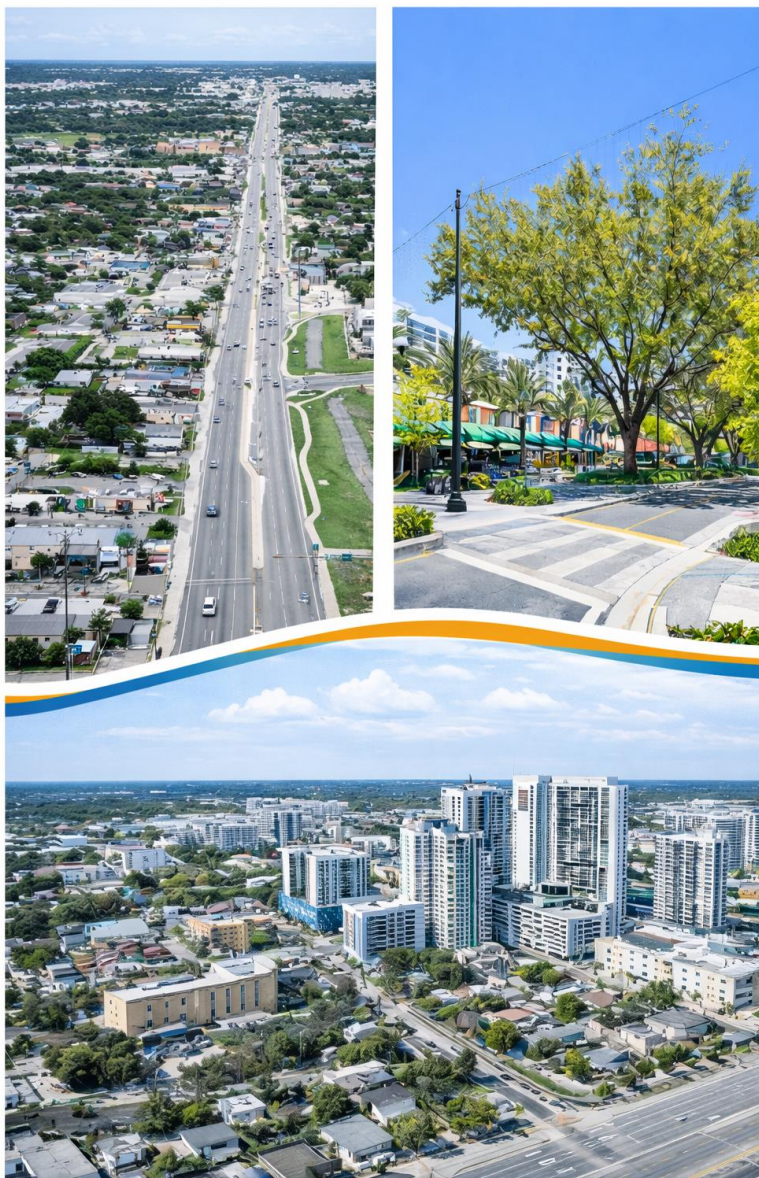




Citywide Property Improvement Program (CPIP)

CITY CPIP + CRA PIP

Office of Communications,
Marketing & Economic Development

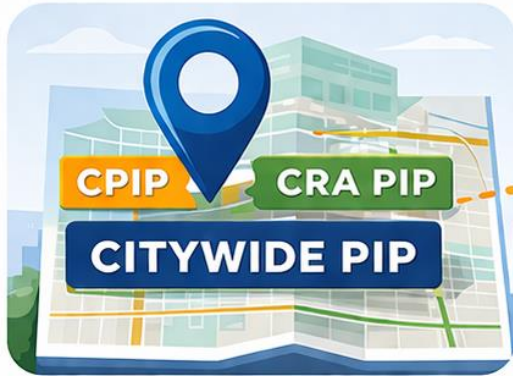
Strengthening Commercial Corridors Citywide

- Improve exterior appearance of properties
- Increase business activity + occupancy
- Address blight + code-related issues
- Encourage private investment



What's Changed?

One Program. Citywide Impact.



Unified Program



**Streamlined
Process**



**Expanded
Eligibility**



**Tiered
Participation**



Increased flexibility
across funding sources



**Reduced
application burden**
(fewer quotes required)



Simplified
insurance
requirements

Program at a Glance



Multiple Funding Sources

- CDBG (LMI areas)
- GCOF (non-LMI)
- CRA (Beach & Downtown)



Reimbursement-Based Grants

Receive funds after
completing project



One Application per Folio per Fiscal Year

Flexible Funding Based on Location



Citywide

- 40% reimbursement (GCOF)
- 50% in LMI areas (CDBG)
- Up to \$25,000



Downtown + Beach

- 50% reimbursement (TIF)
- Up to \$75,000
- Up to \$125,000 (including seawall improvements)
- Hotel Program up to \$250,000
- Includes mural improvements (separate program guidelines apply)

Three Main Participation Levels Outside Downtown + Beach



Expanded Opportunities in Downtown + Beach



Higher
reimbursement
caps



Hotel Improvement
Program



Mural
Program



Seawall
Enhancements

Eligible Improvements Focused on Visible Impact

Roof Replacement



Landscaping



Window & Door Replacement



Lighting Upgrade



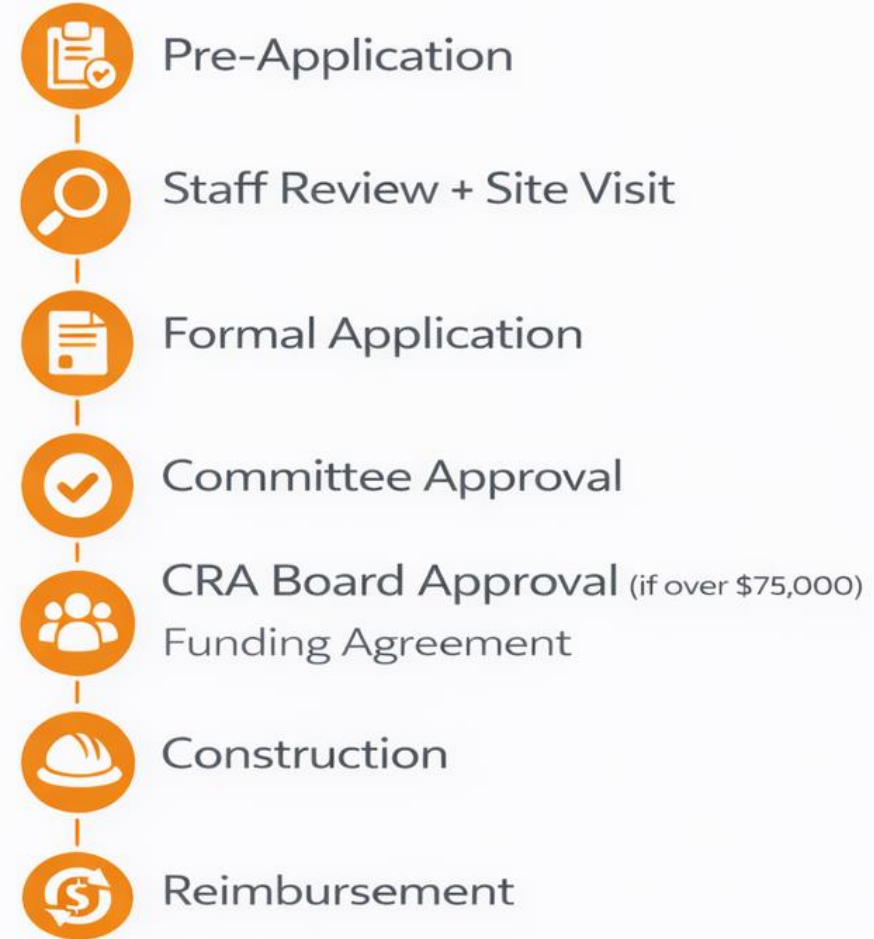
- Exterior painting, lighting, signage
- Landscaping and site improvements
- Windows, doors, façade upgrades
- Structural and safety improvements
- Murals and sustainability features

Simple + Structured

Citywide



Downtown + Beach





See Life. See Opportunities.

Questions?

