

Façade Program Highlights

Total Amount of Investment (Public & Private)	\$ 6,601,889
# of Buildings Vacant BEFORE FIP	7
# of Buildings Vacant AFTER FIP	3
# of New Businesses in Improved Sites	6
# of Project Sites	16
# of Individual Forgivable Loans	24
# of New Jobs	34
Amount of Public Investment	\$ 425,829
Amount of Private Investment	\$ 6,176,060
Total Number of Sq Ft <u>now</u> available	118,300 SF



Small and Local Businesses Benefit

The City has a commitment to small and local businesses. The list below shows all of the contractors that have been awarded work through the façade program. As an incentive, the City offers applicants additional points in the review process if they offered an opportunity to bid to female and/or minority owned businesses.

Ace Glass
 Arnold Construction
 Bardin Builders
 Buff's Home Improvement
 Buildvison
 C & C Roofing
 Carolina Awning
 Carolina Covers
 Carolina Window & Millwork-OMNI Glass
 CBSI General Contractor
 Chad Branham Construction
 Cohn Construction
 Collards Custom Cabinets
 Cosmetic Painting

Creative Fence
 David Williams Painting
 Diego Sanchez Masonry
 Dixon & Sons Constructors
 Echerer Painting
 Garmar Development
 Garris Masonry
 Gordon Stucco
 Jackson-Elders Steel Co.
 Joiner Electric Services
 Joseph Heath
 Joseph Jacobson General Contracting
 Larry Fink General Contractor
 M & L Construction

Mashburn Construction
 Master Construction
 Middleton Painting
 Moreno Stucco
 O'Brien Painting Services
 Palmetto State Glass
 PATCON
 Pizzuti Builders
 Pugh's Welding
 Rosewood Restorations
 Shenandoah Restorations
 Superior Stone Designs
 Turner Contracting
 Willy Crosby Masonry

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Façade Improvement Program Business Improvement District

The City of Columbia's Façade Improvement Program aims to improve the appearance of commercial corridors throughout the city that are significantly deteriorated. Through this forgivable loan program, business owners are able to make improvements to the front exterior portion of commercial buildings that can be seen from the public right-of-way.

While the City has had other façade programs in the past, the investment of \$425,829 in public dollars in the downtown Business Improvement District (BID) set precedent. Details of how the program was implemented in the BID are highlighted below:

Program Structure:

- ◆ 5-year, Forgivable Loan Opportunity
- ◆ 80%-City/20%-Applicant Project Cost Split
- ◆ Maximum City Investment per Façade \$20,000
- ◆ Interior Improvements are not Eligible

Eligible Improvements:

Windows
 Doors
 Awnings
 Lighting
 Paint
 Signage
 Fencing

Storefront Remodeling
 Masonry/Carpentry Repairs
 Landscaping – hardscape and planting materials
 Iron Bar Removal & Disposal from Windows and Doors
 Parking Lot Paving/Enhancing
 Repair/Install Architectural Detail

Aesthetics Matter!!

In the 1980s and early 1990s, the City of Columbia's downtown was vibrant and active with retail outlets that drew residents from all across the city. Eventually, many businesses began to move away from the downtown area.

By 2007, 21% of retail storefronts in Columbia's downtown were vacant. The majority of retail storefronts had darkly tinted windows, reducing the visibility of merchandise. Signage over many storefronts needed repair or replacement. Original building facades were covered over with faux and mismatched materials. A majority of the buildings uses were inappropriate for the immediate and potential market.

The City of Columbia began to understand that aesthetics matter. People are attracted to beautiful places. Our downtown had great historical value, and its beauty needed to be uncovered. If the City could uncover this beauty, while preserving the awesome historical significance, the downtown area could once again become a place where residents want to live, work, play, and worship.



BID Façade Improvement Program Phase I: 2011-2012

	Main St.	Sumter St.	Marion St.	
1 2			16	Elmwood Ave
				Calhoun St.
				Richland St.
		13		Laurel St.
		14		Blanding St.
12 11 10 8		9		
		7 6	15	Taylor St.
				Hampton St.
				Washington St.
	5			Lady St.
3		4		
Assembly St.				Gervais St.

The following businesses took advantage of the façade program in the BID. The average forgivable loan amount per façade was \$17,743. Building owners invested anywhere from \$2,221 to \$3.4M in façade improvements and renovations – making the program financially feasible and a benefit for any size business or project.

	Address	Project Name
1	2015 Assembly St.	Palmetto Teachers Association
2	2001 Assembly St.	Liberty House
3	1301 Assembly St.	Vista Center
4	1210 Main St	First Citizens
5	1301 Main St.	Parkside Center
6	1546 Main St.	Something Special Florist
7	1556 Main St.	SC1556 Main, LLC
8	1613 Main St.	Barnes, Alford, Stork & Johnson
9	1614 Main St.	Main & Taylor, LLC
10	1625 Main St.	Mark's Menswear
11	1627 Main St.	Paradise Ice
12	1631 Main St.	Habenicht Bldg.
13	1734 Main St.	The Elite Bldg.
14	1213 Blanding St.	Villa Tronco
15	1528 Sumter St.	The Renaissance Foundation
16	2016 Sumter St.	Carolina Eye, Ear, Nose & Throat

USING COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) TO FUEL ECONOMIC DEVELOPMENT

"CDBG is an important tool for helping local governments tackle serious challenges facing their communities."

US Department of Housing & Urban Development

The City of Columbia receives an annual entitlement of Community Development Block Grant (CDBG) funds from the U. S. Department of Housing and Urban Development (HUD). HUD awards these funds to help cities to develop viable communities by providing decent housing, a suitable living environment, and ability to expand economic opportunities, principally, for low- and moderate-income persons.

The City of Columbia funded the BID façade program using a portion of its annual CDBG award. By using CDBG dollars, the City is able to offer forgivable loans that do not have to be repaid if the façade improvements are maintained for five years. The City's ability to offer this type of program to businesses in our current economy has definitely been well appreciated by façade participants.

Within the City, CDBG funds are administered through the Community Development Department. The Office of Business Opportunities is allocated funds from Community Development to administer the program.



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New Event Attractions

- Famously Hot New Year Celebration** (20,000+ people)
- Sons of Italy Italian Festival** (15,000+ people)
- SC PRIDE Parade and Festival** (15,000+ people)
- Jam Room Music Festival** (5,000+ people)
- First Thursdays (monthly)** (3,000+ people)

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New Retailers

The visible improvement has strengthened public confidence in the downtown area. Since the program began, 16 new retailers have opened in the BID, in addition to completion of a 54-suite, luxury apartment project, and newly available office space.

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New Jobs

Six new businesses participated in the façade program in the BID. As a result, 34 new jobs were added to downtown.

