

# Downtown Asheboro Business Boost Grant

*Powered by The Duke Energy Foundation*

*Application Period: September 1 – September 30*

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## About the Grant

The Downtown Asheboro Business Boost Grant supports small businesses in the Downtown Asheboro Historic District by providing funding for businesses that want to implement a new innovative idea, improve their operations, and strengthen their presence downtown.

Grants of up to \$2,500 are available for eligible projects that help businesses grow, improve customer experiences, expand services, or enhance their storefront. There is no matching requirement to be eligible for the grant. A map of the historic district can be viewed at the end of this document.

Eligible projects may include:

- Storefront improvements, such as awnings, signage, planters, and other beautification projects.
- Improvements to physical space, including expanded seating, accessibility improvements, or fixtures needed to meet public health requirements.
- Technology or equipment that improves sales, service, capacity, or business operations.
- Tools or programs that support workforce needs, including employee training, recruitment fees, or job-posting expenses.
- E-commerce tools or other improvements that expand a business's digital presence.

Funding is not guaranteed by submitting an application. Applications will be reviewed by a committee of stakeholders outside of the downtown district. Projects will be evaluated based on:

- Feasibility and readiness of the proposed project, including clarity of scope and ability to complete it successfully.
- Potential to strengthen long-term business stability and sustainability.
- Necessity and urgency of the improvement, including safety, maintenance, accessibility, or operational needs.
- Contribution to the overall vitality and appearance of the downtown district.
- Capacity of the applicant to complete the project within the proposed timeline and budget.

## Eligibility

To be eligible, applicants must meet the following requirements:

- Small business: The business must have fewer than 50 employees.
- Downtown location: The business must have a physical storefront located within the Downtown Asheboro Historic District.
- Eligible expenses: Grant funds must be used for eligible project expenses that support business growth, improvement, or enhancement.
- Historic preservation: Any physical changes to a historic building must comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties and any applicable local requirements.
- Nonprofits: Nonprofit organizations that operate a storefront small business may apply.

Grant funds **cannot** be used for:

- Payroll or employee incentive pay.
- Rent.
- Utilities.
- Other expenses that do not directly support an eligible project.

All applicants must agree to participate in a one-on-one resource session with Downtown Asheboro Inc. following application submission. This session will provide information about additional resources available to support downtown businesses.

## Grant Timeline

| Milestone                                             | Date           |
|-------------------------------------------------------|----------------|
| Grant Program Announced & Application Period Open     | September 1    |
| Application Deadline                                  | September 30   |
| Applications Reviewed by Committee                    | October        |
| Grant Recipients Notified                             | November 1     |
| Project Completion Date (Deadline to Submit Expenses) | March 15, 2027 |

## Required Documentation for Submission

- Completed and signed Asheboro Business Boost Grant Application.
- Expected budget for the ENTIRE project, not just items requested for funding.
- Photos/screenshots/renderings of the area you aim to improve through this grant. Photos help demonstrate your need!

## Application & Grant Request

Applicant Name: \_\_\_\_\_

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

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

Project Description: In 1-3 sentences describe your proposed project. What do you plan to do, and what will the grant funds be used for?

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Business Need: What need or opportunity does this project address? Explain why this improvement is important to your business.

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Project Impact: How will this project benefit downtown and/or your customers? Consider improvements to operations, customer experience, accessibility, sales, services, or the appearance of your storefront.

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Project Budget: Provide the total cost for the entire project proposal, even if the cost exceeds \$2500.00. Provide a separate spreadsheet if necessary.

| Expense:     | Amount |
|--------------|--------|
|              |        |
|              |        |
|              |        |
| <i>Total</i> | 0      |

Total Grant Amount Requested: \_\_\_\_\_

Other Funding or Resources: If your proposed project exceeds the grant amount of \$2500.00, how will you ensure that the project is completed? What additional funding sources, in-kind support, or additional investment will you leverage to see the project through?

If your application does not exceed the \$2500.00 amount, respond to this question with N/A.

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## Submission Information

You must submit your application by September 30, 2026. 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 North Church Street. Please note that in person applications must be submitted by 5pm to be received on time.

Contact Addie Corder, Downtown Development Manager by phone (call or text) or email for more information.

Email: [acorder@ci.asheboro.nc.us](mailto:acorder@ci.asheboro.nc.us)

Cell: 336-963-2637 (If you call and I do not answer please leave a voice mail)

## Application Certification

I certify that the information provided in this application is accurate and complete. I understand that submitting an application does not guarantee funding and that grant funds may only be used for approved project expenses.

Applicant Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Historic District Map:

To verify your eligibility, you can contact Addie Corder, Downtown Development Manager.

