaning
Bennett Design LLC	505-412-4118	2187 A 46th St Los Alamos, NM 87544	Design/Creative
CaJaP Creations, LLC	505-490-3438	540 Todd Loop Los Alamos, NM 87544	Creative
Don Taylor's Photography	505-662-2523	999 Central Ave., Suite 100 Los Alamos, NM 87544	Art/Creative
EMV Studios	505-412-8063	1923 Mendius LN Los Alamos, NM	Art/Creative
Finishing Touch, The	505-662-3388	174 Central Park Square Los Alamos, NM 87544	Supplies
Frank's Supply	661-1100	268 DP Road Los Alamos, NM 87544	Equipment/Supplies
Harp of the Spirit, The	505-661-8760	P.O. Box 1320 Los Alamos, NM 87544	Art/Creative
Karen Wray Fine Art	505-660-6382	2101 Trinity Drive, Suite B-2 Los Alamos, NM 87544	Art/Creative
Los Alamos Chamber	505-661-4806	109 Central Park Square Los Alamos, NM 87544	Misc/Resource
Los Alamos Community Development Department	505-662-8363	901 Trinity, Los Alamos, NM	Misc/Resource
Los Alamos County Extension Service	505-662-2656		Misc/Resource
Los Alamos Landscaping & More	662-6234	2126 B 34th Street Los Alamos, NM 87544	Contractor
Los Alamos MainStreet	505-661-4844	109 Central Park Square Los Alamos, NM 87544	Misc/Resource
Los Alamos Signs & Sound	505-662-6874	PO Box 641 Los Alamos, NM 87544	Signage
Mark the Electrician	505-662-0857	3177 B Nickel St Los Alamos, NM 87544	Contractor
Metzger Stores	505-662-3715	1607 Central Avenue Los Alamos, NM 87544	Supplies
MOSAIC Architectural Solutions, P.A.	505-661-8668	P.O. Box 1391 Los Alamos, NM 87544	Design/Creative
Mountain Engraving	661-4870	190 Central Park Square, Suite 111 Los Alamos, NM 87544	Signage
Mountain Images Advertising	505-662-6794	P.O. Box 1421 Los Alamos, NM 87544	Advertising
Pajarito Greenhouse	505-672-3023	238 Rio Bravo Los Alamos, NM 87544	Nursery (Spring)
Patti's Painting & Interior Perspectives, LLC	505-412-3135	30 Lantana Los Alamos, NM 87544	Creative/Contractor
Primak Builders	505-662-7708	1391-A 44th Street Los Alamos, NM 87544	Contractor
Son-Shine Art	505-412-5309	PO Box 509 Los Alamos, NM 87544	Art/Creative
Sparkplug Studio	505-699-1401	1005 Oro Court Los Alamos, NM 87544	Creative/Signage
Templeton Design & Custom Homes LLC.	505-661-6514	2252 47th Street Los Alamos, NM 87544	Contractor/Creative
Village Arts by Marilyn	505-661-2526	170 Central Park Square Los Alamos, NM 87544	Art/Supplies

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