

WINTER HAVEN

The Chain of Lakes City

August 11, 2009

Dear Business/Property Owner:

A new, exciting program is available to business and property owners for the rehabilitation of building façades. The Florence Villa Façade Grant Program is administered by and made possible through the Florence Villa Community Redevelopment Agency (CRA) of Winter Haven. Projects will be funded with tax increments from assessed property taxes.

Grant moneys are available as follows: applicant pays 50% of the cost of the project and the Florence Villa CRA will match 50% of the project cost, for a total of up to \$10,000. (Up to \$5,000 will be paid by each party). This is a grant program, not a loan, and therefore does not need to be repaid. However, there are several criteria which must be followed:

1. Grants apply only to those structures and buildings within the Florence Villa Community Redevelopment Agency (CRA) district.
2. The applicant must own the property or have written consent from the owner(s) to make the proposed improvements.
3. Proposed changes to the building's façade (front) must not remove, alter, damage, or cover up original or valuable significant architectural features of the building.
4. Only exterior improvements which can be seen from the public street front will be considered for funding.
5. General building maintenance is not eligible under this program.
6. All improvements must meet applicable City codes and ordinances.
7. The applicant is responsible for required building permitting.
8. Grant moneys will be reimbursed upon completion of work and will be paid *directly to the applicant, not the contractor*. Once the project is finished, all paid invoices relating to said work must be documented with receipts/cancelled checks and submitted to the CRA Office, 451 Third Street, NW, Winter Haven, Florida 33883-2277.

9. Grant moneys are available as follows: applicant pays 50% of the cost of the project and the Florence Villa CRA will match 50% of the project cost, for a total of up to \$10,000. (Up to \$5,000 will be paid by each party).
10. Matching fund amounts will be determined by the Florence Villa CRA, based on the number of requests and available funds.
11. Proposed projects must be approved by the Florence Villa CRA staff and the Florence Villa Advisory Committee. Work shall not commence prior to application approval.
12. Any improvements made prior to approval will be ineligible for funds.

Funds for physical improvements to properties encourage owners to realize the importance of image and by working together, finished projects will be economically beneficial to everyone.

Please carefully review the enclosed Application and Agreement. Sign, attach the necessary documents listed, and return everything to the CRA office for consideration. If you have questions or need additional information, please contact me. I look forward to working with you on this program.

Thank you.

Sincerely,

Dale L. Smith
Assistant City Manager/CRA Director