



*A Radford Economic  
Development Authority Program*

# RADFORD POP!

PAINT. OPTIMIZE. PLANT.



## WHAT IS “POP!”?

Radford POP! is a revitalization program designed to encourage local business owners to invest into improving the look of their storefronts by matching that investment dollar for dollar up to a maximum amount of \$2,000. Created by the Radford Economic Development Authority and sponsored by the Radford Economic Development Authority, the City of Radford and First NRV Federal Credit Union.

**Why “POP!”?** Because that’s what we’re bringing more of to Radford! Specifically, it stands for Paint, Optimize, and Plant. The program is rooted in the concept that small improvements can make a BIG difference. Whether it’s a fresh coat of paint (Paint), maybe a new awning or sign (Optimize), some vibrant plants (Plant), or that repair you’ve been meaning to get around to...Radford POP! wants to help our hardworking business owners complete the little touches that can add up to HUGE changes in Radford’s business districts.

**How do I apply?** Submit a project application to the Radford Economic Development Authority (EDA) for review. There’s no minimum dollar amount for an application, but the maximum reimbursement amount is \$2,000.00 The grant pool is limited and it is first come, first serve. For more information, please email Kim Repass, Economic Development Director for the City of Radford at [Kim.Repass@radfordva.gov](mailto:Kim.Repass@radfordva.gov).



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## Façade Revitalization Matching Grant Program

### Applicant/Primary Contact Information:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

- I am the property owner
- I am leasing the property

### Business & Property Info:

Business Name:

\_\_\_\_\_

Physical Street Address of Property:

\_\_\_\_\_

\_\_\_\_\_

### My project includes the following (Check all that apply) :

Painting  Signage/Awning  Planting/Landscaping

Repair/Cleaning (Please Specify): \_\_\_\_\_

Estimated project start date: \_\_\_\_\_ Estimated end date: \_\_\_\_\_

Estimated Materials Cost: \_\_\_\_\_ \*Estimated Labor Cost: \_\_\_\_\_

(\*Any project labor included in total must be submitted along with a contractor's bid. Labor performed by business or property owner may not be included in the estimated cost of the project unless they are a licensed professional.)

Estimated Total Project Cost: \$ \_\_\_\_\_ Total You Are Investing: \$ \_\_\_\_\_

**Please write a brief description of your project and provide a few additional details.**

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**If you will be painting, please complete the following:**

- I am refreshing my exterior using its current colors
- I am using new colors to paint my exterior

**Friendly Reminder Checklist (Check if complete. Leave blank if not applicable):**

- I have attached any relevant contractor estimates to this application (This is necessary to be reimbursed for labor expenses).
- I have forwarded “before” pictures of my project to [Kim.Repass@radfordva.gov](mailto:Kim.Repass@radfordva.gov) (Before and after photos are required).
- If you will be updating your signage, please attach the proposed design to this application, or forward to [Kim.Repass@radfordva.gov](mailto:Kim.Repass@radfordva.gov) .
- I have read and completed the full application and signed signature page.

## Radford POP! Program Guidelines

### **Image Capture and Use:**

As a condition of receiving a POP! grant, the applicant agrees to submit before and after photos of their project via email to [Kim.Repass@radfordva.gov](mailto:Kim.Repass@radfordva.gov) . The applicant agrees that these images may be used publicly for promotional purposes. The applicant also grants permission for Radford POP! representatives to take pictures of their project before and after work is complete. We want to show off your hard work and promote your business!

### **Approval Process:**

Submitting an application does not guarantee that a POP! grant will be issued. It is at the sole discretion of the Radford Economic Development Authority (EDA) which project applications are approved. The EDA reserves the right to deny grant funds or the reimbursement of expenses not covered under the POP! Program guidelines. If your application is not approved for the whole amount requested, the EDA may approve your application for a lesser amount. It is a first come, first serve grant initiative and when the total grant pool funds have been disbursed, no further project applications will be approved.

### **Reimbursement Process:**

At such time as the Applicant/Grantee of the EDA POP! grant project has been satisfactorily completed and reviewed, the Applicant/Grantee shall present to the EDA with copies of all paid invoices, including copies of cancelled check and/or credit card receipts, or other evidence of payment, for a single payment reimbursement of the approved funding on the POP! Grant Reimbursement Form, attached hereto, and submit the same to the EDA, for final review and approval.

All reimbursement paperwork must be submitted to the EDA within six (6) months from the date the POP! grant was approved by the EDA.

### **Signature:**

I hereby certify that the information provided in this application is true and accurate, that I have obtained property owner permission for improvements, and that I have read and understand the guidelines for participation in the Radford POP! program. I understand that additional information may be requested by the City of Radford to complete the review of this application.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# POP! Grant Reimbursement Form

Please fill in each invoice received, total amount paid, and attach receipts.

Grantee Name:	Date:
Business Name:	Project Number:
Project Address:	Total Grant Amount: \$
Mailing Address:	Total Payment Approved: \$

Date	From	Invoice #	Amount
		<b>Invoice Total</b>	<b>\$</b>

I hereby certify that the expenses, donations, and activities accounted for in this reimbursement form are legitimate and correct, have been paid for in full by the Grantee, and are now eligible for grant reimbursement.

\_\_\_\_\_

Print Full Name

\_\_\_\_\_

Signature



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## FAQs

**How does it work?** Start by submitting an application to the Radford Economic Development Authority (EDA). You will be notified if your application is approved. When you complete your improvements, please submit an invoice and proof of payment with before and after pictures. You will receive a check for the approved amount.

**What's the catch?** No Catch! The Radford EDA wants to help our business districts look their very best, and with the help of a generous donation by the Radford Economic Development Authority, the City of Radford and First NRV Federal Credit Union, it's easy for you to improve the looks of your storefront and have your efforts matched dollar for dollar.

**Who can apply?** Any business or property owner may submit an application for improvements being made to a commercial property located within Radford's business district.

**How do I apply?** You can pick up an application in person at the City Offices at 10 Robertson Street. You can also download and print an application from the Radford EDA website at [www.radfordva.gov](http://www.radfordva.gov). Fill out your application and return it marked "Radford POP! C/O EDA – Kim Repass" to the front desk of the municipal building at 10 Robertson Street beside the police station. Applications may also be emailed to [Kim.Repass@radfordva.gov](mailto:Kim.Repass@radfordva.gov). Only one application may be submitted for a given address.

**What projects qualify, is there a minimum?** POP! stands for Paint, Optimize, Plant. A POP! grant covers painting projects and signage/ awning improvements and repairs (broken door knob, broken window, etc.) There's no minimum project size, but there is a maximum reimbursement amount of \$2,000.

**Do I automatically get a POP! grant if I apply?** Approval is not automatic, and your application must be reviewed and approved by the Radford EDA. The EDA reserves the right to deny grant funds or the reimbursement of expenses not covered under the POP Program guidelines.

**Does POP! cover interior improvements?** No. POP! only covers improvements to the outside of your business.