



Downtown Lexington Business Signs and Awnings Grant Fund GUIDELINES

Purpose: *To provide an incentive to new businesses in Downtown to invest in high quality and visually appealing signs and awnings, and to support existing businesses in upgrading tired signs and awnings.*

Guidelines: All applications are subject to review for eligibility. MSL's Signs and Awnings Grant Fund is open to small businesses (25 or fewer full-time employees) located in Downtown Lexington with a current Business License.

All signs and awnings that require approval from the Architectural Review Board (including all new installations and any design changes to existing signs or awnings), must receive that approval to be eligible for a grant.

Program Exclusions: Residential rental buildings (apartments); home-based businesses; structures not facing the public right-of-way; banks; government owned and occupied buildings; churches and other religious institutions. Also ineligible are properties that have been the recipient of this grant within the last five years.

Eligible Improvements:

- Open to new businesses seeking assistance with first-time signs and awnings, or businesses of 5+ years' duration with signs or awnings in clear need of upgrade or repair.
- Sign grants will be 1-for-1 matching up to \$300.
- Awning grants will be 1-for-1 matching up to \$600.
- Grants will be on a first-come, first-served basis, to those businesses that successfully apply, are approved, and complete their sign or awning project.
- The continuation of the Grant Program is made possible by funding from the City of Lexington and Washington and Lee University.