

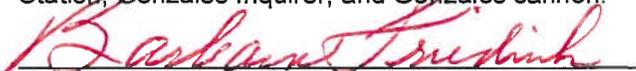


**MAIN STREET ADVISORY BOARD MEETING  
AGENDA**

**Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Tuesday, October 22, 2013 – 5:15 p.m.**

1. Call to Order.
2. Public Comments.
3. Approve minutes for September 24, 2013.
4. Review Treasurer's report for September 2013
5. Discussion and Action regarding revised Business Improvement Grant Program.
6. Discussion and Action regarding Utility Relocation Grant Program.
7. Discussion of Program of Work.
8. Committee Reports.
  - a. Promotion Committee.
    1. Discussion and any action regarding Happy Fall Ya'll.
    2. Discussion and any action regarding Christmas Decorations.
    3. Discussion and any action regarding Winterfest/Christmas Parade. .
  - b. Organization Committee.
    1. Discussion and any action for Organization Committee.
  - c. Design Committee.
    1. Discussion and any action for Design Committee.
  - d. Economic Restructuring Committee.
    1. Discussion and any action for Economic Restructuring Committee.
9. Manager's Report.
10. Board Comments.
11. Next Meeting will be November 26, 2013.
12. Adjourn.

I certify that a copy of the September 24, 2013 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 17<sup>th</sup> October, at 3:15 a.m. (p.m.) and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting. I further certify that the above agenda was removed on \_\_\_\_\_ day of \_\_\_\_\_, 2013 at \_\_\_\_\_ am/pm. I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, Gonzales Inquirer, and Gonzales cannon.

  
Barbara Friedrich, Main Street Administrator

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The meeting facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (830)672-2815 for further information.



**MAIN STREET ADVISORY BOARD MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Tuesday, September 24, 2013 – 5:15 p.m.**

**MINUTES**

On the 27<sup>th</sup> day of September 2013, at 5:15 p.m. the Gonzales Main Street Advisory Board convened in a Regular Meeting at the Gonzales Municipal Building, 820 St. Joseph, Gonzales, Texas.

**The following members were present constituting a quorum.**

Del De Los Santos, Michelle London, Susan Weber, Egon Barthels, Connie Dolezal, Sarah Zamora-Rivera, and Melissa Taylor,

Absent: Randy Harkey, Kacey Lindemann Butler, Debbie Toliver, Sherri Schellenberg, and George Wilhelm

Others: Barbara Friedrich, and Carolyn Gibson

**1. Call to Order.**

Chairman De Los Santos called the meeting to order at 5:15 p.m.

**2. Public Comments.**

Carolyn Gibson reported that Action Properties had announced that they have purchased the Old Walmart Building. Factory Connections, Beall's Dollar Tree, and Hibbett Sports will be opening at the new mall. She also reported that the Alcalde Hotel will be renovated back to a Hotel. The Gonzales Economic Development Board approved raising the Business Improvement Grant to \$15,000.00 and they approved a Utility Relocation grant in the amount of \$2,500.

**3. Approve minutes for August 27, 1013.**

Following discussion, Egon Barthels moved to approve minutes of August 27, 2013. Sarah Zamora Rivera seconded the motion. The motion prevailed by unanimous vote.

**4. Discussion and Action regarding Business Improvement Grant Application.**

Business Improvement Grant applications were submitted for approval from DeMent and Company and Duzy Oliver, LLC. Davis DeMent gave the board a review of what he would be doing to the façade of the building.

Following discussion, Connie Dolezal moved to approve funding of the Business Improvement Grant application to DeMent and Company, LLC. Susan Weber seconded the motion. The motion prevailed by unanimous vote.

An application was presented from Duzy Oliver, LLC for renovations of the façade of their building located at 418 Saint Andrew Street. It was discussed that work had already been started on the building. Following discussion, Susan Weber moved to approve funding excluding work that had already begun and that grant will be awarded for expenses after September 25, 2013. The company will need to resubmit a bid for work that had not been completed. Egon Barthels seconded the motion. The motion prevailed by unanimous vote.

**5. Review Treasurer's report for August 2013.**

Treasurer's report was reviewed.

**6. Discussion of Program of Work.**

Barbara Friedrich reminded to board that they needed to review the program of work for 2013 and update it for 2014. She submitted suggestions from Kacey Butler.

**7. Set date and time for Workshop for Program of Work.**

The Board decided not to have a workshop, but to submit their ideas at the next meeting.

**8. Committee Reports.**

**a. Promotion Committee.**

**1. Discussion and any action regarding Happy Fall Ya'll.**

Connie Dolezal reported that she and Nancy Logan would be decorating City Hall for fall. The applications for "Fall Spirit Contest" have been mailed out and that judging will be on October 2, 2013. Plans are being made to partner with Gonzales PTO, Girl Scouts, and Lynn Theatre for the Happy Fall Ya'll event on October 26, 2013. The promotion committee will meet to finalize plans on October 8, 2013.

**2. Discussion and any action for float in Come & Take It Parade.**

Susan Weber will be decorating the car for the parade. Melissa Taylor will talk with Daisy Scheske to if we can still enter the parade. Barbara Friedrich will order a Main Street Banner.

**3. Discussion and any action regarding Christmas Decorations.**

Connie Dolezal reported that the committee will be meeting with Tim Patek on September 30, 2013. They are getting a plan together to spend the rest of the money. The lights for the Christmas Tree have been ordered.

**4. Discussion and any action regarding Winterfest.**

Barbara Friedrich reported that she had received several vendor applications and the parade applications will be going out after Come and Take It.

**b. Organization Committee.**

**1. Discussion and any action for Organization Committee.**

None

**c. Design Committee.**

**1. Discussion and any action for Design Committee.**

Melissa Taylor reported that she was working on the "Happy Fall Ya'll"

**d. Economic Restructuring Committee.**

**1. Discussion and any action for Economic Restructuring Committee.**

Barbara Friedrich reported Audrey Holt from the Texas Main Street Design Team had visited with Kaisa Pabian about the old Dilworth Bank Building. She will be doing a design for the building. They also, visited with Steve Petty at the building on 401 St. George Street. They will be restoring façade back to the original design.

**9. Manager's Report.**

Written report was submitted.

**10. Board Comments.**

Del De Los Santos reported that reimbursements for approved Business Improvement grants need to be monitored before payment. We should receive a hard copy receipt. Barbara Friedrich suggested that maybe we need to ask for cancelled checks.

**11. Next Meeting will be October 22, 2013.**

**12. Adjourn.**

No further matters were discussed. The meeting was adjourned by motion by Connie Dolezal and seconded by Egon Barthels.

**Financial Statement  
September 30, 2013  
Gonzales Main Street, Inc.**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 08/31/2013				18,045.56
09/03/2013	DEP	Booth Space	Santa's Market	105.00
09/06/2013	DEP	Donation - Vivian Wallace	Winterfest	800.00
09/25/2013	ATM	ASCAP	Legal	-11.01
Balance as of 09/30/2013				<u>18,939.55</u>

**Small Business Assistance Grant  
September 30, 2013**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 08/31/2013				28,928.30
09/09/2013	DEP	Deposit	GEDC	50,000.00
Balance as of 09/30/2013				<u>78,928.30</u>

## Itemized Categories - YTD

01/01/2013 through 10/10/2013

10/10/2013

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Date	Account	Num	Description	Memo	Tag	Cir	Amount
<b>INCOME</b>							<b>31,122.21</b>
<b>Donation</b>							<b>2,000.00</b>
01/04/2013	Gonzales Mai...	DEP	Deposit	Dixie Starne...		R	2,000.00
<b>Santa's Market</b>							<b>140.00</b>
09/03/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	105.00
10/07/2013	Gonzales Mai...	DEP	Deposit	Booth Space			35.00
<b>Summer Concert Series -Donation</b>							<b>27,659.21</b>
02/11/2013	Gonzales Mai...	DEP	Deposit	Caraway For...		R	1,050.00
02/12/2013	Gonzales Mai...	DEP	Deposit	Southern Cla...		R	5,000.00
03/12/2013	Gonzales Mai...	DEP	Deposit	Liindemann ...		R	550.00
03/19/2013	Gonzales Mai...	DEP	Deposit	DuBose Insu...		R	1,000.00
03/19/2013	Gonzales Mai...	DEP	Deposit	Chris Espino...		R	65.00
04/10/2013	Gonzales Mai...	DEP	Deposit	Bluebonnet ...		R	750.00
04/16/2013	Gonzales Mai...	DEP	Deposit	4Lranch-100...		R	400.00
04/16/2013	Gonzales Mai...	DEP	Deposit	Donantion		R	350.00
04/16/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	80.00
04/22/2013	Gonzales Mai...	DEP	Deposit	Sleep Inn-25...		R	1,000.00
04/25/2013	Gonzales Mai...	DEP	Deposit	State Farm-1...		R	1,700.00
05/01/2013	Gonzales Mai...	DEP	Deposit	HEB-5,000 S...		R	7,600.00
05/15/2013	Gonzales Mai...	DEP	Deposit	D&G-500 Be...		R	800.00
05/15/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	280.00
06/07/2013	Gonzales Mai...	DEP	Deposit	Sponsors		R	450.00
06/07/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	50.00
06/07/2013	Gonzales Mai...	DEP	Deposit	Johnson Oil ...		R	4,000.00
06/07/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	65.00
06/20/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	405.00
06/28/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	240.00
07/03/2013	Gonzales Mai...	DEP	Deposit	BBQ Cook-off		R	360.00
07/09/2013	Gonzales Mai...	DEP	Deposit	T Shirt Sales		R	221.00
07/09/2013	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	160.00
07/16/2013	Gonzales Mai...	DEP	Deposit	Scott Dierla...		R	1,100.00
08/22/2013	Gonzales Mai...	1847	Gonzales Buil...	Supplies		R	-16.79
<b>Winterfest</b>							<b>1,323.00</b>
07/09/2013	Gonzales Mai...	DEP	Deposit	50/50 at Con...		R	401.00
07/09/2013	Gonzales Mai...	DEP	Deposit	Donations		R	22.00
09/06/2013	Gonzales Mai...	DEP	Deposit	Donation - Vi...		R	800.00
10/07/2013	Gonzales Mai...	DEP	Deposit	Jimmy Bolden			100.00
<b>EXPENSES</b>							<b>-23,275.53</b>
<b>Happy Fall Ya'll</b>							<b>-2.15</b>
10/02/2013	Gonzales Mai...	ATM	Gonzales Buil...	Happy Fall Y...			-2.15
<b>Legal-Prof Fees</b>							<b>-223.52</b>
07/03/2013	Gonzales Mai...	ATM	ASCAP	07/01/2013 -...		R	-172.51
07/03/2013	Gonzales Mai...	ATM	ASCAP	Concerts		R	-40.00
09/25/2013	Gonzales Mai...	ATM	ASCAP	License fee		R	-11.01
<b>Sales Tax exp.</b>							<b>-25.94</b>
01/17/2013	Gonzales Mai...	1819	State Compr...	Sales Tax		R	-25.94
<b>Summer Concert Series</b>							<b>-22,358.26</b>
04/24/2013	Gonzales Mai...	ATM	Tractor Supply	Tent, caution...		R	-203.88
05/07/2013	Gonzales Mai...	ATM	Tractor Supply	Nuts and Bolts		R	-2.69
05/21/2013	Gonzales Mai...	ATM	McCoy's	Supplies for ...		R	-1,003.14

## Itemized Categories - YTD

01/01/2013 through 10/10/2013

10/10/2013

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Date	Account	Num	Description	Memo	Tag	Clr	Amount
05/28/2013	Gonzales Mai...	1821	Personal Impr...	T-Shirts & 4x...		R	-343.80
05/28/2013	Gonzales Mai...	1822	Visual	Sponsorship ...		R	-169.81
05/28/2013	Gonzales Mai...	1824	Owens Entert...	Deposit on b...		R	-4,350.00
05/29/2013	Gonzales Mai...	ATM	Fastenal	supplies for ...		R	-27.84
05/29/2013	Gonzales Mai...	ATM	McCoy's	Supplies for ...		R	-11.36
05/29/2013	Gonzales Mai...	ATM	Tractor Supply	Cable Ties		R	-9.47
06/04/2013	Gonzales Mai...	1825	Personal Impr...	Sponsorship ...		R	-651.65
06/04/2013	Gonzales Mai...	1826	Colin Bond	supplies		R	-10.77
06/04/2013	Gonzales Mai...	1827	Randy Harkey	Light		R	-225.00
06/04/2013	Gonzales Mai...	1829	Barbara Fried...	Los kolaches		R	-700.00
06/04/2013	Gonzales Mai...	1830	Gonzales Cha...	Banner			-350.00
06/04/2013	Gonzales Mai...	ATM	Tractor Supply	Cable Ties		R	-5.99
06/11/2013	Gonzales Mai...	ATM	McCoy's	Supplies for ...		R	-51.47
06/12/2013	Gonzales Mai...	1831	Barbara Fried...	Red Ravens		R	-500.00
06/12/2013	Gonzales Mai...	1832	C C Creations	T Shirts		R	-452.99
06/13/2013	Gonzales Mai...	1833	Wal Mart	supplies		R	-31.04
06/14/2013	Gonzales Mai...	ATM	Buc-Ee's	Ice and Cokes		R	-8.09
06/17/2013	Gonzales Mai...	1834	Signs For The...	bench spons...		R	-120.00
06/20/2013	Gonzales Mai...	1835	Barbara Fried...	Texas Unlimi...		R	-1,250.00
06/20/2013	Gonzales Mai...	ATM	HEB	Drinks for Ba...		R	-23.64
06/24/2013	Gonzales Mai...	1836	Owens Entert...	Sound Syste...		R	-1,200.00
06/25/2013	Gonzales Mai...	1837	Barbara Fried...	Shelly Lares		R	-1,500.00
06/25/2013	Gonzales Mai...	ATM	Tractor Supply	Caution Tape		R	-29.97
06/26/2013	Gonzales Mai...	1838	Walmart	supplies		R	-15.88
06/28/2013	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-4.84
07/02/2013	Gonzales Mai...	1839	Mr. B. Fireworks	Final payme...		R	-7,500.00
07/02/2013	Gonzales Mai...	1840	Barbara Fried...	Tomon Broth...		R	-500.00
07/02/2013	Gonzales Mai...	1841	Barbara Fried...	Meyer Ander...		R	-600.00
07/03/2013	Gonzales Mai...	1842	Egon Barthels	supplies for ...		R	-21.00
07/03/2013	Gonzales Mai...	1843	Barbara Fried...	Cash for BB...		R	-360.00
07/04/2013	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-4.84
07/04/2013	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-6.45
07/09/2013	Gonzales Mai...	1844	Sarah Rivera	Cookies and ...		R	-63.66
07/23/2013	Gonzales Mai...	1845	Wal Mart	supplies		R	-48.99
<b>Web Design</b>							<b>-579.31</b>
05/28/2013	Gonzales Mai...	1823	Taylor Marketi...	Web Domain		R	-24.34
06/04/2013	Gonzales Mai...	1828	Taylor Marketi...	Web Domain		R	-198.00
08/22/2013	Gonzales Mai...	1846	Taylor Marketi...	Web Design		R	-356.97
<b>Winterfest exp</b>							<b>-86.35</b>
01/03/2013	Gonzales Mai...	1818	Wal Mart	supplies		R	-73.77
01/22/2013	Gonzales Mai...	1820	Gonzales Buil...	Supplies		R	-12.58

**OVERALL TOTAL**

**7,846.68**

## GONZALES MAIN STREET

### BUSINESS IMPROVEMENT GRANT PROGRAM

**Gonzales Main Street in partnership with the Gonzales Economic Development Corporation** seeks to improve the image of downtown Gonzales through the historic restoration and rehabilitation of commercial building facades located in the Downtown Redevelopment Area. Funded by GEDC as an economic incentive, in cooperation with GEDC, Gonzales Main Street has designed the following small business improvement grant program.

#### **BUSINESS IMPROVEMENT GRANT PROGRAM DETAILS**

**Please read carefully:**

- The Gonzales Main Street Business Improvement Grant Program is set up as a single payment reimbursement to property owners per building/business. Grants are available on a 80/20 matching funds basis with a cap of \$15,000.00 per grant.
- Grants will be reviewed and awarded on a first come, first serve basis.
- Building owners are limited to one grant per building.
- Grant funds focus on exterior work on storefronts (visible to the traveling public), on commercial buildings located in the Downtown Redevelopment Area.
- Grants are available beginning October 1 of each year, on a first come, first serve basis until funds are depleted.
- **No grants will be awarded for work that has already been started, in progress, or completed.**
- All submitted work will be reviewed based on the Secretary of the Interior's Standards for Rehabilitation (see attached) and approved by the Gonzales Main Street Advisory Board before any eligible work may begin.
- If awarded a business improvement grant, any deviation from the approved grant project may result in the total or partial withdrawal of the grant.
- Facades must be maintained after project completion. Improper or incorrect maintenance will affect all future grant eligibility.

If you have any questions, please contact the Gonzales Main Street Administrator at 830-672-2815.

Thank you!

1. Determine eligibility: Discuss project plans with City Staff. You may set up an appointment by calling the Gonzales Main Street Administrator at 830-672-2815.
2. Fill out business improvement grant application form and sign the agreement form. All grant applications must include a scale drawing by the Texas Main Street Architect or the contractor of the proposed work to be done. Color samples of all final paint selections and/or final fabric selections must be included with the application to be reviewed by and approved by the Gonzales Main Street Advisory Board. Obtain written proposals on all project work from contractors. Self-contracted work will be reimbursed by actual legitimate expenses, excluding labor.
3. Return the completed application form with all original contract proposals and color samples for the proposed work to the Gonzales Main Street Office at City Hall, 820 St. Joseph Street not later than the first Wednesday of the month.
4. The approval process will include without limitation the following:
  - (a) All grant projects must meet current building standards (Standard Building Codes).
  - (b) Notwithstanding anything stated in this application to the contrary, final approval for any grant shall be determined by vote of the Main Street Advisory Board.
  - (c) The Main Street Advisory Board may receive recommendations from the Gonzales Economic Development Corporation, which may also review the Application. Other committee recommendations shall be advisory only.
  - (d) The Main Street Advisory Board shall consider only applications which have been properly and fully completed and which contain all information required in the application or requested by any committee or the Main Street Advisory Board.
  - (e) All construction bids submitted by an applicant must be current and must be dated no earlier than thirty (30) days prior to the application request. Bids shall be submitted on the contractor's letterhead and shall contain the contractor's name, address, telephone number and shall itemize the bid in a manner that allows the Main Street Advisory Board to determine the bid components and authenticity of the bid. Preference should always be given to local contractors and suppliers.
  - (f) An applicant who submits an application that was denied a grant by the Main Street Advisory Board may be eligible to re-submit a grant application six (6) months from the date the prior application was declined by the Main Street Advisory Board. Recommendations and corrections by the Advisory Board must be included or the resubmission will not be considered.
  - (g) Applicants receiving approval by the Main Street Advisory Board shall commence construction described within ninety (90) days from the date the grant is awarded by the Main Street Advisory Board. All applicants must complete the construction described in the application within nine (9) months from the date the grant is approved by the Main Street Advisory Board. If the applicant is unable to commence construction within ninety (90) days from the date the grant is approved or complete construction within nine (9) months from the date the grant is approved, the applicant can submit a written request for an extension for the commencement date or completion date provided the extension request is made prior to the expiration of the appropriate time limit. The Main Street Advisory Board shall not be obligated to allow extensions but may do so for good cause determined solely by the Main Street Advisory Board. The extensions, if granted, shall be for the term and for the conditions determined exclusively by the Main Street Advisory Board. An extension denial cannot be appealed and shall be final with the Main Street Advisory Board.
  - (h) As a condition of this grant application and in consideration of the opportunity to apply for a grant, the applicant consents and shall allow the Main Street Advisory Board to request City inspections to determine the grant, if awarded, shall not be used for construction to any building that is not in compliance with the City Municipal Codes and Ordinances.
  - (i) The applicant, by submission of this application, represents the construction described with the application shall be used in a building which is in compliance with all zoning codes and ordinances.

- (j) The Main Street Advisory Board shall have sole discretion in awarding grants. The Main Street Advisory Board shall award grants considering the grant amount requested, grant funds available, the grant program, condition of the building in which the grant funds will be used, effectiveness of the construction, other grant requests, the type and nature of the construction, and the proposed construction results considering the grant program.
  - (k) No applicant has a proprietary right to receive grant funds. The Main Street Advisory Board shall consider any application within its discretionary authority to determine what grant amount would be in the best interest of the Grant Program. The review criteria may include, but shall not be limited to, compatible architectural design, streetscape objectives, overall redevelopment of the downtown area and historical property.
  - (l) The applicant shall be required to furnish pictures of the building's exterior, roof, and foundation as part of the application request and also after the construction is completed if the grant is awarded as a condition of final reimbursement.
  - (m) The applicant is required to obtain all applicable City permits and City approvals required for the construction if a grant is awarded.
  - (n) No applicant, nor applicant agent, representative or tenant shall be entitled to receive additional grant approval on the same property.
  - (o) An applicant is encouraged to attend Main Street Advisory Board meetings, when requested to do so, by the Main Street Advisory Board. Failure to attend a Main Street Advisory Board meeting when required shall be cause for rejection of the application.
5. Reimbursement: When the entire grant project has been satisfactorily completed and reviewed, the applicant shall present the Gonzales Main Street office with copies of **all paid invoices for a single payment reimbursement of the approved funding. Proof of payment must accompany the invoices.** The Main Street Advisory Board will consider a pay-as-you-go option. In order to qualify for this option, the applicant must show proof of need.
  6. Resubmission Process: Any application rejected by the Main Street Advisory Board shall be entitled to re-review by the Gonzales Main Street Board. The applicant shall submit a revised proposal with recommendations and guideline requirements for review to the Main Street Administrator six months after the initial denial of the grant and subsequently follow the grant process as outlined in this document.
  7. Grant requests will be considered on a first come first serve basis, with consideration that grant applications meets all current guidelines and ordinances, until funds for fiscal budget year are exhausted.
  8. The applicant must agree to complete the project as presented. Preference will be given to owner occupied business/applicants, or business/applicants who are willing to contractually agree to remain open for business for twelve (12) months after completion of project.
  9. Approval of all applications shall be with the understanding and agreement that, in the event the business (applicant) fails to remain open or the business or property is sold or transferred during construction, the applicant shall be considered in default of its obligations under the grant, and shall be required to reimburse the GMS the grant money received.
  10. The applicant must agree that, in the event of default of its obligations, the GMS has the right to reimbursement for all attorney's fees and costs, which may be incurred as a result of any legal action required to seek reimbursement of all grant funding received by applicant.
  11. The applicant must certify that the applicant does not employ nor will it employ any undocumented workers (an individual who, at the time of employment, is not lawfully admitted for permanent residence to the United States or, authorized under law to be employed in that manner in the United States). The applicant must agree that if, after receiving grant funds, it is convicted of a violation under 8 U.S.C. Section 1324a(f), applicant shall repay the amount of the grant funds with interest, at the rate of 12% per annum, within 120 days after the GMS notifies the applicant of the violation. The GMS shall have the authority to bring a civil action to recover any amounts which the applicant must repay the GMS under this provision, and in such action may recover court costs and reasonable attorney's fee.

**APPLICATION**  
**for**  
**BUSINESS IMPROVEMENT GRANT PROGRAM**

I (We), hereinafter referred to as “APPLICANT”, on behalf of the identified entity, submit to Gonzales Main Street, hereinafter referred to as “GMS”, this application for consideration of a Business Improvement Grant under the provisions of the GMS’s Business Improvement Grant Program.

As part of this application, APPLIANT represents to GMS the following:

1. APPLICANT has received a copy of the GMS’s Guidelines and Criteria for the Business Improvement Grant Program. APPLICANT acknowledges to GMS that in making this application APPLICANT understands the terms and provisions thereof, and all questions relating to any needed interpretation thereof have been answered by authorized representatives of GMS prior to the submission of this application.
2. APPLICANT has secured such legal, accounting, and/or other advice that may be necessary for APPLICANT to determine the desirability of making this application and/or accurately and correctly answering any questions as hereinafter set out. APPLICANT acknowledges that it has completely relied on the advice and counsel of experts and/or appropriate persons retained, employed, or compensated by APPLICANT, and that it has not relied upon, nor is APPLICANT now attempting to rely upon the advice and counsel of GMS, its servants, agents, employees, and /or elected or appointed officers.
3. By signing this document, “Application for Business Improvement Grant” either in an individual capacity, jointly, or in a representative capacity, APPLICANT acknowledges and verifies that all of the facts, information, and allegations as herein set out are true, correct and accurate, and that GMS may rely thereon as if the same had been signed by APPLICANT or APPLICANTS’S agent. APPLICANT further acknowledges and understands that any materially false or misleading statements of fact may be considered a violation of the criminal laws of the State of Texas.
4. If APPLICANT is a corporate entity, APPLICANT swears and affirms that all applicable franchise taxes or other taxes paid for the privilege of conducting business have been fully paid, and that the APPLICANT is fully authorized to transact business in the State of Texas, and in the state of incorporation if different from the State of Texas. In addition, APPLICANT, whether a corporate entity, partnership, or other legal type business entity, or an individual, acknowledges and verifies that it is current on all current tax obligations, assessments, or other governmental levies and assessments, and that the same have paid when due and payable, and that no delinquencies exist at this time.
5. The APPLICANT hereby certifies that the APPLICANT does not and will not knowingly employ an undocumented worker. An “undocumented worker” shall mean an individual who, at the time of employment, is not (a) lawfully admitted for permanent residence to the United States; or (b) authorized under the law to be employed in that manner in the United States. APPLICANT understands and agrees that if, after receiving a Business Improvement Grant, APPLICANT is convicted of a violation under 8 U.S.C. Section 132a(f), the APPLICANT will repay the amount of the grant with interest, at the rate of 12% per annum, within 120 days after the GMS notifies the APPLICANT of the violation. The GMS has the right to recover court costs and reasonable attorney’s fees as a result of any civil action required to recover such repayment.

Business Entity Name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Location in the City of Gonzales for which the improvement is being requested:

Street Address: \_\_\_\_\_

Other companies and locations owned and/or operated by the APPLICANT

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

6. Please attach a separate document providing a legal description of the property upon which the contemplated improvements will be located as **Exhibit A**.

7. Please attach a vicinity map locating the property within the City of Gonzales as **Exhibit B**.

8. New or existing business: \_\_\_\_\_ New \_\_\_\_\_ Existing  
\_\_\_\_\_ has been in operation for \_\_\_\_\_ years.

Existing # of jobs: \_\_\_\_\_ (if applicable) Full-time \_\_\_\_\_ Part-time \_\_\_\_\_

New jobs (full-time): \_\_\_\_\_ New jobs (part-time): \_\_\_\_\_

9. If leased facility, provide the following information (attach copy of current lease):

Current Landlord: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

10. What other cities and/or buildings is the applicant considering to establish a new business if this application is not approved?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Additional Information:

Describe in detail project financing, amount of debt, terms of debt service, name of issuer of debt, etc.

\_\_\_\_\_  
\_\_\_\_\_

12. Has financing been secured?

Yes \_\_\_\_\_

(Attach documentation)

No \_\_\_\_\_

Pending \_\_\_\_\_

With Whom? \_\_\_\_\_

13. Please provide a copy of the State sales tax reporting form for the most current three (3) month period (*if applicable*).
14. Prior to applicants execution of this application, APPLICANT has had this reviewed by the Attorney of Applicant, or has had the opportunity to do so, and the parties hereto agree that based on the foregoing, this application for the business improvement grant program shall not be construed in favor of one party over the other based on the drafting of this application.
15. APPLICANT and owner/landlord indemnify, defend and hold GMS harmless from any liability, injury, claim, expenses and attorney's fees arising out of a contractor, builder or contract for performance of improvements, or repair to buildings and facilities.
16. GMS has delivered a copy of the guidelines and criteria for a business improvement grant program to applicant for review, and the delivery hereof does not constitute an offer of an improvement grant.
17. The laws of the State of Texas shall govern the interpretation, validity, performance and enforcement of the application for business improvement grant program. If any provision of this application for business improvement grant program should be held to be invalid or unenforceable, the validity and enforceability of the remaining provisions of this application shall not be affected thereby.

**VERIFICATION**

I (We), the undersigned APPLICANT(S), certify that all the information furnished GMS has been furnished freely by the APPLICANT(S), herein, and further acknowledge that no rights or privileges may be relied on as a part of any application. In addition, it is acknowledged that the Gonzales Main Street may or may not grant a Business Improvement Grant based upon application or request hereunder purely as a matter of discretion, and that there is no legal right to rely on any previous actions taken in same or similar applications, or previous actions taken on other applications concerning the same or similar property.

Signed and submitted to Gonzales Main Street on this, the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Applicant \_\_\_\_\_

Applicant \_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Phone Number \_\_\_\_\_

Name of Property Owner/Landlord \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

**DOCUMENTATION CHECKLIST**  
**for**  
**Business Improvement Grant Program**

As a part of this application, the following documentation is being provided by the applicant:

- \_\_\_\_\_ Establishment of business entity name (copy of Articles of Incorporation, dba, etc.)
- \_\_\_\_\_ Copy of lease agreement (if facility is leased)
- \_\_\_\_\_ Legal description of subject property (Exhibit A)
- \_\_\_\_\_ Vicinity map of subject property (Exhibit B)
- \_\_\_\_\_ Estimates of proposed improvements (Exhibit C)
- \_\_\_\_\_ Pictures of building's exterior, roof, and foundation.
- \_\_\_\_\_ Scale drawing by Texas Main Street Architect or contractor of the proposed work.
- \_\_\_\_\_ Documentation of approved financing
- \_\_\_\_\_ State sales tax reporting form for most current three month period (if applicable)
- \_\_\_\_\_ Copy of construction permit.

Advisory Board Review

<u>Approved</u>	<u>Date</u>
<u>Rejected</u>	<u>Date</u>
<u>Re-Review</u>	<u>Date</u>

## **Inclusions and Exclusions to a Business Improvement Grant Application**

### REHABILITATION TIPS:

- Roof, foundation and structural items should be given priority over cosmetic improvements. Carefully examine old buildings for termites, wood rot and general deterioration. When repairing a building, do not cut expenses on the roof or foundation.
- Be aware of areas on the roof and at connecting walls where water does not readily drain. Flashing should be installed at intersections to prevent leakage.
- Carefully locate air-condition units to avoid water condensations on the sides of buildings. Condensing units should be supported from the masonry walls and not placed directly on the roof.
- The top brick cornices that project about the roof deteriorate rapidly unless they are capped with metal, terra cotta, stone or concrete.
- When mortar is missing or in poor repair, moisture will enter the walls and eventually may cause structural damage. Deteriorated mortar should be removed to depths of at least three-fourths of an inch and replaced with new mortar that matches the old in color, texture and striking of the joint.
- Do not sandblast. Chemicals and/or water can remove dirt and paint without damaging the surface of the building.
- Do not paint too often, many times a building only needs mild washing.
- If the building has stone or brick that has never been painted, do not create a maintenance problem by painting it.
- Existing architectural details, including old wood doors, windows, ceilings, and trim work add to the character of a building and its resale value. Repair these features rather than remove them.
- Wood windows are reasonable to repair, if a specialist window repair can be found. If the windows are missing custom made windows can be ordered for replacement in old buildings.
- Pressed metal ceiling panels are still being manufactured today with some of the same patterns installed originally. Deteriorated panels, therefore, can be replaced exactly.
- Do not use aluminum siding. It can hide water penetration into the walls and accelerate deterioration.
- Before rehabilitating a building façade, take a careful look at the structural aspects of the building. Develop a design that is compatible with neighboring buildings.
- Retain a sense of continuity by carrying exterior building design inside the structure. Demand quality!
- You may be eligible for tax credits, ask the Main Street Administrator for more information.
- Restoration of a building is good news for the community. Be sure to contact your local newspaper when your project is completed.

## SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION

A Gonzales Main Street Business Improvement Grant will be reviewed and approved by the Gonzales Main Street Advisory Board for design appropriateness. City Staff and Advisory Board will maintain an awareness of the Standards of Rehabilitation as follows:

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure or site and its environment, or to use a property for its original intended purpose.
2. The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features will disqualify any building from this program.
3. All building, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged and may disqualify any building from this program.
4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance may be recognized and respected.
5. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture and other visual qualities.
6. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will change or damage the historic building materials shall not be undertaken.
7. Contemporary design for alteration and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural materials, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
8. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such addition or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. New additions should be compatible to the present structure.

## GONZALES MAIN STREET

### UTILITY RELOCATION GRANT PROGRAM

**Gonzales Main Street in partnership with the Gonzales Economic Development Corporation** seeks to improve the image of downtown Gonzales through the historic restoration and rehabilitation of commercial building facades located in the Downtown Redevelopment Area. Funded by GEDC as an economic incentive, in cooperation with GEDC, Gonzales Main Street has designed the following utility relocation grant program.

#### UTILITY RELOCATION GRANT PROGRAM

**Please read carefully:**

- The Gonzales Main Street Utility Relocation Grant Program is set up as a single payment reimbursement to property owners per building/business. Grants are available for utility relocation to the rear of the property in the amount of \$2,500.00 per grant.
- Grants will be reviewed and awarded on a first come, first serve basis.
- Building owners are limited to one grant per building.
- Grant funds focus on commercial buildings located in the Downtown Redevelopment Area.
- Grants are available beginning October 1 of each year, on a first come, first serve basis until funds are depleted.
- **No grants will be awarded for work that has already been started, in progress, or completed.**
- If awarded a utility relocation grant, any deviation from the approved grant project may result in the total or partial withdrawal of the grant.

If you have any questions, please contact the Gonzales Main Street Administrator at 830-672-2815.

Thank you!

1. Determine eligibility: Discuss project plans with City Staff. You may set up an appointment by calling the Gonzales Main Street Administrator at 830-672-2815.
2. Fill out utility relocation grant application form and sign the agreement form.
3. Return the completed application form with all original contract proposals to the Gonzales Main Street Office at City Hall, 820 St. Joseph Street not later than the first Wednesday of the month.
4. The approval process will include without limitation the following:
  - (a) All grant projects must meet current building standards (Standard Building Codes).
  - (b) Notwithstanding anything stated in this application to the contrary, final approval for any grant shall be determined by vote of the Main Street Advisory Board.
  - (c) The Main Street Advisory Board may receive recommendations from the Gonzales Economic Development Corporation, which may also review the Application. Other committee recommendations shall be advisory only.
  - (d) The Main Street Advisory Board shall consider only applications which have been properly and fully completed and which contain all information required in the application or requested by any committee or the Main Street Advisory Board.
  - (e) All construction bids submitted by an applicant must be current and must be dated no earlier than thirty (30) days prior to the application request. Bids shall be submitted on the contractor's letterhead and shall contain the contractor's name, address, telephone number and shall itemize the bid in a manner that allows the Main Street Advisory Board to determine the bid components and authenticity of the bid. Preference should always be given to local contractors and suppliers.
  - (f) An applicant who submits an application that was denied a grant by the Main Street Advisory Board may be eligible to re-submit a grant application six (6) months from the date the prior application was declined by the Main Street Advisory Board. Recommendations and corrections by the Advisory Board must be included or the resubmission will not be considered.
  - (g) Applicants receiving approval by the Main Street Advisory Board shall commence construction described within ninety (90) days from the date the grant is awarded by the Main Street Advisory Board. All applicants must complete the construction described in the application within nine (9) months from the date the grant is approved by the Main Street Advisory Board. If the applicant is unable to commence construction within ninety (90) days from the date the grant is approved or complete construction within nine (9) months from the date the grant is approved, the applicant can submit a written request for an extension for the commencement date or completion date provided the extension request is made prior to the expiration of the appropriate time limit. The Main Street Advisory Board shall not be obligated to allow extensions but may do so for good cause determined solely by the Main Street Advisory Board. The extensions, if granted, shall be for the term and for the conditions determined exclusively by the Main Street Advisory Board. An extension denial cannot be appealed and shall be final with the Main Street Advisory Board.
  - (h) As a condition of this grant application and in consideration of the opportunity to apply for a grant, the applicant consents and shall allow the Main Street Advisory Board to request City inspections to determine the grant, if awarded, shall not be used for construction to any building that is not in compliance with the City Municipal Codes and Ordinances.
  - (i) The applicant, by submission of this application, represents the construction described with the application shall be used in a building which is in compliance with all zoning codes and ordinances.
  - (j) The Main Street Advisory Board shall have sole discretion in awarding grants. The Main Street Advisory Board shall award grants considering the grant amount requested, grant funds available, the grant program, condition of the building in which the grant funds will be used, effectiveness of the construction, other grant requests, the type and nature of the construction, and the proposed construction results considering the grant program.
  - (k) No applicant has a proprietary right to receive grant funds. The Main Street Advisory Board shall consider any application within its discretionary authority to determine what grant amount would be

in the best interest of the Grant Program. The review criteria may include, but shall not be limited to, compatible architectural design, streetscape objectives, overall redevelopment of the downtown area and historical property.

- (l) The applicant is required to obtain all applicable City permits and City approvals required for the construction if a grant is awarded.
  - (m) No applicant, nor applicant agent, representative or tenant shall be entitled to receive additional grant approval on the same property.
  - (n) An applicant is encouraged to attend Main Street Advisory Board meetings, when requested to do so, by the Main Street Advisory Board. Failure to attend a Main Street Advisory Board meeting when required shall be cause for rejection of the application.
5. Reimbursement: When the entire grant project has been satisfactorily completed and reviewed, the applicant shall present the Gonzales Main Street office with copies of **all paid invoices for a single payment reimbursement of the approved funding. Proof of payment must accompany the invoices.** The Main Street Advisory Board will consider a pay-as-you-go option. In order to qualify for this option, the applicant must show proof of need.
  6. Resubmission Process: Any application rejected by the Main Street Advisory Board shall be entitled to re-review by the Gonzales Main Street Board. The applicant shall submit a revised proposal with recommendations and guideline requirements for review to the Main Street Administrator six months after the initial denial of the grant and subsequently follow the grant process as outlined in this document.
  7. Grant requests will be considered on a first come first serve basis, with consideration that grant applications meets all current guidelines and ordinances, until funds for fiscal budget year are exhausted.
  8. The applicant must agree to complete the project as presented. Preference will be given to owner occupied business/applicants, or business/applicants who are willing to contractually agree to remain open for business for twelve (12) months after completion of project.
  9. Approval of all applications shall be with the understanding and agreement that, in the event the business (applicant) fails to remain open or the business or property is sold or transferred during construction, the applicant shall be considered in default of its obligations under the grant, and shall be required to reimburse the GMS the grant money received.
  10. The applicant must agree that, in the event of default of its obligations, the GMS has the right to reimbursement for all attorney's fees and costs, which may be incurred as a result of any legal action required to seek reimbursement of all grant funding received by applicant.
  11. The applicant must certify that the applicant does not employ nor will it employ any undocumented workers (an individual who, at the time of employment, is not lawfully admitted for permanent residence to the United States or, authorized under law to be employed in that manner in the United States). The applicant must agree that if, after receiving grant funds, it is convicted of a violation under 8 U.S.C. Section 1324a(f), applicant shall repay the amount of the grant funds with interest, at the rate of 12% per annum, within 120 days after the GMS notifies the applicant of the violation. The GMS shall have the authority to bring a civil action to recover any amounts which the applicant must repay the GMS under this provision, and in such action may recover court costs and reasonable attorney's fee.

**APPLICATION  
for  
UTILITY RELOCATION GRANT PROGRAM**

I (We), hereinafter referred to as "APPLICANT", on behalf of the identified entity, submit to Gonzales Main Street, hereinafter referred to as "GMS", this application for consideration of a Utility Relocation Grant under the provisions of the GMS's Utility Relocation Grant Program.

As part of this application, APPLIANT represents to GMS the following:

1. APPLICANT has received a copy of the GMS's Guidelines and Criteria for the Utility Relocation Grant Program. APPLICANT acknowledges to GMS that in making this application APPLICANT understands the terms and provisions thereof, and all questions relating to any needed interpretation thereof have been answered by authorized representatives of GMS prior to the submission of this application.
2. APPLICANT has secured such legal, accounting, and/or other advice that may be necessary for APPLICANT to determine the desirability of making this application and/or accurately and correctly answering any questions as hereinafter set out. APPLICANT acknowledges that it has completely relied on the advice and counsel of experts and/or appropriate persons retained, employed, or compensated by APPLICANT, and that it has not relied upon, nor is APPLICANT now attempting to rely upon the advice and counsel of GMS, its servants, agents, employees, and /or elected or appointed officers.
3. By signing this document, "Application for Utility Relocation Grant" either in an individual capacity, jointly, or in a representative capacity, APPLICANT acknowledges and verifies that all of the facts, information, and allegations as herein set out are true, correct and accurate, and that GMS may rely thereon as if the same had been signed by APPLICANT or APPLICANTS'S agent. APPLICANT further acknowledges and understands that any materially false or misleading statements of fact may be considered a violation of the criminal laws of the State of Texas.
4. If APPLICANT is a corporate entity, APPLICANT swears and affirms that all applicable franchise taxes or other taxes paid for the privilege of conducting business have been fully paid, and that the APPLICANT is fully authorized to transact business in the State of Texas, and in the state of incorporation if different from the State of Texas. In addition, APPLICANT, whether a corporate entity, partnership, or other legal type business entity, or an individual, acknowledges and verifies that it is current on all current tax obligations, assessments, or other governmental levies and assessments, and that the same have paid when due and payable, and that no delinquencies exist at this time.
5. The APPLICANT hereby certifies that the APPLICANT does not and will not knowingly employ an undocumented worker. An "undocumented worker" shall mean an individual who, at the time of employment, is not (a) lawfully admitted for permanent residence to the United States; or (b) authorized under the law to be employed in that manner in the United States. APPLICANT understands and agrees that if, after receiving a Business Improvement Grant, APPLICANT is convicted of a violation under 8 U.S.C. Section 132a(f), the APPLICANT will repay the amount of the grant with interest, at the rate of 12% per annum, within 120 days after the GMS notifies the APPLICANT of the violation. The GMS has the right to recover court costs and reasonable attorney's fees as a result of any civil action required to recover such repayment.

Business Entity Name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Location in the City of Gonzales for which the improvement is being requested:

Street Address: \_\_\_\_\_

Other companies and locations owned and/or operated by the APPLICANT

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

6. Please attach a separate document providing a legal description of the property upon which the contemplated improvements will be located as **Exhibit A**.

7. Please attach a vicinity map locating the property within the City of Gonzales as **Exhibit B**.

8. New or existing business: \_\_\_\_\_ New \_\_\_\_\_ Existing  
\_\_\_\_\_ has been in operation for \_\_\_\_\_ years.

Existing # of jobs: \_\_\_\_\_ (if applicable) Full-time \_\_\_\_\_ Part-time \_\_\_\_\_

New jobs (full-time): \_\_\_\_\_ New jobs (part-time): \_\_\_\_\_

9. If leased facility, provide the following information (*attach copy of current lease*):

Current Landlord: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

10. What other cities and/or buildings is the applicant considering to establish a new business if this application is not approved?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Additional Information:

Describe in detail project financing, amount of debt, terms of debt service, name of issuer of debt, etc.

\_\_\_\_\_  
\_\_\_\_\_

12. Has financing been secured?

Yes \_\_\_\_\_

(Attach documentation)

No \_\_\_\_\_

Pending \_\_\_\_\_

With Whom? \_\_\_\_\_

13. Please provide a copy of the State sales tax reporting form for the most current three (3) month period (*if applicable*).
14. Prior to applicants execution of this application, APPLICANT has had this reviewed by the Attorney of Applicant, or has had the opportunity to do so, and the parties hereto agree that based on the foregoing, this application for the business improvement grant program shall not be construed in favor of one party over the other based on the drafting of this application.
15. APPLICANT and owner/landlord indemnify, defend and hold GMS harmless from any liability, injury, claim, expenses and attorney's fees arising out of a contractor, builder or contract for performance of improvements, or repair to buildings and facilities.
16. GMS has delivered a copy of the guidelines and criteria for a utility relocation grant program to applicant for review, and the delivery hereof does not constitute an offer of a relocation grant.
17. The laws of the State of Texas shall govern the interpretation, validity, performance and enforcement of the application for business improvement grant program. If any provision of this application for business improvement grant program should be held to be invalid or unenforceable, the validity and enforceability of the remaining provisions of this application shall not be affected thereby.

**VERIFICATION**

I (We), the undersigned APPLICANT(S), certify that all the information furnished GMS has been furnished freely by the APPLICANT(S), herein, and further acknowledge that no rights or privileges may be relied on as a part of any application. In addition, it is acknowledged that the Gonzales Main Street may or may not grant a Utility Relocation Grant based upon application or request hereunder purely as a matter of discretion, and that there is no legal right to rely on any previous actions taken in same or similar applications, or previous actions taken on other applications concerning the same or similar property.

Signed and submitted to Gonzales Main Street on this, the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Applicant \_\_\_\_\_

Applicant \_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Phone Number \_\_\_\_\_

Name of Property Owner/Landlord \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

**DOCUMENTATION CHECKLIST**  
**for**  
**Utility Relocation Grant Program**

As a part of this application, the following documentation is being provided by the applicant:

- \_\_\_\_\_ Establishment of business entity name (copy of Articles of Incorporation, dba, etc.)
- \_\_\_\_\_ Copy of lease agreement (if facility is leased)
- \_\_\_\_\_ Legal description of subject property (Exhibit A)
- \_\_\_\_\_ Vicinity map of subject
- \_\_\_\_\_ Documentation of approved financing
- \_\_\_\_\_ State sales tax reporting form for most current three month period (if applicable)
- \_\_\_\_\_ Copy of construction permit.

Advisory Board Review

<u>Approved</u>	<u>Date</u>
<u>Rejected</u>	<u>Date</u>
<u>Re-Review</u>	<u>Date</u>

# **GONZALES MAIN STREET 2014 WORK PLAN**

## **Vision Statement**

It is our vision that the central business district will be a striving center of commerce and a tourist destination as the result of historic preservation.

## **Mission Statement**

To identify and promote all economic and community opportunities through preservation and the four point approach to Main Street; Organization, Design, Economic Restructuring and Promotions in order to provide a more desirable and profitable central business district.

## Organization Committee 2014 Projects

(Goal)

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Keep public informed of Main Street Activities	Monthly news article in the Gonzales Cannon "Main Street Happenings"	Barbara Friedrich	Free	Monthly		
Special events to bring people downtown.	-Market Days -Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade		\$30,000.00	On-Going		
Host Regional Board Training	-Set up date & time with Texas Main Street -Obtain place for training -Invite other Main Street Cities -Refreshments	Barbara Friedrich/Sarah Rivera	\$200.00	February 2014		
Promote downtown as shopping and dining destination	-Promote Shop Gonzales on web site and face book -Photo Ops	Board		On-going		
National Preservation Month	-Proclamation -Newspaper article -Hold a photo Trivia Contest	Barbara Friedrich	Free	May 2014		
Volunteer Appreciation	-Plan what Main Street can do to thank volunteers for service		\$500.00			

**Promotion Committee 2014 Projects**  
(Goal)

<b>PROGRAM GOAL</b>	<b>ACTION ITEM</b>	<b>RESPONSIBLE PARTY</b>	<b>ESTIMATED COST</b>	<b>TIMELINE</b>	<b>STATUS</b>	<b>MEASUREMENT OF SUCCESS</b>
Promote downtown as shopping and dining destination	-Promote Shop Gonzales on web site and face book -Photo Ops					
Special events to bring people downtown.	-Market Days -Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade		\$30,000.00	On-Going		
Christmas Decorations	-Plan for decorations on Texas Heroes Square -Order early to get discounted prices. -Get prices	Connie Dolezal	\$7,500.00	January 2014		
Main Street Pride Challenge	-Encourage business owners to clean windows and sidewalks -Window Displays -keep trash off sidewalks -Main Street Pride Challenge Winner of the month					
National Preservation Month	-Proclamation -Newspaper article	Barbara Friedrich	Free	May 2014		

## Design Committee 2014 Projects

(Goal)

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Add directional (way finding) signage downtown	<ul style="list-style-type: none"> <li>-Contact TxDot regarding rules for signs</li> <li>- Select other signage locations not on TxDot Hwy.</li> <li>-Explore funding for these signs – partnership with Tourism Committee</li> <li>-Design of Sign</li> </ul>	Barbara Friedrich Melissa Taylor	Unknown	On-Going		
Themed Downtown	<ul style="list-style-type: none"> <li>-Signage</li> <li>-Colors</li> <li>-Flowers in planters</li> </ul>					
Christmas Decorations	<ul style="list-style-type: none"> <li>-Carry out design plan.</li> <li>-Focus on Confederate Square</li> <li>-Request funding from Tourism/City Council</li> <li>-Coordinate with Utility and Parks Department to put up decorations</li> </ul>	Connie Dolezal Del De Los Santos Susan Weber Nancy Logan Marilyn Qualls	\$7,500.00	On-Going		
Focus on empty buildings downtown	<ul style="list-style-type: none"> <li>-Place printed posters about History of Gonzales in Windows.</li> <li>-Obtain permission from building owners</li> <li>-Obtain cost of printing posters</li> <li>-Review Business</li> </ul>			On-going		
Focus on		Barbara Friedrich	\$87,500.00	On-Going		

renovations of buildings.

Improvement Grant Program  
-Approve Utility Relocation Grant Program.  
-Visit each building owner interested in assistance.  
-Continue relationship with GEDC for funding of these grants.

## Economic Restructuring Committee 2014 Projects (Goal)

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Downtown Socials	-Ideas as to what to do. -Set Date and Time-Monthly, Quarterly or semi-annual -Partner with SBDC for Training -Semi-Annual event-- -Set Time, date, and place			January 2014		
Merchant Training	-Visit each business on Main Street monthly -Explain incentives Main Street has to offer			January 2014		
Better Relationship with Businesses	-Work with ED director to add restaurants and entertainment to downtown area.	Barbara Friedrich/Carolyn Gibson		On-going		
Recruit downtown businesses	-Plan trip in Spring -Plan trip in summer -Encourage participation of all Board and Committees Keep list of properties available for rent or purchase and make available to public			April 2014 August 2014		
Plan to visit successful downtowns to gather info that may benefit Gonzales						
Maintain property/ Business inventory		Barbara Friedrich		On-going		

# ARNETT MARKETING, LLC

2137 Zercher Road  
 San Antonio, Texas 78209  
 (210) 826-9700 Office  
 (210) 826-9084 Fax

# PROPOSAL/CONTRACT

DATE	PROPOSAL #
10/15/2013	8344

NAME / ADDRESS
Gonzales Mainstreet Ms. Barbara Friedrich P. O. Box 547 Gonzales, Texas 78629-0547 830-672-2815 830-672-2813 Fax

**FAXED**  
 10/15/13

SHIPPING ADDRESS		P.O. NO.	TERMS
			Due On Receipt
QTY	DESCRIPTION	PRICE EACH	TOTAL
	SPECIAL DISCOUNT PRICE		
12	4 1/2" PVC/METALIC Fine Cut Garland SILVER	1.54	18.48
200	6" PVC/METALIC Fine Cut Garland - SILVER	1.93	386.00
+++NOTICE+++ FINE CUT GARLAND IS NOT AVAILABLE IN 9".  IN OUR OPINION, REGULAR CUT GARLAND IS TOO BLUNT LOOKING FOR A TREE. HOWEVER, IF YOU LIKE THIS LOOK, WE WILL SELL IT TO YOU . PRICE IS: \$2.15 Per Foot. for 200' = \$430.00  SHIPPING CHARGES ARE NOT AVAILABLE AT THIS TIME  SMALL BUSINESS CERTIFICATE #211079083 TEXAS MUNICIPAL LEAGUE VENDOR TEXAS PARKS & REC. SPONSOR			
PLEASE Review. Approve by signing and return by email or Fax		<b>TOTAL</b>	\$404.48

*Thank you!*  
*Sylvia*

SIGNATURE \_\_\_\_\_

**Main Street Manager  
October 2013**

<b>Project</b>	<b>Action</b>
First Friday Coffee	First Friday Coffee will be held at the Youth Center
Promotion Committee	Met to finalize plans for Happy Fall Ya'll
Downtown Visitation	Met with Oliver Hernandez at Duzy Oliver, LLC. Work has been completed on building and he will be open within the next week. Waiting on equipment to be installed. Gave him a "Come & Take It" flag, and he has already placed in the window.
Business Improvement Grant	Claudia Parr inquired about the grant application for the Gonzales Poultry Building. Brent Christian has begun work on the Beall's building.
Texas Capital Fund Main Street Grant	Completed grant application for grant for the intersection of Saint Joseph and Saint Francis Street. Will know if we received grant in November.
Attended Following local meetings & events	City Council Tourism Committee Meeting Gonzales Economic Development Corporation
Upcoming Events:	November 4, 2013 - City Council 6 p.m. November 5, 6, 7, & 8 - Texas Downtown Association Meeting - Bastrop November 26, 2013 - Main Street 5:15 p.m. Tourism Meeting to be determined October 26, 2013 - Pride in Gonzales Clean-Up - 8 a.m. - 12 p.m. October 26, 2013 - Learning Center Pet Parade October 26, 2013 - Happy Fall Ya'll - 6 p.m. - 8 p.m. October 26, 2013 - Ranch Rodeo - J B Wells Park October 28, 2013 - GEDC - 6 p.m.