



**DOWNTOWN DEVELOPMENT DISTRICT OF NEW ORLEANS
Façade Improvement Micro Grant Program**

Purpose

The Downtown Development District (DDD) has developed a **Façade Improvement Micro Grant Program**. It is designed to stimulate new investment, enhance business and development opportunities and to attract new customers Downtown. The program is designed to provide an economic incentive to **retailers for improving the appearance of window displays and signage** to increase customer traffic and to improve the visual appeal of the street. Small improvement projects of \$10,000 or less aimed at improving the appearance of the business would be encouraged under the micro grant program. All renovations and restorations of outside signage must be approved by the Central Business District Historic District Landmarks Commission and are subject to its regulation and oversight. **Window displays design must be approved by DDD's retail consultant.**

Matching Grant and Amounts

The **Micro Grant Program will provide a grant of 60% of eligible project costs, up to a maximum of Six Thousand Dollars (\$6,000)**. Applicants must be able to document total project costs that the matching grant amount will apply to, and the construction contract and related documents must clearly delineate the costs associated with the Façade Improvement project, separate and apart from any other construction or renovation costs.

Eligibility

Eligible applicants for the program are building owners and/or business tenants currently owning or leasing property within the legal boundaries of the DDD as well as prospective owners/businesses planning to locate within the area.

Type of Businesses Eligible

Any business which can be permitted by the city to operate at the location will be considered for participation in the program. However, all applicants must operate and be in compliance with all city codes and demonstrate current licensing and that they are not delinquent in City sales or property taxes.

Eligible Improvement Projects include:

- Sign Repair/Replacement
- Awnings
- Improved Retail Window Displays (design approval needed)**

Please contact LaSwanda Green at 504-561-8927 or lgreen@neworleansdowntown.com for an application and for additional details.