



Downtown Signature Signage & Lighting Grant Program Guidelines

A Joint Program of:

El Paso Downtown Management District (DMD), Program Administrator

The City of El Paso

Tax Increment Reinvestment Zone (TIRZ) No. 5

Effective October 26, 2023

DMD - Program Administrator Contact Information:

El Paso Downtown Management District
201 E. Main, Suite 107 • El Paso, TX 79901

Contact:

- Joe Gudenrath - Executive Director, direct (915) 240-3116
Email: jgudenrath@elpasodmd.org
- Terry Mais – Office & Project Coordinator (Records / Administration), direct (915) 400-2295
Email questions and electronic application submission to tmais@elpasodmd.org

- Current color photograph(s) of site and structures relating to the project / improvement work area.

Important Note: Application requires notary certified signature(s).

a. Application Submission

The completed required Application Form and accompanying documents (The Application) must be submitted for review to the DMD at a minimum, one week prior to the next scheduled Economic & Residential Development Committee Meeting (Review Meeting). The deadline for acceptance of applications is 12 noon every first Thursday of the month. Completed applications received by the deadline will be reviewed at the next scheduled Review Meeting (typically held monthly every 2nd Thursday at 10:00 a.m. in the DMD office). The DMD is charged with conducting the initial review of submitted applications. To ensure The Application is reviewed in a timely manner, it is ***highly recommended that Applicants schedule an appointment*** with the DMD Office & Project Coordinator. Should the Office & Project Coordinator be unavailable, an appointment may be scheduled with the Executive Director. (Contact information for applicable DMD staff members is located on the cover page of this document). The Application will be date/time stamped at the time of submission/receipt at the DMD office.

b. Application Review

Preliminary review of the Application will be performed at the time of the scheduled appointment to determine whether it is complete and the requirements for submission have been fulfilled with subsequent advice to the Applicant of necessary changes or missing items that will need to be corrected as soon as possible. The DMD will then conduct a more extensive review of The Application and will again advise the Applicant if any insufficiencies or discrepancies remain to be corrected. ***Time is of the essence.***

The Application is then presented to the Economic & Residential Development Committee (The Committee) for review to make a recommendation for approval or rejection to the DMD Board of Directors (BOD) at the next scheduled monthly BOD meeting. The Committee is comprised of DMD Board members, At-Large Committee members, City of El Paso staff members and when applicable, an officer of the City of El Paso Historic Preservation Office. Applicants are invited to attend The Review Meeting when their application is scheduled for review and recommendation. For clarification purposes, questions may be posed to The Applicant regarding the project.

Applications and potential grant awards will be based on how well the project addresses the following criteria:

- **Is the project “signature” in nature? Failure to meet the DMD’s identification of “signature” will automatically cause the application to be rejected . Standard signage and lighting are eligible costs under the Downtown Commercial Façade Improvement Grant Program.**
- **Does the project revitalize; improve the appearance; positively impact the aesthetics, marketability, and / or perception of the downtown area?**
- **Does the project add substantial visible improvement to the exterior appearance of the building; have the probability to increase the parcel’s property value?**
- **Does the project restore or create distinctive architectural details of an existing sign or lighting installment?**
- **Does the property where the project is located currently have an operating**

Along with written inspection approval of the Work from the DMD, The Participant will receive a Signature Signage & Lighting Program Reimbursement Request Form and Form W-9 in order to properly submit a reimbursement request. The Signature Signage & Lighting Program Reimbursement Request must be submitted and received in the DMD office within twenty-one (21) calendar days from the date of the written final inspection approval notice. The Participant agrees that reimbursement of the eligible project and/or improvement costs are subject to the following terms and conditions contained within The Agreement under "Section 6. Payment Processing" relating to the required proper documentation to be included with the Reimbursement Request Form:

- a. A completed and signed Signature Signage & Lighting Program Reimbursement Request Form and Form W-9 (completed with The Participant's information) as provided by the DMD;
- b. Proof of payment of all project and/or improvement costs (front and back copies of cancelled checks and /or electronic receipts along with corresponding invoices marked "PAID") must demonstrate payment was made by The Participant. Invoices shown to be paid by other than The Participant will not be included in payment of the Matching Funds Reimbursement Grant;
- c. Statements from architects, contractors and/or subcontractors acknowledging that all payments have been received;
- d. Notarized final lien waivers from all contractors and/or subcontractors, where applicable;
- e. Proof of any applicable final governmental inspections (e.g., planning or building permits or certificates of occupancy); and
- f. Digital color photograph(s) are preferred (8 ½ x 11) that accurately reflect the completion of the Work. When lighting is a component of the grant project, day and evening photographs are required.

Documentation submitted along with the Reimbursement Request Form is subject to the review and approval of the Program Administrator. Further, reimbursement under The Program means that no reimbursement payment will be issued until The Participant has paid for the project and/or improvement work in **full**.

Allow 30 days for processing of the Matching Funds Reimbursement Grant payment which will be processed in the form of a check made payable to The Participant. The Participant will be notified once the check is available for release and will require signature by an authorized party.

Important Note: Grant program awards are subject to the IRS reporting guidelines related to the reporting of Miscellaneous Income via a Form 1099-MISC.

12. Maintenance Requirements

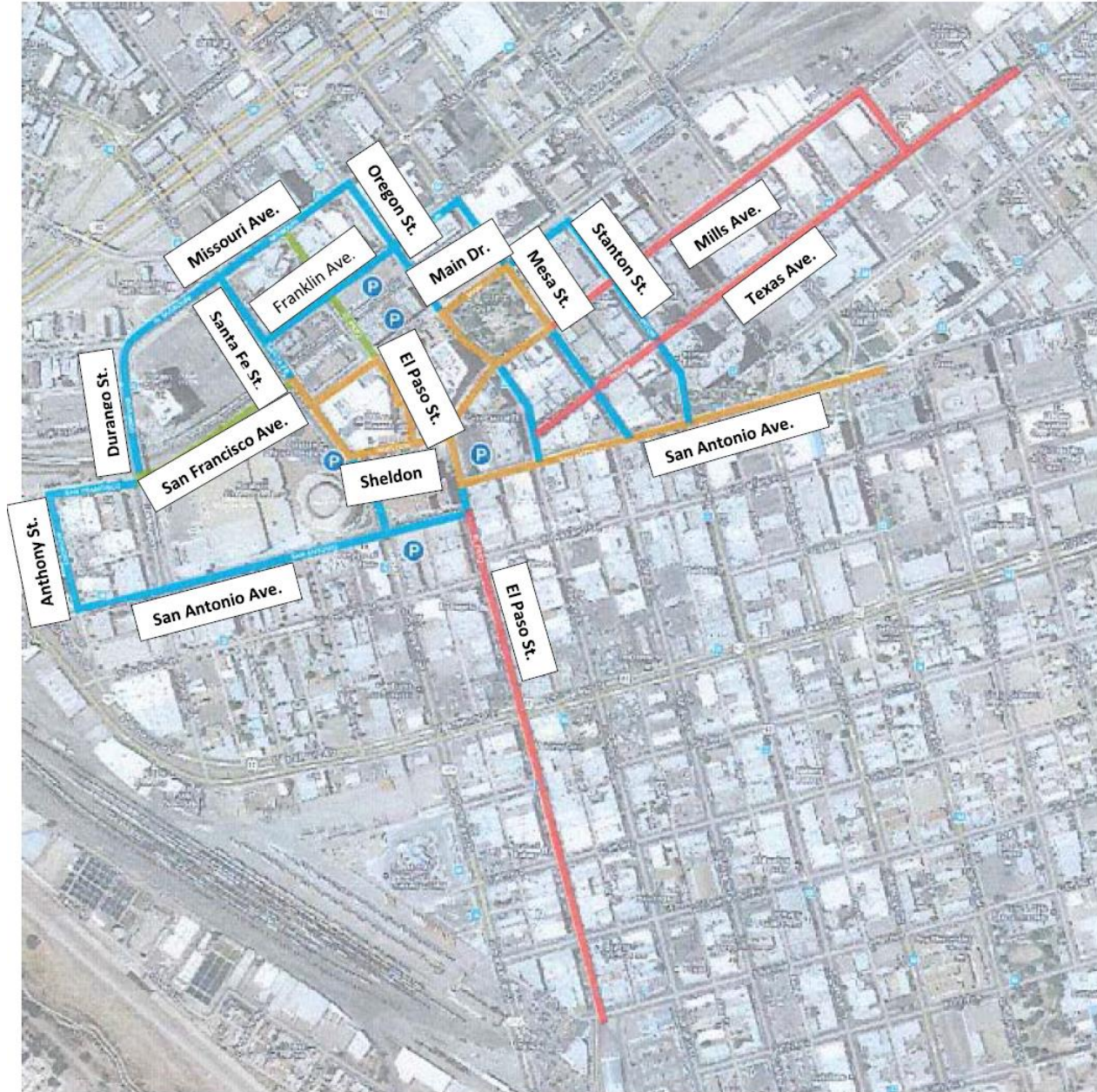
By accepting grant funds, The Participant commits to properly maintain all signage and/or lighting elements, keeping them operational and illuminated nightly for a minimum of three (3) years at the Participant's own expense. Any damage to the signage and/or lighting elements is to be repaired immediately by The Participant so that they remain in good, working condition. The Participant is required to perform any other repairs needed on an ongoing basis and to maintain appearances.

The Participant also agrees to return a pro-rated amount of the grant program award received if any portion of the signage and/or lighting installation is removed or inoperable within three (3) years of the project completion date.

EXHIBIT A - Program Area

El Paso Downtown Wayfinding Plan

El Paso Downtown Wayfinding Plan



El Paso Streetcar Route



EL PASO STREETCAR OFFICIAL ROUTE

