



**DOWNTOWN  
ASHEBORO *inc.***

**‘BUSINESS BOOST’ SMALL BUSINESS SUPPORT GRANT**

**POWERED BY:**



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**Purpose:**

Downtown Asheboro Inc.’s vision prioritizes fostering a downtown community that is entrepreneurial, artistic, and innovative, providing a welcome atmosphere that encourages a growing and forward-thinking environment for small business and residential living. The Downtown Asheboro ‘Business Boost’ Grant Program aims to support that vision by providing grant funding for businesses to implement innovative ideas or enhance their current operations, boosting success.

This program will provide grant funding up to \$2500.00 for proposals within the downtown district that meet the eligible criteria of the grant program. Projects can focus on physical storefront improvement, business expenses related to enhancement of services, or the development of e-commerce tools to help expand your digital footprint.

The grant application is open to all business owners within the Downtown Asheboro Historic District, however there is focused outreach for historically underrepresented business owners.

**Criteria for Applicants:**

- Small Business must have **less than** 50 employees
- Small Business must have a physical storefront location in the downtown historic district (map on page 7)
- Grants are meant to help small businesses thrive and appropriate expenditures for this program include:
  - Enhanced service or commerce opportunities, such as modifying physical space, technology to improve sales or expanding capacity for delivering goods and services.
  - Furniture for expanded seating-capacity, accessibility compliance for additional seating, additional fixtures required for compliance with public health issues.
  - Storefront beautification projects enhancing the appearance of the business and downtown region. For example, updated exterior paint, awnings, signage or planters.
  - Tools or programs to support the business’s workforce needs, including recruiter fees, paying to list job postings on a job board, or employee training costs.
- Payroll, incentive pay, rent and utilities are ineligible expenses.
- Nonprofits that operate a storefront small business may be included as small business support applicants.
- Any physical changes to a building structure must consider and adhere to the Secretary of the Interior's Standards for the Treatment of Historic Properties (listed on page 6)
- All applicants agree upon submission of project proposal to schedule a one-on-one resource session with Downtown Asheboro Inc. to learn about additional business resources available.

**Selection Guidelines:**

Application submittal does not guarantee funding for a project. Downtown Asheboro Inc. will convene the economic vitality committee to review applications and select recipients. The committee will award projects that support Downtown Asheboro Inc.'s vision and adhere to grant guidelines. Project proposals will be evaluated based on their viability for long-term success, their level of innovation and creativity, and their enhancement of the downtown district.

**Grant Timeline:**

1. Downtown Asheboro 'Business Boost' Program will be announced August 6, 2024
2. Project Proposals will be due September 13, 2024
3. Economic Vitality Committee will review project proposals and make grant selections
4. Grant recipient will be announced by November 1, 2024

**Required Document:**

1. Completed and signed Downtown Asheboro Business Boost Application.
2. Expected budget for ENTIRE project, not just items requesting funding.

**Submit your application by September 13, 2024. You can submit your completed application at [downtownasheboro.com/grant](http://downtownasheboro.com/grant) or at the Planning Desk at Asheboro City Hall, located at 146 N Church Street.**





The Secretary of the Interior's Standards for the Treatment of Historic Properties:  
Rehabilitation

**Rehabilitation** is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

**Standards for Rehabilitation:**

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

