



Denison Grant Incentives Programs

The City of Denison and Denison Development Alliance have created initiatives to improve the appearance, design, and safety of buildings in strategically targeted areas of Denison. The City also provides grants to help save existing commercial and residential structures throughout the community. In addition, Denison Development Alliance created a program to support existing businesses striving to meet increasing demand for online shopping. Denison Development Foundation has grant funds available to build upon Denison as a destination, and to improve access to businesses impacted by the Designing Downtown Denison (D3) revitalization project.

Façade Grant Programs

General guidelines for all façade grants: These are one-time offers that are available while funds remain. All projects must be completed within one calendar year from the agreement date or as otherwise pre-approved. All work must be permanent improvements to the exterior, including signs. See map for designated areas of focus. Matching funds will be granted based on the per foot dimensions of the building sides (street front façade reimbursement, \$7/sf; non-street-front sides and back sides reimbursement, \$1.50/sf). Permit fees, Historical Preservation fees, and New Construction are excluded. Grant minimums are \$500 (\$1000 project) and maximums are based on building location. All redevelopment must preserve the Denison National Register District status, if appropriate.

Commercial Historic Overlay District Façade Grant Program

(funded by Denison Development Alliance)

The Denison Commercial Historic Overlay District (CHOD) Façade Grant Program is an incentive matching (50/50) façade grant program to improve the appearance of buildings that are in highly visible areas as defined by the DDA. Business or building owners within the designated CHOD are eligible to apply. Residential and government buildings are excluded, except for upper floor residential lofts above commercial or non-profit space. All work must be permanent improvements to the exterior, including signs. The Historic Preservation Board (HPB) approval is required for building permits and is a separate application process from the façade grant considerations. Maximum amount of grant funds for any building is \$25,000 with up to \$1,000 attributable to signage. Stand-alone signage grants are not allowed. Limited funding is available.

Gateway Façade Grant Program

(funded by Denison Development Alliance)

The Denison Gateway Façade Grant Program is an incentive matching (50/50) façade grant that focuses on exterior (façade) work on the storefronts of commercial buildings, including non-profit organizations. Any retail, non-profit, or commercial building/business owner within the designated Denison Gateways is eligible to apply. Maximum grant is \$5,000 per appraisal district building address, which includes up to

\$1,000 for signage related to façade upgrades. Stand-alone signage grants are not allowed. Limited funding is available.

Downtown Perimeter Façade Grant Program

(funded by Denison Development Alliance)

The Denison Perimeter Façade Grant Program is an incentive matching (50/50) façade grant that focuses on exterior (façade) work on the storefronts of commercial buildings, including non-profit organizations. Any retail, non-profit, or commercial building/business owner within the designated perimeter area is eligible to apply. Maximum amount of grant funds for any building is \$25,000 with up to \$1,000 attributable to signage. Stand-alone signage grants are not allowed. Limited funding is available.

Denison Fire Suppression and Sealing Grant Program

(funded by Denison Development Alliance)

The Denison Fire Suppression Matching Grant Program encourages installation of fire suppression systems and fire sealing in Denison's high-density, mixed-use downtown. The primary purpose is to help save lives and reduce damage to private and public property. Secondly, the program encourages infill development investment including lofts, restaurants, shops, offices, and more, which will continue to strengthen Downtown Denison. DDA has committed \$100,000 from existing incentive funds to match up to 50% of project cost to install fire suppression systems and fire proofing improvements between existing buildings. This includes underground work and overhead building sprinkler system improvements as well as fire penetration barrier improvements between buildings. Funds are also available for infill development on new structures. Property owners and/or businesses will work with a licensed safety company or engineer, along with the Denison Fire Marshall, City officials, and DDA staff to create an improvement plan and application for funds.

Denison Alley Access Grant Program

(funded by Denison Development Foundation)

The Denison Alley Access Grant Program is a 100% non-matching, reimbursement incentive grant to improve business accessibility via alley doors for businesses located within Phase 01 of the Designing Downtown Denison (D3) Streetscape capital improvement project. Improvements must be permanent interior or exterior work to elevate the access and safety of entrances via the alley. Project scope may include walkway/pathway flooring, lighting, ADA, electric, screening/draping, door locks, remote door controls, back door video, painting, signage, doors, partitions, etc. Any retail, non-profit, or commercial building/business owner within D3 Phase 01 is eligible to apply for these essential improvement funds. Funding is limited. Non-matching funds up to \$2,500 per appraisal district building address. There is no minimum project value limitation, and all alley accessibility improvements will be considered.

Denison E-commerce Accelerator Incentive Grant Program

(funded by Denison Development Alliance)

The E-commerce Accelerator Incentive grant is a 75/25 matching grant that encourages Denison businesses to ramp up their ability to meet the increasing demand for online shopping, transactions, and delivery. Funds are available to gain or improve the ability to conduct business online and to begin digital promotions to guide shoppers to their website. Businesses who already have online shopping in place can focus on expanding and growing online sales through enhanced marketing and promotions. There is no minimum project value. Matching funds are available up to \$6,000 per business on an \$8,000 project. Limited funding is available.

Destination Creation Grant Program

(funded by Denison Development Foundation)

This unique loan-to-grant is funded by the Denison Development Foundation (non-profit). It provides 15% matching incentive (up to \$100,000) for investment to create a winery, brewery, distillery, or destination restaurant in downtown Denison. This incentive is designed to be an investment reimbursement that reduces any matching requirements set by lenders (if applicable) to essentially replenish or buffer working capital as the business is beginning operations. This includes all improvement/development costs except real estate acquisition or leasing, working capital, and inventory. Projects are considered on a case-by-case basis. Limited funding is available.

Central Area / Downtown New Construction Grant

(funded by City of Denison)

This grant is for retail, commercial (office), or mixed-use (first floor commercial, second floor residential) properties located within an area zoned Central Area District that are not eligible for or receive other incentives through the City of Denison, Denison Development Alliance, Denison Development Foundation, or other development partner. The new construction incentives provide a 50% reduction of building permit fees, up to two (2) 30-yard roll-off containers at a discounted rate and rebate of 1% of sales taxes for purchases of building materials within the City. After a City inspection, the City will repair or replace sidewalks for properties that apply. A cash grant equal to 10% of the increase in assessed taxable value created by the renovation project, or \$30,000, whichever is less.

For example, if the 2019 tax value was \$20,000 and the 2020 tax value was \$250,000 following completion of the new construction, the project would be eligible for an incentive grant of \$23,000.

Note: Grant payment will be made once the Appraisal District has assessed the new value of the property and the tax bill representing the added value is presented. This process could take 12-16 months.

Information available at: <https://www.cityofdenison.com/building/page/central-areadowntown-new-construction-program>

