

RESOLUTION AUTHORIZING THE ESTABLISHMENT OF AN EAST GREENSBORO CURB APPEAL GRANT PROGRAM AND AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH EAST MARKET STREET COMMUNITY DEVELOPMENT CORPORATION (EMSDC) TO ADMINISTER THE PROGRAM

WHEREAS, it has been requested that a curb appeal grant program and associated funding to be administered by the East Market Street Community Development Corporation (EMSDC) be established;

WHEREAS, the proposed curb appeal grant program implements several recommendations from the East Greensboro Study Committee Summary report adopted by City Council on August 3, 2015;

WHEREAS, the recommendations include the establishment of an incentive program to direct private investment to priority locations; expand the scope and focus of East Market Street CDC to all of East Greensboro; landscape and beautify gateways and key corridors; and implement a “Curb Appeal by the Block” program;

WHEREAS, the program is proposed to run for a period of seven years, during which a total of no more than \$25,000 may be awarded to an individual property and matching grants for signage upgrades will be limited to \$2,500 or 50% of the total costs, whichever is less;

WHEREAS, to be eligible for the program, the applicant must own the property or have written consent from the property owner authorizing the proposed improvements;

WHEREAS, EMSDC is proposed to serve as the program administrator;

WHEREAS, it is estimated that \$75,000 will be requested for establishment of the program at a future date.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That the establishment of a Curb Appeal Grant program and associated fund to be administered by the East Market Street Community Development Corporation (EMSDC) is hereby authorized and the City Manager is authorized to execute an agreement with East Market Street Community Development Corporation (EMSDC) to administer the program.