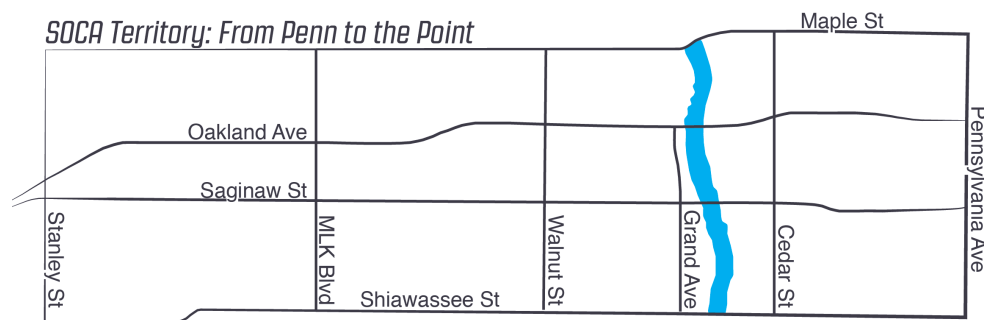




Spruce Up Grant Program Application

Deadline: Friday, June 17, 2016

SOCA is excited to announce our 2nd Annual Spruce Up Grant Program, with **more funding** available for 2016! The goal of this program is to improve the exterior appearance of buildings in the SOCA territory (check out our map below). SOCA created this program after hearing from businesses like yours – many expressed a strong desire to see that we work together to improve the look of buildings along the corridor.



Wondering how this program works? This year there are two kinds of grants available: two grants of \$500 and one grant for \$1000! To be considered for a Spruce Up Grant, you must:

- Be a SOCA member -- see the attached insert on becoming a member or visit our website at www.socalansing.org
- Propose improvements to a building exterior within the SOCA territory. This might involve repairing or replacing signage, painting, landscaping, etc.
- Return this application by **Friday, June 17, 2016**

To complete this application online, please visit socalansing.org. If you are completing a paper copy, please mail it to: SOCA, P.O. Box 13243, Lansing, MI 48901. The deadline to apply is June 17, 2016!

- Agree to be featured in SOCA press releases, social media posts,
- Attend our August 17th, 2016 Business Breakfast to receive a big check (event is from 8 to 9 am, location TBD)
- Complete all improvements by Friday, September 30, 2016

Please note that grant winners will be announced on Friday, July 1, 2016.

Not a SOCA member? Become one today! Apply to become a member online at www.socalansing.org/join

Notes on the Program

- Current SOCA Board members' businesses are ineligible to apply. 2015 winners are also ineligible.
- The grant selection will be comprised of SOCA members and previous winners of the program.
- Applicants may be selected to receive a smaller amount than requested.

Selection Criteria

Our judges will score each application on the following criteria:

- Visible impact to improve a building on the corridor – ideally your improvements involve something we can see when we walk, bike, or drive by your property. More visibility = more points from the judges.
- Amount of funds being leveraged (for example, we will give more points for businesses making a partial investment of their own funds, in addition to grant funds we'll provide).
- Make sure you complete the application – we will judge applications for quality and completeness. After all, we're giving away money!
- We do reserve some extra points for creativity – you're welcome to wow us with your vision for improvements!

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Part I: Applicant Information

Please verify the following – these are program requirements we want to be sure you saw:

___ I am currently or am in the process of becoming a SOCA member.

___ I am willing to be featured in SOCA press releases and social media.

Applicant Name:	
Business Name:	
Business Address:	
Phone Number:	
Email Address:	

What is your relationship to the building? (check one):

- I own the property
- I am leasing or renting the property
- Other (please explain):

If you are NOT the property owner, please provide the following information.

Property Owner Name:	
Phone Number:	
Email Address:	

If you are NOT the property owner, do you have their permission to make changes to the building's exterior?

- Yes
- No

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Part II: Project Information

Expected Start Date:	
Expected Completion Date: <small>*If awarded funds, project must be completed by 9/15/15</small>	
Total Estimated Project Cost:	
Total Grant Amount Requested (Circle One):	\$500 or \$1000

Please answer the following questions in 2-3 sentences.

What improvements do you want to make to the building's exterior?

Why do you want to make these changes?

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Part III: Project Budget

<i>Materials</i>	<i>Cost</i>
<i>Example: 6 gallons of paint from Home Depot</i>	<i>\$240</i>

Total Estimated Project Cost: \$_____

If the Spruce Up Grant will not cover all project expenses, please list other funding sources and expected amounts below, including personal financial contributions.

<i>Funding Source</i>	<i>Expected Amount</i>

Total Additional Funding: \$_____

Part IV: Project Photos

Please provide at 1 to 3 "Before" photos of the area of your property where you will make improvements. You can email these to info@socalansing.org, or mail them to us.

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