



The Greater Marathon Chamber of Commerce's



2017 BUSINESS BEAUTIFICATION PROGRAM

Purpose/Summary

Providing Chamber business-members with the opportunity to improve the external appearance of their properties. Participants will receive discounts in purchasing landscaping & design products & services from local vendors to off-set expenses incurred. Additionally this will further improve the visual appearance of our community to visitors, and will thus have a positive impact on long-term tourism, economic development, and property values!

PROGRAM DETAILS & EIIGIBILITY:

- **Marathon Chamber will match up to \$2,000.00 to ten (10) business-members to assist with expenses (in form of reimbursement only).**
 - Grants are awarded as a 50% match up to \$2,000.00 (max amount); in order to receive maximum amount business's total project cost must be at least \$2,000.00 or more; of which \$2,000.00 would then be matched by the Marathon Chamber (yielding total project cost of at least \$4,000.00).
- **Businesses must be current member in good standing with Marathon Chamber of Commerce (2017 dues paid)**
- **Your Business must be located within the Middle Keys, specifically from Duck Key to the East end of the 7 Mile Bridge.**
- Participating businesses are eligible to receive discounts from vendors (supplies, labor, etc.: see *Vendors List*).
- Applicants who have received one of our grants previously are eligible to apply again as needed.
- Participating businesses must have improvement-plan which will result in real-visual external improvements made to business/property (see *reimbursable expenses list below*).
- All participating businesses will receive recognition for their improvements and participation.
- Vendors used by participants for beautification-related services will also receive recognition for their participation.
- Participating businesses must have authority as building/property owner and/or lease authority/approval of owner for such improvements.

All participating businesses will be recognized in the Marathon Chamber Connection Newsletter & Marathon Weekly Newspaper (compliments of Marathon Chamber)

Timeframe: Participating businesses will have from May, 2017 until Dec. 31, 2017 to complete any beautification efforts on their properties in order to receive grant funding (in form of reimbursement)

Reimbursable Expenses Include:

- 1) Building façade improvements (masonry repairs, painting, stucco, surfacing, repair, redesign, architectural details/additions, additions, cleaning, pressure washing)
- 2) Landscaping (planting of native-tropical trees, palms, plants, and ground cover on property where applicable; cleanup- clearing of unwanted/invasive trees, plants, trash).
- 3) Roofing & Awning improvements/repairs (redesigning/structuring, resurfacing material)
- 4) Public Art attached to building (murals)
- 5) Parking improvements (resurfacing/paving parking area/lot assigned to business)
- *6) Other improvements not mentioned may still be considered: please fully explain on application; if applicable/acceptable by Board of Directors your application will be considered

Process:

- Step 1: Businesses complete application to enter program (application due by **May 26, 2017**).
- Step 2: Once Marathon Chamber closes the application window (May 26th), the Board of Directors will review applications and based on meeting mandatory criteria, scope of project/work proposed, and level of impact it will have on Marathon's Image. The Board will choose the top 10 applicants who will each receive matching grants up to \$2,000.00 (form of reimbursement only).
- Step 3: Participating businesses and vendors/contractors conducting work will apply for necessary building, landscaping, etc permits with local government (City, County).
- Step 4: Participating businesses will have until Dec. 31st (window begins the day participating businesses are notified) to complete work in order to receive reimbursements.
- Step 5: Once all work has been completed, participating businesses will receive special recognition in Chamber Newsletter and Marathon Weekly Newspaper as well as reimbursement of up to \$2,000.00 from the Marathon Chamber of Commerce.

Disclaimers:

- Participating businesses must be members in good standing (2017) of the Greater Marathon Chamber of Commerce and be physically located in the Middle Keys.
- Participating businesses must be commercial businesses that are zoned for mixed-use commercial.
- Business's project outcome must match their proposed project plans from grant application to be eligible for reimbursement.
- Funding may be denied if project not completed by the Dec. 31, 2017 deadline.
- The Greater Marathon Chamber of Commerce is neither liable nor involved in any financial matters and/or decisions between participating businesses and vendors.
- Your Business must be located within the Middle Keys, specifically from Duck Key to the East end of the 7 Mile Bridge.
- The Greater Marathon Chamber of Commerce is not responsible for any damages that may occur before, during, or after any beautification projects occur.
- Discounts offered through vendors are only valid until Dec. 31, 2017 and only with participating businesses (participating businesses will be verified via Marathon Chamber).
- Participating businesses must have appropriate permits from the City of Marathon and/or Monroe County
- Participating businesses are encouraged to consult with and get landscaping plans approved by City of Marathon Biologist/staff.
- Matching grant payment to business is only reimbursable for specific improvements (see above)

Local Vendors Offering Special Discounts to Participating Businesses (subject to change):

Vendor	Contact	Discount Offered
Dot Palm Landscaping	Gigi Harrison: 305-743-3090	10% discount on all services offered
Paver Dave	Bill Keller: 305-304-7995	15% off of bricks/pavers; services not included
Marathon Lumber & Painting Supplies	Tricia Baker: 305-743-3688	20% off paint (Valspar paint only) 15% off all hardware and paint sundries
Marathon Electric Sign & Light	Randy Mearns: 305-743-5805	10% off total invoice/bill for services
Category 5 Signs	Claire Murray 305-295-0026	20% off discount on full color printing, banners, and flags
Discount Rock & Sand	Sergio: 305-743-5680	10% off invoices
SunBelt	Brian: 305-743-6000	10% discount on any equipment rentals
SALT	305-289-1150	10% off services and merchandise
Sherwin Williams	305-289-8577	30% off paints and stains 15% off products
Keys Contracting Services, Inc.	Chris Gratton: 305-743-7080	10% off all invoices for all services offered (limit up to \$2,000 off)
R. Hendrick Construction	Randy: 305-289-1001	20% off all labor/service
Royal Crest Builders	Andrew: 305-735-4042	10% off all kitchen & bath, 5% off total remodel
JC Construction	Andrew: 305-735-4042	10% off spalling & concrete work
D'Asign Source	Franco: 305-743-7130	25% off Coastal Source outdoor lighting/audio & D'Asign Source Botanicals

BUSINESS BEAUTIFICATION APPLICATION

- Application must be completed in full & turned into the Marathon Chamber By: **May 26, 2017** to be valid -

Business Name: _____

Physical Address of Business: _____

Business Contact Info (Name & Phone; who Chamber will work with): _____

Proposed start date of beautification project: _____

Proposed Budget for your beautification project (not including grant portion): \$_____

Up to ten (10) businesses will be chosen to receive these grants, the Chamber Board of Directors will chose the grant recipients based on scoring the following criteria:

- 1) **Impact** to your particuar property; will it make a significant visual improvement to your property
- 2) **Relevance** to improving the overall community appearance
- 3) **Equity; YOUR overall investment in the project in addition to the chamber's contribution**
(the greater your equity portion; the greater your chances are of receiving a grant).

* Please explain the details of your proposed business beautification project **(Required Attachments to this app:**

- 1) Current photos of proposed project area
- 2) Conceptual/site drawings, renderings, plans; any additional details as needed
- 3) Itemized list of out of pocket expenses on the proposed project); the more detailed the better your chance in receiving one of the grants
- 4) Detailed description of your beautification project (attach additional sheets as needed if space below is not enough):

Timeframe: Participating businesses will have until Dec. 31st to complete any beautification efforts on their properties.

By signing you agree to the disclaimer items above, to complete your beautification project by December 31, 2017, as well as to assuring the scope of your project is within acceptable parameters (reimbursable expenses) in order to receive reimbursement of funds (up to \$2,000.00).

Signature

Date

For Your Information

EXAMPLE OF A SUCCESSFUL GRANT APPLICATION

Why was this grant successful?

1. Accurately and clearly explained business's beautification project.
 - a. Via providing detailed pictures
 - b. Via detailed explanation of the project (more info the better)
2. High "Equity" ratio: business spending more than three times what the grant amount was for; thus increasing their final application score.
3. Application was easy to read, and clear on the scope and objective(s) of the project, and presented in a logical, detailed manner.

➔ We encourage you to submit an application that accomplishes the above; which in turn will give you the best opportunity to receive one of our ten (10) match grants of up to \$2,000.00/each.

BUSINESS APPLICATION

- Application must be completed in full & turned into the Marathon Chamber By: May 1, 2015 to be valid -

Business Name: Shady Palm Photography, LLC

Physical Address of Business: 2888 Overseas Hwy, Marathon

Business Contact Info (Name & Phone: who Chamber will work with): Barry Gaukel

Proposed start date of beautification project: May 15, 2015

Proposed Budget for your beautification project (no) including our portion): \$ \$6,000

Only ten (10) businesses will be chosen to receive these grants, the Chamber Board of Directors will choose the ten grant recipients based on the following criteria:

- 1) **Impact** to your particular property; will it make a significant improvement to your property
- 2) **Relevance** to improving the overall community
- 3) **Equity**: YOUR overall investment in the project in addition to the chamber's contribution (the greater your equity portion; the greater your chances are of receiving a grant).

* Please explain the details of your proposed business beautification project (**Required Attachments to this app**: 1)Current photos of proposed project area, 2)Separate drawings, renderings, plans; any additional details as needed, 3>Your portion of out of pocket expenses on the proposed project) the more detailed the better your chance in receiving one of the grants (attach additional sheets as needed if space below is not enough):

We have currently have a request for a permit before the Building Department for a build out and remodeling of the vacant Fish Monger location. We plan to repaint the building, with a Keys theme, repair stucco, and refinish original entry doors.

Timeframe: Participating businesses will have until Sept. 30th to complete any beautification efforts on their properties.

Reimbursable Expenses Include:

- 1) Building Façade improvements (masonry repairs, painting, stucco, surfacing, repair, redesign, architectural details/additions, cleaning, pressure washing)
- 2) Landscaping (planting of native-tropical trees, palms, plants, and ground cover on property where applicable; cleanup- clearing of unwanted/invasive trees, plants, trash).
- 3) Roofing & Awning improvements/repairs (redesigning/structuring, resurfacing material)
- 4) Public Art attached to building (murals)
- 5) Parking improvements (resurfacing/paving parking area/lot assigned to business)
- *6) Other improvements not mentioned may still be considered; please fully explain on application; if applicable/acceptable by Board of Directors your application will be considered

Disclaimers:

- Participating businesses must be members in good standing (paid 2015 dues with zero balance) of the Greater Marathon Chamber of Commerce located in the Middle Keys.
- Participating businesses must be commercial businesses that are zoned for mixed-use commercial.
- Business's project outcome must match their proposed project plans from grant application to be eligible for reimbursement.
- The Greater Marathon Chamber of Commerce is neither liable nor involved in any financial matters and/or decisions between participating businesses and vendors.
- The Greater Marathon Chamber of Commerce is not responsible for any damages or unwanted issues/outcomes that may occur before, during, or after any beautification projects occur.
- Discounts offered through vendors are only valid until Oct. 1, 2015 and only with participating businesses (participating businesses will be verified via Marathon Chamber).
- Participating businesses must have appropriate permits from the City of Marathon and/or Monroe County
- \$1,500.00 payment to business is only reimbursable for specific improvements (see above)

By signing you agree to the disclaimer items above, to complete your beautification project by September 30, 2015, as well as assuring the scope of your project is within acceptable parameters (reimbursable expenses) in order to receive reimbursement of funds (up to \$1,500.00).

Signature

Date

We would like to open an Art Studio, Photo Studio and Mating/Framing service at 2888 Overseas Hwy. formally the vacant Fish Mongers.

We have started to clean up the Fish Mongers location and have already removed 30 yards of left behind trash. We have also been cleaning up the adjacent state property and plan on maintaining it trash free.

We would use the grant funds for painting the exterior of the building (\$2,000), painting a keys themed sign (\$2,000), refinish 4 entry doors (4x\$500), two doors have been completed and we were advised to stop until we received our permit. Hopefully we will have it soon and can start our project.

Thank you for your consideration,

Barry & Lori Gaukel



2888 Overseas Hwy

