

Carlsbad MainStreet Façade Grant Opportunity



Supporting Our Local Businesses – Building a Vibrant Downtown

Carlsbad MainStreet's vision is to continue transforming Downtown Carlsbad into a lively, vibrant destination where people can shop, dine, and enjoy entertainment throughout the week and on weekends. Our top priority is to support and strengthen our local, homegrown businesses, the heartbeat of our community.

We are excited to announce that Carlsbad MainStreet is launching the Façade Grant Program exclusively for businesses within the MainStreet District. With this grant opportunity, we're proud to give back to the very businesses that make our district thrive.

Eligible applicants include property owners, business tenants (with owner's written consent), and nonprofit organizations located within the Carlsbad MainStreet District. Applicants must be in good standing with the City of Carlsbad (no outstanding code violations or unpaid taxes).

Grant Timelines:

- ✓ Grant Applications opens November 15 of each year and will be awarded by January 5th all applications will need to be submitted by March 1st, 2026 to be reviewed.
- ✓ Awards will be funded after July 1st, all work to be completed within one year starting July 1st to close out the reimbursement cycle for the current fiscal year.

Grant Details

The Carlsbad MainStreet Board of Directors is offering a cash match grant of up to \$2,500 to encourage property owners and tenants to enhance and preserve the historic character of downtown.

- Property must be located within the current Carlsbad MainStreet District boundaries.
- The business or property owner match must equal the amount requested from Carlsbad MainStreet.
- The Board reserves the right to determine how many façade grants will be awarded each year.
- The applicant is responsible for obtaining all required permits and maintaining appropriate insurance coverage during the project.
- All proposed improvements must comply with Carlsbad MainStreet design guidelines and may require review by the Design Committee prior to approval.

Eligible Improvements

Funds may be used for exterior rehabilitation and visual enhancement projects, including:

- Removal of false fronts or non-historic panels (e.g., aluminum coverings)
- Repair or replacement of windows, doors, and cornices
- Repair or replacement of façade materials and architectural features
- Installation of new awnings or exterior lighting
- Exterior painting and finishing

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- Professional design or construction costs
- Signage consistent with downtown design standards

Applications will be evaluated based on visual impact, contribution to downtown aesthetics, preservation of historic character, feasibility, and applicant readiness to match funds.

Applicant Information:

Applicant: _____

Business Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Property Owner (If different then applicant):*

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

☐ I authorize and approve the proposed façade improvements to be completed on my building.

Property Owner Signature: _____

* If you are not the property owner, you must obtain written permission from the owner prior to submitting your application. The property owner's signature must be included above authorizing the proposed façade improvements. Applications submitted without the property owner's signature will not be considered for grant funding.

Amount Requested (Up to \$2500): \$ _____

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Renovation Information

1. Project Description

Please describe your proposed façade renovation project in detail, including the specific changes or improvements you plan to make to your business exterior. Explain how these improvements will enhance the overall appearance of your building and contribute to the revitalization of Downtown Carlsbad.

Attach photos of the current façade, along with any renderings, design sketches, or examples of the work to be completed.

2. Project Budget, Timeline, and Implementation

Provide a detailed budget outlining all estimated costs associated with the project, including materials, labor, and design expenses. Include a timeline indicating anticipated start and completion dates, as well as key milestones in the renovation process.

Applicant Agreement and Understanding

I understand that, if selected to receive funding through the Carlsbad MainStreet Façade Grant Program, I and/or my business agree to the following conditions:

- **Use of Funds:** Awarded funds shall be used only for the approved project purpose, specifically for exterior façade improvements, quarterly updates must be given to Carlsbad Mainstreet via email.
- **Project Completion:** All renovations must be completed within twelve (12) months of application approval.

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- **Reimbursement Process:** The grant amount will be paid upon project completion, following submission and approval of itemized receipts and supporting documentation to Carlsbad MainStreet to be turned in no later than June 1st of that year.
- **Branding and Promotion:** Grantee agrees to utilize Carlsbad MainStreet Project branding in all promotions, signage, and public recognition materials related to the project.
- **Media Participation:** Grantee agrees to participate in media and publicity opportunities coordinated by Carlsbad MainStreet to highlight the success of the program.
- **Final Report:** A final project report detailing completed work, expenses, and outcomes must be submitted to Carlsbad MainStreet upon completion. (please remember to take before and after pictures)

Applicant Signature: _____

Printed Name: _____

Business Name: _____

Date: _____

Carlsbad MainStreet Approval: _____

Title: _____

Date: _____

Submission Checklist

- ☐ Completed Application
- ☐ Property Owner Signature (if applicable)
- ☐ Photos of existing façade
- ☐ Renderings or design sketches
- ☐ Detailed budget and timeline
- ☐ Proof of match funding

Please submit completed applications to:

Carlsbad MainStreet

Attn: Façade Grant Program

102 S. Canyon St., Carlsbad, NM 88220

Or email carlsbadmainstreet@gmail.com