

CITY OF VINELAND

**RESOLUTION NO. 2023- 74**

**RESOLUTION AUTHORIZING THE EXECUTION OF A  
GRANT APPLICATION FOR GRANT FUNDING FROM  
THE NEW JERSEY DEPARTMENT OF COMMUNITY  
AFFAIRS IN THE AMOUNT OF \$1,500,000.00 FOR  
BUILDING FAÇADE, LANDSCAPE AND PARKING  
IMPROVEMENTS FOR ALL URBAN ENTERPRISE  
MICROBUSINESSES AND SMALL NONPROFITS**

**WHEREAS**, the City of Vineland wishes to apply for a grant to be received from the New Jersey Department of Community Affairs for approximately \$1,500,000.00 to carry out a project for improvements to building facades, landscaping, parking and trash enclosures, among other necessary improvements, for small “Microbusinesses” and small not for profit organizations within the City of Vineland Urban Enterprise Zones.

**NOW THEREFORE BE IT RESOLVED** by the Council of the City of Vineland that the Mayor and Clerk are hereby authorized to execute the application for such grant and any other documents necessary in connection therewith.

**BE IT FURTHER RESOLVED** that the City Council recognizes and accepts that the Department of Community Affairs may offer a lesser or greater amount and therefore, upon receipt of the Grant Agreement from the New Jersey Department of Community Affairs, does further authorize the execution of any such Grant Agreement; and upon receipt of the fully executed Agreement from the Department, does further authorize the expenditure of funds pursuant to the terms of the Agreement by and between the City of Vineland and the New Jersey Department of Community Affairs.

Adopted:

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President of Council


ATTEST:

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City Clerk



# Memo

**To:** City Council  
**From:** Sandy Forosisky   
**Date:** January 18, 2023  
**Re:** UEZ Exterior Improvement Program

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The VIDID/Mainstreet Façade Improvement Program was one of the most transformative initiatives for the downtown. One of the major complaints at the time was that it was only available to businesses and nonprofits located in the downtown. Unfortunately, UEZ funding was discontinued before the program could be expanded. Now that UEZ funding has been restored, the Administration would like to roll out a new Exterior Improvement Program for all UEZ microenterprise businesses and small nonprofits located in the UEZ. The program would be geared toward improving the exterior of properties which would include facades, awnings, lighting, signage, landscaping, parking, trash enclosures, and other related exterior improvements. It would also include the addition of security cameras to improve safety. This project would improve the appearance of Vineland's commercial corridors which are the economic arteries of the city. It would be structured as a forgivable loan over 5 years with a maximum amount of \$50,000. The property owner would be required to contribute a 10% match. The UEZ application is attached with a more detailed description of the program. The City would be seeking \$1.5 million in UEZ funding. This funding is still part of the fiscal 2022 funding.

2022-08032-1549

16. a. Will any member of the Board of Directors/Trustees receive any direct or indirect personal or monetary gain from the funding of this grant? <input type="checkbox"/> Yes <input type="checkbox"/> No		
b. Does any member of the Board of Directors/Trustees serve on any board, council commission, committee or task force which has regulatory or advising influence on the funding program? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please describe:		
17. Fiscal Contact Person Ms. Susan Baldosaro	Title CFO	Phone Number (856) 794-4000
18. Agency Fiscal Year 1/1 to 12/31	19. Name of CPA Firm Appointed by Grantee	
20. <b>Certification:</b> The applicant certifies that to the best of his/her knowledge and belief all data supplied in this application and attachments are true and correct. The document has been duly authorized by the governing body of the applicant and further understands and agrees that any grant received as a result of this application shall be subject to the grant conditions and other policies, regulation, and rules issued by the New Jersey Department of Community Affairs which include provisions described in grant applications instructions.		
Name and Title of Applicant (Print)	Signature of Applicant	Date of Application

## OBJECTIVES

Objective Number: 1

Short Description: To improve the appearance of commercial buildings.

Detailed Description
By improving the building facade, landscaping, parking and adding trash enclosures to make properties more attractive.

Methods
Giving the businesses a loan that will be forgivable over 5 years to make the improvements recommended by a committee including the City Planner, Planning Engineer, Director of Community Development and UEZ Coordinator.

Evaluation
The completion of the recommended improvements by the committee.

Application Program Component: Exterior Improvement Program

## OBJECTIVES

Objective Number: 2

Short Description: Increase sales for small businesses.

Detailed Description
Customers are more likely to stop at a business that has an inviting appearance by being well maintained.

Methods
Improve the appearances of businesses along transportation corridors that will attract more customers to the UEZ.

Evaluation
Businesses have increased sales resulting in increased employment.

Application Program Component: Exterior Improvement Program

## OBJECTIVES

Objective Number: 3

Short Description: Improve the security of businesses in the UEZ

Detailed Description
Security cameras will help reduce crime by preventing it in some instances and assisting police with video when a crime is committed.

Methods
Allowing security cameras to be included in the exterior improvements that are recommended.

Evaluation
Reduced crime in the UEZ.

Application Program Component: Exterior Improvement Program

## Scope of Services

One of the most successful programs of the Vineland UEZ was the Facade Improvement Program. The program was a comprehensive renovation program for UEZ businesses located in the Vineland Downtown Improvement District. The downtown was plagued with old buildings that were deteriorating due to years of neglect. As a result, the downtown had a high vacancy rate with very little foot traffic. The Facade Improvement Program improved the appearance of the downtown and as a result, the vacancies were greatly reduced and foot traffic increased. A major complaint from the community was that only UEZ businesses in the Downtown Vineland Improvement District were eligible. UEZ funding was subsequently discontinued before the program could be expanded to other UEZ businesses. Now that funding has been restored, a modified version of the very popular and effective program will be expanded to the entire UEZ.

To be eligible for the program, the business or nonprofit must be UEZ certified and in tax compliance. The business must also qualify as a microenterprise. For the purposes of this program, a microenterprise is defined as a business with sales less than \$1.5 million and no more than 10 full-time employees. Nonprofits will be eligible if they have less than 10 employees.

The funding from the UEZ will be given as a forgivable loan over a period of 5 years, with 20% forgivable per year. The maximum amount of UEZ funding allowed for a property is \$50,000 and all UEZ funding requires a 10% match from the property owner.

The eligible use of funds is restricted to exterior improvements approved by the Project Review Committee. The Committee consists of the Supervising Planner, Planning Engineer, Community Development Program Monitor, and Director of Economic Development/UEZ Coordinator. The improvements include building facade, awnings, lighting, signage, landscaping, parking, trash enclosures, and other related exterior improvements recommended by the review committee. The improvements will also include the addition of security cameras to improve safety in the UEZ. The program does not allow for new construction expenses. If any improvements trigger a site plan approval then funding will not be given until such approval is obtained.

The process for approval consists of the following steps:

1. Business completes an application
  2. Business is confirmed to be UEZ certified and in tax compliance.
  3. A Program Review Committee representative goes to property and takes a picture and writes up an improvement plan with input from the committee members.
  4. Improvement plan is given to property owner who must obtain prices from vendors that are preapproved by the City.
  5. A forgivable loan amount is determined for the property and submitted to City Council for approval.
  6. A commitment letter goes out to the business and once accepted, loan documents are signed.
  7. A lien is placed on the property for 5 years with 20% forgiven each year.
  8. Construction commences in accordance with the improvement plan.
  9. Payments are made to UEZ business with submission of invoices.
  10. If business sells property before 5 years, the remaining balance must be paid.
- After 5 years the lien is released from the property.



[illegible]

Budget Detail  
Projects/Grant Program: Exterior Improvement Program  
Vineland City

Budget Category	UEZ Assistance	Anticipated UEZ Assistance	Municipal Funds	Other Funds	Total Budget
PROGRAM - Personnel					
Salaries/Wages					
Planning Supervisor			\$5,000.00		\$5,000.00
Planning Engineer			\$15,000.00		\$15,000.00
Community Development Program Monitor			\$10,000.00		\$10,000.00
Minor Category Sub-Total	\$0.00	\$0.00	\$30,000.00	\$0.00	\$30,000.00
Major Category Sub-Total	\$0.00	\$0.00	\$30,000.00	\$0.00	\$30,000.00
PROGRAM - Development					
Construction					
Construction Costs for the property exterior improvements	\$1,500,000.00				\$1,500,000.00
Minor Category Sub-Total	\$1,500,000.00	\$0.00	\$0.00	\$0.00	\$1,500,000.00
Major Category Sub-Total	\$1,500,000.00	\$0.00	\$0.00	\$0.00	\$1,500,000.00
PROGRAM - Other					
Other					
Owners Contribution				\$150,000.00	\$150,000.00
Minor Category Sub-Total	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00
Major Category Sub-Total	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00
Total	\$1,500,000.00	\$0.00	\$30,000.00	\$150,000.00	\$1,680,000.00

Urban Enterprise Zone - Vineland 2022  
PROJECT INFORMATION

Project Name: Exterior Improvement Program

Meeting Date: 4/12/2023

Estimated start date: 5/1/2023

Estimated completion date: 4/30/2024

Explain how this Project/Program fits into your Zone Development Plan, Municipality's Master Plan, and/or Redevelopment Plan. If it does not fit into these Plans, explain why.

This program will assist businesses in improving their properties to make the commercial corridors look more attractive.

Urban Enterprise Zone - Vineland 2022  
PROJECT INFORMATION

Clearly identify how the use of ZAFs will promote private sector jobs and improve the economic climate of the zone's municipality.

The improved appearance of a business increases the likelihood of a customer stopping in their store and as a result, increased sales. With the increased sales, a business is more likely going to need to hire more employees.

Urban Enterprise Zone - Vineland 2022  
PROJECT INFORMATION

Identify recipients of UEZ funding for this project.

UEZ microenterprise businesses, defined as a business with sales less than \$1.5 million and no more than 10 full-time employees.

Are there any hidden commissions or fees associated with this project?

Yes ☒ No N/A

Is this project available to all UEZ businesses within your zone?

Yes ☒ No N/A

Is the approval of this project contingent upon the availability of funds and is it exclusively within the boundaries of the zone? (If you answer no, the municipality will be required to contribute a proportionate amount of funding.)

☒ Yes No N/A

Will prevailing wage be paid on this project?

☒ Yes No N/A

Will future funding be requested?

☒ Yes No N/A

Will Second Generation funds be used for this project?

Yes ☒ No N/A

Select the statement below that most accurately reflects Zone's First and Second Generation funding of this application.

- ☒ A. Zone has sufficient First Generation funds to cover cost of project.
- B. Zone only has sufficient First and Second Generation funds to partially cover the cost of this project and hereby makes application to the New Jersey Urban Enterprise Zone program for release of funds from the specially designated central account.
- C. Zone's First and Second Generation Funding has been exhausted, and hereby makes application to the New Jersey Urban Enterprise Zone program for release of funds from the specially designated central account.

**AGENCY BACKGROUND**

1a. Did the prior phase create jobs?

Yes    No    ☒ N/A

1b.If yes, how many jobs were created?

1c. If yes, how many jobs have been retained?

1d.What is the square mileage of your zone's boundary?

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Urban Enterprise Zone - Vineland 2022  
UEZ CERTIFIED

Business Name:

Is this business UEZ certified?                      Yes      No   ☒ N/A

Provide the business's UEZ file Number

Is this business cleared of any tax obligations?      Yes      No

Urban Enterprise Zone - Vineland 2022  
OTHER SOURCES OF FUNDING RELATED TO THIS APPLICATION

Source	Amount	Code
City of Vineland	\$30,000.00	(L)
Owner's Contribution	\$150,000.00	(PF)
Total Funds From Other Sources Related To This Application Only	\$180,000.00	