



# BUSINESS IMPROVEMENT INCENTIVE PROGRAM

## Program Guidelines and Application

Application packet for the City of Shasta Lake  
Business Improvement Incentive Program

**Community & Economic Development**  
**Adopted: 01/27/2016**

**Contact Information:**  
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## BUSINESS IMPROVEMENT INCENTIVE PROGRAM

As part of its Economic Development Focus Area Incentive Program, the City of Shasta Lake has established a Business Improvement Incentive Program designed to encourage the improvement and investment in commercial properties located on Shasta Dam Blvd Target Area that contribute to the revitalization within the City of Shasta Lake.



The Improvement Incentive Program features a grant of **up to \$2,500 and additionally a loan for \$2,500 for a total of \$5,000** to assist in the cost of improvements made by a property owner or tenant that are necessary for use of the building by the tenant.

The program must only be used for zoning permitted, administrative, or Use Permitted uses within the Zoning District. Any permit required must be submitted and approved before funds are dispersed.

### **Eligible uses for the grant funds must meet all zoning requirements and may consist of:**

- Exterior Signs (installation of new or repair or replacement of legally installed (and non-conforming signs that will become conforming) and mounted signs; including neon or halo lit signs);
- Awnings, canopies, or sunshades (installation of new or repair or replacement of legally installed (and non-conforming that will become conforming ));
- Painting or exterior surface treatment (stucco, tile, stone, or brick replacement or repair);
- Asphalt paving, replacement or repair of tiles or decorative pavers (not in the public right-of-way); sidewalk or courtyard repaving (not in the public right-of-way);
- Repair or replacement of masonry walls or footings;
- Outdoor lighting (installation of new exterior lighting fixtures; repair or replacement of existing exterior lighting fixtures which meet CEC requirements);
- Replacement of plate glass windows; re-glazing of windows or change of window mullions any of which is needed to meet CEC requirements with the approval of architectural application by the City;
- Installation or replacement of outdoor landscaping.
- Electric Panel and interior wiring repairs.
- Replacement or upgrade of utility connections or permanent fixtures.

- Any permanent items must be requested and approved by the property owner as part of the application process.
- Items necessary for use of the building by the tenant that are significant improvements - like transformers or a similar need. Should transformers be part of a grant – they will need to stay with the building.
- Processing fees for a merger of properties to improve use of the property.

**Uses Not Eligible:**

Funds may not be used for improvements that are not permanent or mounted or affixed to the building or the sidewalk. Ineligible uses include but are not limited to:

- Vinyl letter signage (windows);
- Portable signs, such as sandwich board or A-frame signs; signs not mounted or attached to storefronts;
- Flags or banners including sale signs;
- Benches and trash receptacles;
- Tables, chairs, or umbrellas.

**Eligible Loan Uses:** Loan funds may be used for property improvements as listed above as well as interior improvements that are permanent including paint, built in refrigerators/freezers, wiring, plumbing, interior walls that cannot be removed from the building, doors and other permanent improvements as approved by the Loan Committee.

**Eligible Applicants:**

Property owners or tenants located in leased or owned commercial properties located in the City of Shasta Lake Shasta Dam Blvd Target Areas. Exceptions can be made for businesses outside the target areas.

A business owner (tenant) that is not the property owner must show evidence of the right to alter the property, or consent from the property owner (see property owner’s authorization form), who can provide a minimum lease of one year prior to disbursement. For a new business, the business owner must provide a business plan with a corresponding 3 year cash flow projection and tax returns (fiscal information to be kept confidential).

**Grant Amounts:**

The maximum amount of the ~~Facade~~ Improvement Incentive grant is \$2,500 and loan of \$2,500. In order to qualify for the full \$2,500 amount, the total verified project cost must be in excess of \$2,500. Any projects in excess of \$5,000 will be the responsibility of the applicant for the difference. The applicant may request assistance from the City in accessing funds from other entities for this work.

**Process:**

Applications are available on the City’s website at [www.cityofshastalake.org](http://www.cityofshastalake.org). The

application will ask for a narrative description of the project scope which must be complete. The applicant will hire the contractor and is responsible for obtaining design and building permit or any discretionary permit approvals.

The City will reimburse the applicant for work performed, based on submittal of acceptable evidence of the work performed, including copies of paid invoices, credit card receipts with statements identifying the work performed, and copies of cancelled checks (front/back), or such other evidence as required by the City. The business must be open to the public, and free of building code violations or tax liens.

All Business Improvement Incentive Agreements require City of Shasta Lake Loan Committee Approval.

**Contact Information:**

Jessaca Lugo, Community and Economic Development Manager  
City of Shasta Lake  
1650 Stanton Drive  
Shasta Lake, CA 96019

Phone: 530-275-7464

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Email: [jlugo@cityofshastalake.org](mailto:jlugo@cityofshastalake.org)

Mailing Address: P.O. Box 777, Shasta Lake, CA 96019

# IMPROVEMENT INCENTIVE PROGRAM APPLICATION ON NEXT THREE PAGES



## APPLICATION FORM

### APPLICANT INFORMATION

|                          |  |
|--------------------------|--|
| <b>Business Name:</b>    |  |
| <b>Business Address:</b> |  |
| <b>Applicant's Name:</b> |  |
| <b>Address:</b>          |  |
| <b>Phone:</b>            |  |
| <b>Email:</b>            |  |
|                          |  |

### PROJECT DESCRIPTION

|   |  |
|---|--|
| <p><b>Description of Requested Improvements:</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><b>Estimated Cost:</b> _____</p> <p><b>Provide a bid or estimate from an architect or contractor.</b></p> <p>___self___ contractor ___architect</p> <p><b>(Please provide a copy of estimate)</b></p> | <p><b>Please note that the maximum Grant is \$2,500 and Loan \$2,500, maximum City incentive contribution is \$5,000. Example: if the applicant's incentive improvement cost is \$10,000 the City will pay \$2,500 grant and \$2,500 loan, applicant pays the remaining \$5,000.</b></p> <p><b>Amount applying for:</b></p> <p><b>Grant:</b> \$ _____</p> <p><b>Loan:</b> \$ _____</p> |
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## BUSINESS IMPROVEMENT INCENTIVE PROGRAM

APPLICATION FORM  
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### PROPERTY INFORMATION

| <b>FOR OWNER OCCUPANTS</b>  | <b>FOR TENANT/LESSEES</b>  |
|---|--|
| <p>I hereby certify that I am the owner of my business property. The property is vested (owned) under the following name:</p> | <p>I am a lessee/renter of the space for which I am applying for a Business Improvement Grant. The owner of the property is:</p> |
| <p>Property Owner Legal Name:<br/>_____</p>   | <p>_____</p>   |
| <p>Contact Information:<br/>_____<br/>_____</p>   | <p>Contact information for the property owner:<br/>_____<br/>_____</p>   |
| <p>Assessors Parcel Number:<br/>_____</p>   | <p>Remaining years on lease term: _____<br/>Assessors Parcel Number:<br/>_____</p>   |

ATTACH LEASE AGREEMENT

### PROGRAM BOUNDARIES

State Route 151 Boundaries: Commercial Businesses fronting Shasta Dam Blvd from Interstate 5 /Cascade Blvd to Railroad Overcrossing...

### PROGRAM BOUNDARIES

*Shasta Dam Blvd – Frontage Commercial Businesses Only*





## BUSINESS IMPROVEMENT INCENTIVE PROGRAM

### APPLICATION CHECKLIST

All applicants must provide:

- Application (Completed and Signed by Applicant)
- Verification of Property Ownership, if owner (Title or Deed of Trust)
- Evidence of Tenant's Right to Make Improvements, if tenant or lessee (Signed)
- Description and Detailed Scope of Work
- Estimate or Bid by licensed architect, engineer or contractor
- Copy of Valid Shasta Lake Business License (Applicant)
- Copy of Valid Shasta Lake Business License (Contractor hired to perform work)

No assistance may be provided for any contract awarded before the application is approved.

Once the application is approved by the City, the applicant must provide the following:

- If applicable, evidence of required permit approvals from the City of Shasta Lake

I hereby declare that the foregoing information is true and correct to the best of my knowledge. I authorize the City of Shasta Lake to verify the information to determine my eligibility and to conduct an inspection of my property. I understand that as the applicant I will hire the contractor and am responsible for obtaining design approvals and all permits required to perform the work proposed. I understand that the program provides that the City will reimburse the applicant for work performed, based on submittal of evidence of work performed and paid, and that the City will not pay contractors or vendors directly.

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**Applicant Signature**

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**Date**

Mail or deliver completed application with copies of required documents to:

City of Shasta Lake  
1650 Stanton Drive, Shasta Lake, CA 96019

Fax 530-275-7419 or email to [ilugo@cityofshastalake.org](mailto:ilugo@cityofshastalake.org)  
Mail to: P.O. Box 777, Shasta Lake, CA 96019  
Any questions please call: (530) 275-7464