

## Facade Grant

**Purpose:** To assist merchants and property owners through a program to facilitate renovations that are consistent with the Historic Preservation design standards criteria.

**Eligibility:** Current property owners and tenants in the DDA service area.

**Objective:** Rehabilitation of the downtown building exteriors including – painting, awning removal, glass replacement and other improvements of historical significance.

**Review Board:** Douglasville Downtown Development Authority

**Funding:** Funding is administered through the DDA. Funding of projects is up to 50% of total project cost but shall not exceed \$3,000.

## Retail Incentive

**Purpose:** The DDA Retail Incentive Grant Program was developed to offer a specific incentive for proposed retail redevelopment projects that meet the requirement of opening or relocating in the DDA Service Area.

**Eligibility:** This incentive is available to retailers who will that have the potential to generate new sales tax revenues in the DDA Service area either by establishing a type of business that does not currently exist within the Downtown or selling products that are currently not available in the Downtown retail market.

**Objective:** depicting the Downtown Redevelopment District on a parcel or in a structure that has historically been a retail/commercial site. The incentive is offered in the form of reimbursement monies to the business owner for a specified amount to cover a rent/mortgage as well as approved marketing costs. Total Grant monies to be paid will not exceed \$1500.

**Review Board:** Douglasville Downtown Development Authority

**Funding:** The Retail Incentive Grant if awarded will provide a new retail business with the following: \$1000 Longevity Rental Rebate (maximum amount based on monthly lease/mortgage payment) and a \$500 Co-op Advertising Grant.

For more information on the Façade and Retail Grants visit the DDA website at: [www.downtowndouglasville.org](http://www.downtowndouglasville.org).

## Main Street Approach

The City of Douglasville became a designated Main Street city in June of 2000. The Main Street program is been the catalyst for long range planning, aesthetic improvement, branding campaigns, and economic development in Downtown Douglasville.

**The Organization Committee** is responsible for membership and fundraising campaigns that have included the Friends of Main Street membership program (FOMS). The FOMS program generates funds for downtown events and the retail and façade grant incentive programs.

**The Design Committee** is committed to improving the overall look of Downtown Douglasville by initiating projects such as the renovation of the east end of O'Neal Plaza and the award winning O'Neal Plaza stage cover. The Design Committee also maintains the façade grant program that provides matching funds up to \$3000 to downtown business owners seeking to improve their building facades.

**The Promotions Committee** works with local business owner to create promotional opportunities, branding campaigns, and the implementation of electronic and social media to assist in promoting downtown businesses and events, increasing foot traffic and promoting downtown revitalization.

**The Economic Restructuring Committee** addresses downtown recruitment needs and provides training assistance to downtown business owners by fostering partnerships with the local stakeholders. These partnerships have led to the creation of programs such as: Maximum Marketing training, Entrepreneur Day, and The Downtown Breakfast Club. The Economic Restructuring committee also manages the Retail Incentive program that encourages retail business relocation to the downtown. The Economic Restructuring Committee has also hosted the annual Downtown Open House and Downtown Recognition Banquet.



**Encouraging the  
Redevelopment and  
Improvement of  
Douglasville's Downtown**



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# Douglasville's Downtown Development Incentives

## Downtown Revolving Loan Fund (DDRLF)

**Purpose:** Typically, DD RLF funds will provide only the permanent financing on a project. The interim or construction financing on a project are normally arranged by the Applicant or sub-recipient borrower once the project is approved. Funds may be used for such activities as: real estate acquisition, development, redevelopment, and new construction; rehabilitation of public and private infrastructure and facilities; purchase of equipment and other assets (on a limited basis).

**Eligibility:** Applicants must demonstrate that they have a viable downtown development project and clearly identify the proposed uses of the loan proceeds.

**Objective:** To support projects that contribute to the enhancement of downtown development opportunities, creditworthiness, overall project feasibility, project impact, and soundness of the proposed strategy

**Review Board:** The Downtown Development Authority, City of Douglasville City Council, and the Department of Community Affairs.

**Funding:** The maximum loan is \$250,000 per project. Interest rate is below-market rates. Repayment period is typically ten years with a fifteen-year amortization. Security is usually project collateral and personal guarantees. Funding is provided through the Department of Community Affairs and the Georgia Cities Foundation.

For more information visit their websites at:

**Department of Community Affairs:**  
[www.dca.state.ga.us/economic/financing/programs/ddrlf.asp](http://www.dca.state.ga.us/economic/financing/programs/ddrlf.asp)

**Georgia Cities Foundation:**  
[www.georgiacitiesfoundation.org/LoanFund.aspx](http://www.georgiacitiesfoundation.org/LoanFund.aspx)



## Opportunity Zone Job Tax Credit

**Purpose:** By locating in an Opportunity Zone and creating 2 full time jobs, a business can maximize job tax credits to the State's highest benefits.

**Eligibility:** The business relocated or created 2 or more full time positions after September 1, 2011 in the Douglasville Opportunity Zones.

**Objective:** The incentive which is available for new or existing businesses which create two or more jobs are credits which can be taken against the business's income tax liability and state payroll withholding.

**Review Board:** Georgia Department of Community Affairs (DCA)

**Funding:** The maximum Job Tax Credit allowed under law is \$3,500 per job created . Job Tax Credits can be used against 100 percent of income tax liability and withholding.

For more information visit the **Georgia Department of Community Affairs** website at: [www.dca.state.ga.us/economic/DevelopmentTools/programs/opportunityzones.asp](http://www.dca.state.ga.us/economic/DevelopmentTools/programs/opportunityzones.asp)

## Historic Tax Credits

### Federal Rehabilitation Tax Credit

This credit allows the owner of a certified historic structure to receive a federal income tax credit equal to 20% of the amount spent on qualified rehabilitation costs for certified historic structures. There is also a 10% credit for older, non-historic, non-residential buildings built before 1936.

For more information visit the **National Trust Website** at: [www.preservationnation.org/issues/rehabilitation-tax-credits/federal/](http://www.preservationnation.org/issues/rehabilitation-tax-credits/federal/)

### State Tax Incentives Programs

For Historic residential and commercial properties in Georgia are eligible to participate in two programs:

**The Georgia Preferential Property Tax Assessment Program for Rehabilitated Historic Property** allows eligible participants to apply for an 8-year property tax assessment freeze.

**The Georgia State Income Tax Credit Program for Rehabilitated Historic Property** allows eligible participants to apply for a state income tax credit equaling 25% of qualifying rehabilitation expenses capped at \$100,000 for personal, residential properties, and \$300,000 for income-producing properties.

For more information visit the **Georgia Department of Natural Resources** website at: [www.gashpo.org/content/displaycontent.asp?](http://www.gashpo.org/content/displaycontent.asp?)

## Design Assistance

**Douglasville' Main Street Program** has access to a wide -range of design assistance for Service Area property owners including: façade rehabilitation drawings, historic building materials recommendations, design alternatives to modern structures, and paint color recommendations.

For more information contact the **Main Street Manager** at 678-449-3102 or [mckowna@douglasvillega.gov](mailto:mckowna@douglasvillega.gov)