

DOWNTOWN FAÇADE BUILDING IMPROVEMENT PROGRAM



ILLINOIS RURAL REVERSE FUNDING FAIR (IRRF)

CITY OF ROCHELLE

INTRODUCTION OF THE DOWNTOWN FAÇADE IMPROVEMENT PROGRAM

- City approved a \$15,000 budget for CY19
- 50% match from the City
- Up to \$5,000 of eligible expenses per business
- Downtown businesses within the designated area applied
- **GONE!**



PROGRAM GOALS

- Encourage and support building and business owner investment in their downtown retail/commercial buildings
- Bring a greater sense of value and uniqueness to our downtown
- Assist small businesses with funding improvement projects
- Address blight & vacancies
- Create a vibrant downtown



HOW WILL FUNDS BE SPENT

- brick cleaning
- exterior doors & lighting
- streetscape elements
- tuck pointing, wall façade repair & treatment
- windows & window frames
- painting, shutters and awnings
- stairs, porches & railings
- exterior lighting & landscaping
- roofs visible from the Street
- signage repair/replacement
- improvements for ADA compliance

SIMILAR SERVICES FOR OUR DOWNTOWN

- Limited resources for our existing downtown businesses- first time for a Façade Improvement Program
- Established TIF District
- Enterprise & Opportunity Zone
- Established Historic District
- Chamber Curb Appeal Award- 1 per year
- Blade Sign Contest- 2 per year



PROJECT IMPACT

- The Downtown Façade Improvement Program was so well received, funding was spent or earmarked within 9 weeks.
- 4 businesses were turned away for lack of funding.
- The changes that are being made downtown are spurring more and more progress.



PARTNERSHIPS

- Business owners pay for improvements and the City reimburses 50% up to \$5,000
- City and businesses partnering to create curb appeal
- Local contractors are used if available



FINANCIAL OVERVIEW

- Thus far, all \$15,000 of the initial budget is GONE!
- An additional \$50,000 would assist 10+ downtown businesses, depending on the project.
- Currently, 4 businesses are ready to go when more funding is available.
- Promotion of the program stopped as dollars ran out.
- Increase the designated area, if funding is available.



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