

PURPOSE

The SPARK Grant Program is designed to stimulate visible reinvestment in active businesses within the TIF District by supporting storefront and exterior improvements that enhance curb appeal, customer experience, and overall district vitality.

CONTACT US

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SPARK GRANT PROGRAM

● PROGRAM STRUCTURE

Up to \$5000 per business. Limited to the first 10 approved businesses each year. Annual investment of \$50,000. Funds are reimbursement based and issued only after approved work is complete.

● ELIGIBLE IMPROVEMENTS

Exterior, customer facing improvements visible from the public right of way, including doors, windows, vinyl window covering, awnings, façade paint, signage, and storefront lighting.

● ELIGIBLE APPLICANTS

Active, operating businesses located within the TIF District with a current city business license and properties in good standing. Tenant occupied buildings require written permission from the property owner acknowledging approval of the improvements.

● APPLICATION AND SELECTION

Rolling application process. Applicants submit photos, a project description, cost estimates, timeline, and property owner authorization if applicable. Priority is given to high visibility projects, readiness to proceed, and private investment leverage.

● FUNDING AND SAFEGUARDS

No funds are released upfront. Reimbursement is issued after approved work is completed, inspected, and paid invoices are submitted. URA approval is required before any work begins. Improvements must remain in place for a defined period.

● OUTCOMES

Improved storefront appearance, increased private reinvestment, strengthened business retention, and visible activation of the TIF District.

Spark Grants turn small public investments into visible private sector improvements that build confidence, momentum, and long-term value within the district.