

# Construction Impact Relief Grant Program

## Overview

Downtown Austin is experiencing unprecedented transformation in response to its explosive growth. To maintain downtown's vibrancy and economic stability during construction, business support programs like the *Construction Impact Relief Grant* aim to support local storefront businesses directly affected by construction through direct funding, technical assistance, marketing support, signage, and temporary installations.

## Purpose

Downtown is Open for Business. Downtown Austin's Construction Impact Relief Grant Program provides financial assistance and technical support to small, locally owned businesses in Downtown Austin that experience disruptions due to major public infrastructure or private development projects. The program is designed to help businesses remain open, retain employees, and continue contributing to the vibrancy and diversity of downtown while the city invests in essential long-term improvements.

## Eligibility

Businesses qualify for support if they meet the following criteria:

- Located within the Downtown Austin Public Improvement District (DPID)
- Located on a construction corridor, 1-block adjacent, or construction haul routes
- For-profit, independently owned business (not a franchise or chain), not tax exempt.
- Directly impacted by construction (road/sidewalk closure, dust/debris, etc.)
- Up to date on licensing, taxes, and permitting requirements
- Street-level retail, restaurants, and creative businesses open to the public

Businesses who receive funding from the Uniform Relocation Act do not qualify.

## Funding

Qualifying expenses are reimbursed up to \$10,000. Total funding \$70,000

Qualifying expenses include:

- Marketing, advertisement, and promotional materials (promotional coupons, etc.)
- Development of customer outreach tools (website, social media, mailing lists, etc.)

- Signage, A-frames, banners, posters, flyers, etc.
- Façade repair and/or cleaning
- Professional business services or training (legal, accounting, business strategy to modify operations due to construction)
- Other uses mutually agreed upon by recipient and DAA

## **Application Process**

An online application will be available on the Downtown Austin Alliance website. The application will evaluate eligibility, award amounts, and revenue loss calculations.

## **Selection Process**

- Applications are reviewed on a rolling basis until funds are expended
- Vulnerability Risk: Priority will be given to projects in locations impacted by prolonged construction, prolonged vacancy, and/or are submitted by MWBE, Disadvantaged, Veteran, Small, LGBTQIA businesses.

## **Impact Reporting**

Self-Certification of successful implementation of construction response improvements.

Agreement to complete post-effort survey and testimonial.

Agreement to display DAA decal on storefront, identifying participation in the program.