



SARATOGA
California

#SaratogaTogether

**Business Renewal and
Beautification Grant**

The COVID-19 pandemic has adversely affected many commercial businesses in Saratoga. As the COVID vaccine is reaching the public, it is expected that more people will be out and carrying on their lives as they did prior to the COVID pandemic. On May 5, 2021, the City Council approved \$15,000 in funding to support the renewal and beautification of Saratoga businesses with aesthetic enhancements. The goals of the Business Renewal and Beautification Program are to 1) Attract people to Saratoga to do business, 2) Make the businesses more enticing to customers, and 3) Retain existing businesses.

Program Criteria:

1. Grants are awarded on a first-come-first-serve basis.
2. Grantees can receive reimbursement of 50% of the project cost, up to a maximum of \$1,500.
3. Applications must meet the stated goals of the program to be considered for approval.
4. Project must be completed within 1 year of project approval.
5. Grants shall be distributed for projects in commercially zoned districts throughout the City.
6. Property owners and/or businesses may apply for the Business Renewal and Beautification Program funds once a year, as long as program requirements are met.

Examples of Eligible Projects:

1. Exterior improvements that will bring improved area into compliance with City building codes, ordinances, statutes, or requirements, or those of any other entities that may have jurisdiction over the property (i.e. ADA improvements, fire safety codes).
2. Painting, signage, lighting, and exterior repair projects.
3. Addition or repair of shade feature to storefronts, such as awnings.
4. Landscaping that beautifies the streetscape such as installation of exterior planter boxes.

5. New signage or improvements to existing signage.
6. Façade improvements that enhance design elements and architectural features, such as inlaid tile, brick, decorative cornices, enhanced doors or window treatments.

Types of Projects Not Eligible for the Grant:

1. Improvements that are not visible from public streets or from City owned parking lots.
2. Upgrades to electrical, gas, heating, or telecommunications.
3. Interior improvements, including carpet, tile, and partition walls.
4. Improvements to residential buildings.

Application Requirements:

1. To be eligible for grant funding, an applicant must submit a completed application, including project goals, estimates, timeline, and photographs to the Community Development Department.
2. Applicants other than the property owner (i.e. current business owner) must provide property owner consent.
3. Applicants must have a valid Saratoga business license.
4. Grantees shall be responsible for obtaining the applicable permit approvals from the City.
5. Applications will be reviewed for program eligibility and funding by the Community Development Director.
6. A Grant Program Agreement shall be executed between the City of Saratoga, business owner, and property owner—if applicant is separate from the property owner.
7. To receive reimbursements after project completion, grantee must submit original receipts for all project expenses (labor, materials, etc.), and photos of the finished project.

For more information, please contact:

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