

REAP

Retention/Expansion Assistance Program

As a business retention measure, the Downtown Dover Partnership (DDP) will provide mini-grants¹ grants and/or other incentives, at the discretion of the DDP Economic Vitality Committee and/or Economic Development Funding Review Committee [herein referred to as “Committee”], and budget-permitting, for a qualified downtown Dover business owner currently operating in a downtown Dover business district brick-and-mortar, non-residential location, to expand.

Examples of ways that an applicant may extend a request for grant funds for expansion or retention are (but are not limited to) as follows:

1. Expand within current downtown footprint in at least one of the following ways:
 - Increase in square footage (expanded floor space in current space);
 - Expand product line in a meaningful way to strengthen an existing customer audience, and/or to gain a new customer audience;
 - Strengthen a current, successful business by adding an eCommerce (on-line sales) option;
 - Other, with description provided by applicant.

OR

2. Expand the current business to a new, larger, or more suitable space within the priority DDP Downtown Designated Area. (See Attachment A.)

OR

3. Expand from owning one (or more) business to owning a second (or more) business in the priority DDP Downtown Designated Area.(See Attachment A.)

OR

4. Retention: To address critical needs such as physical and digital improvements, new equipment, technology, and training to support growth.

5. Other ways that are defined by applicant and presented for consideration to the Committee via application.

When reviewing applications, in addition to the above suitable types of expansion and retention categories, the Committee will take into consideration the request in relation to the “Top Ten Priority Business Categories” that have been shown by market research to be needed in downtown Dover. (See Attachment B.)

¹ Actual dollar amount of mini-grants will be determined at the discretion of the committee. They are anticipated to be up to \$2,000.

***What constitutes a qualified downtown Dover business owner?**

- A. Business owner currently rents or owns a space and is operating a business in a location within the priority DDP Downtown Designated Area. (See Attachment A.)
- B. Has successfully operated in the location stated in bullet #1. (See Page 1) for at least a year. As evidence of successful operation, some/all of the following documents may be required:
 - Financial statements to show revenue/loss for past two years;
 - Proof that outstanding debt repayment is current (i.e.; applicant is not lagging on credit card, loan, or other payments).
 - Letter(s) from financial institution(s) and/or landlord that applicant is current on debt obligations and lease payments;
 - Strong, active social media/internet presence;
 - Active eCommerce;
 - Strong visual impression of current location, interior and exterior. (I.e.; well-maintained, appropriate style for business type and customer base.)
 - Customer base (quantity) and proximity within the region. (For example: Where do 75% of your customers live? Is this a destination business?)
 - Other grants, incentives or programs you have used to bolster your business.
 - Other
- C. A written business plan is strongly recommended, and may be requested by DDP, for a new business, as well as for a significant change in operations and/or expansion of an existing business. A business plan (or executive summary) may be requested by the DDP.

NOTE: Awards will be dispersed to successful applicants on a reimbursable basis upon completion of the targeted expansion; and/or receipt of a Certificate of Occupancy; and/or upon conditions placed upon business owner by the Committee for receipt of funds, all of which will be identified within an award letter to applicant upon approval of application by the Committee. **All funds will be awarded and distributed within the sole discretion of the DDP.** The DDP may waive or permit variations to these guidelines.

Applicants may be asked to present their request to the Committee in person. In addition, successful applicants (those who are awarded a grant) will be required to provide outcomes in person and/or in writing to the committee and/or DDP staff upon request and within six- to twelve months of receipt of award. In addition, there may be interim “status” presentations, reports, financials or other materials/documents required between beginning and completion of project.

NOTE: For those current downtown Dover businesses not qualified or not approved for this mini-grant program, other funds and/or incentives may be available through the DDP or resource partners, such as those for façade improvements, architectural services, small business loans/grants and/or short-term programs. Applicant should ask to be apprised of same.

Downtown Dover Partnership; 101 W. Lockerman St., Suite 1A; Dover, DE 19904; 302-678-2940

In some cases, REAP funds may be coupled with the DDP Revolving Loan Fund Program funds to address the small business needs. The DDP Revolving Loan Fund Program is being prepared for launch in early FY 2022 wherein funds will be loaned to qualified small businesses that have emergent, unanticipated, near-term critical operational needs, and for which qualified current downtown Dover business owners (as well as business prospects who have signed leases in the priority DDP Downtown Designated Area, Attachment A) would be eligible to apply. Repayment of these funds with a low interest payment will be required, and a penalty incurred if payment(s) is/are late.

NOTE:

All applicants of the REAP and Dover Revolving Loan Fund are required to complete advisement and/or technical assistance provided by a Small Business Development Center (SBDC) advisor/Navigator Program, and/or other similar training or technical assistance or pre-approved training provider on a topic that is intended to advance the knowledge, skills, and profitability of the business owner/applicant. The DDP representative will make recommendations toward this requirement with each applicant.

Dispersement of funds is reliant on enrollment and completion of this advisement/training.

Begin actual application next page (Page 4).

Remainder of page intentionally left blank.

REAP
Retention/Expansion Assistance Program

APPLICATION

Name of Business Owner: _____

Home Address of Business Owner:

Street /Apt.: _____

City: _____ State: _____ Zip: _____

Phone/Cell: _____ Other Phone: _____

Email Address: _____

Current Business Name: _____

Type of Business or Business Category: _____

How long have you been in business? ___ yrs. ___ mos. **How long at this address?** ___ yrs. ___ mos.

Current Business Address:

Street /Suite.: _____

City: _____ State: _____ Zip: _____

Phone/Cell: _____ Other Phone: _____

Web address: _____

How much revenue was generated in: 2019 _____ 2020 _____ 2021 _____

IF APPLICABLE:

Address of new business:

Street /Suite.: _____

City: _____ State: _____ Zip: _____

Phone/Cell: _____ Other Phone: _____

Does the new business have a web address? _____ YES _____ NO

If yes, provide web address: _____

Does your current business, as provided above, now operate in the priority DDP Downtown Designated Area? (See Attachment A.) _____ YES _____ NO

Do you have a current Delaware Business License? _____ YES _____ NO

Do you have a current City of Dover business License _____ YES _____ NO

Describe briefly (100 words or less) how you plan to expand. *Specifically, provide the bullet number on Page 1 of the REAP Guidelines that describes how you plan to expand and related details about your plans.*

Bullet # _____

Description of your retention/expansion:

Does your proposed expansion include products and/or services that fall within one or more of the “Top Ten Priority Business Categories” that have been shown by market research to be needed in downtown Dover? (See Attachment B.) _____ YES _____ NO

Describe briefly (100 words or less) what does successful expansion look like?

Provide 5 or more targeted metrics (quantifiable results) to your planned expansion.

For example, How many new customers are you targeting? How much more annual revenue is anticipated from the expansion? (Dollars or percentage increase over existing revenue.) How will your business expansion/retention benefit the downtown?

- 1.
- 2.
- 3.
- 4.
- 5.

1. How much do you plan/need to address this specific emergent issue and/or expansion?
 ___\$_____
2. Total amount you are requesting from the REAP grant program: \$_____ (Cannot exceed \$2,000)
3. If this request is for an expansion of product, square footage, or a new business, will you require a loan to support your overall plan in addition to REAP funds, if awarded? _____ YES _____ NO

If yes to above, what is the approximate amount of loan funds you will request? ___\$_____

I understand that, if awarded funding, I will comply with the following:

- Provide requested documentation, as identified on Page 2 Bullet B.
- I will present my request (as well updates, if asked) in person to the Committee.
- If awarded funding, I will disclose to the DDP if my plans for expansion change or if failure is imminent.
- I understand that grant funding, if awarded, will be provided per terms outlined in the award letter (and subsequently approved by the Committee) and will be provided to me on a reimbursable basis, unless otherwise determined by the DDP.
- I understand that if I complete work outside of the description and intent of the award letter and/or without prior approval from the DDP/Committee, I will be required to return the funds to the DDP within 30 days of DDP notice to do so.
- If the business fails within two years of receipt of funds, I may be required to pay back all or a portion of funds awarded, or forfeit them prior to receipt of them.
- Additional requirements may be provided in a letter of award.

I hereby provide information in this application and related documentation is true and correct, to the best of my knowledge.

I further understand that providing falsified information or documents, or any other assertion of incorrect information to obtain grant funds, will disqualify me from applying for, or receiving, funds from the DDP for a period of one year from date of application, and that the DDP staff and Committee reserve the right for all final decisions.

Applicant Name (Printed): _____

Applicant Signature: _____

Date: _____

Questions may be directed to: Inquiry@DowntownDoverPartnership.com

Downtown Dover Partnership; 101 W. Loockerman St., Suite 1A; Dover, DE 19904; 302-678-2940

ATTACHMENT A



Priority DDP Downtown Designated Area*

*The DDP may waive or permit variations to these guidelines.

ATTACHMENT B

The following “Top Ten Priority Business Categories” have been shown by market research to be needed in downtown Dover.

- 1. Microbrewery/Brewpub**
- 2. Restaurants/Hybrid Bars/Pubs/Snacks**
- 3. Millennial Tavern**
- 4. Healthy Living: gym, yoga, health and specialty**
- 5. Healthy Eating: vegan, organic, smoothies**
- 6. Farm Fresh/Ethnic/Green Grocers**
- 7. Apparel/Shoes/Accessories**
- 8. Jewelry, Gift and Novelty Destination Boutiques**
- 9. Personal Service**
- 10. Specialty: wine, cheese, nuts, confections, oils, flowers**