



Retail Incentives Program Guidelines: Sidewalk Café and Signage Program

Program Description

Greater St. Louis, Inc. (GSL), with support from the St. Louis Development Corporation, is accepting submissions for the Sidewalk Café and Signage Program (the "Program") for 2025. Through the Program, GSL will offer reimbursable grants for up to \$5,000, covering up to 50% of the construction costs for sidewalk cafes and exterior retail signage in the Downtown and Downtown West neighborhoods of the City of St. Louis.

The program's goal is to partner with current and prospective tenants to increase street-level vibrancy and activation, support existing local businesses, and attract additional customers.

Eligible Applicants

The following individuals and businesses are eligible to apply for the Program:

- Current tenants in Downtown and Downtown West,
- Prospective tenants in Downtown and Downtown West.

All applicants must have the consent of their current or prospective landlord and/or building owner to perform the work in question.

Eligible and Favored Uses

The following uses are eligible for reimbursement under the Program:

- Construction and materials associated with outdoor sidewalk cafes, such as outdoor seating, tables, railings, canopies, lighting, plants, and fabric shading
- Construction and materials associated with street retail, such as fold-out/pop-up retail kiosks, traffic calming planters, and signage
- Transparent storefronts, facade restoration, and cleaning
- Exterior signage

Note that sidewalk cafes require approval from the City of St. Louis. Reimbursement under the Program would be subject in all respects to selected applicants' successful application for and receipt of necessary sidewalk permits, etc.

GSL will prioritize applications that contribute to street-level vibrancy. Concepts with a proven track-record or are otherwise compelling will be favored. The Program will be used strategically in key corridors and retail nodes in Downtown St. Louis to implement the recommendations of the *Design Downtown STL* Plan.

How to Apply and Next Steps

1. Contact DowntownRetail@greaterstlinc.com to confirm your eligibility for the program.
2. Fill out and submit the attached application (attached).
3. If approved, enter into reimbursement agreement with GSL.
4. Commence work and receive reimbursement pursuant to agreement with GSL.
5. Celebrate your contribution to the revitalization of our great City!

Contract Notes

Approved applicants will enter into a reimbursement agreement (the “Contract”) with GSL setting out the terms of the grant, which will operate as a reimbursement. The Contract will:

- Describe the work to be performed, including the timeline for completion;
- Set out the items and amounts that GSL will reimburse and the process for receiving reimbursements;
- Include other standard legal terms and conditions.

Additional details on the Contract are as follows:

- GSL will not provide reimbursement for work completed prior to final approval of an applicant’s participation in the Program and a fully executed Contract.
- Applicants will be responsible for documenting all expenses and submitting receipts for reimbursement under the Contract.
- All work must be consistent with the Contract and any changes in work scope or materials must be approved in advance of that work being performed.
- Absent GSL approval, all improvements contemplated by an approved application and reflected in a Contract must be commenced within six months and completed within one year from Contract execution. Approved funds may be cancelled if your project does not meet these deadlines.
- In-kind work performed by the applicant will not be eligible for reimbursement under the Contract.

Sidewalk Cafes and Retail Grant Application

Date of Application:	
Building/Property Address:	
Applicant's Name:	
Name of the Business:	
Applicant Status:	<input type="checkbox"/> I currently lease the property <input type="checkbox"/> I am considering leasing the property
Property Owner: (if not the applicant)	Name:
	Phone:
	Email:
	Address:
Has Property Owner Approved the Project?	
Square Footage of Interior Space:	
Square Footage of Proposed Exterior Space to be Improved:	
Primary Project Contact:	Name:
	Phone:
	Email:
	Address:

Proposed Improvements: (check all that apply)	<ul style="list-style-type: none"> • Outdoor seating • Tables • Railings • Canopies • Signage • Facade Restoration • Transparent • Windows 	<ul style="list-style-type: none"> • Lighting • Plants • Fabric shading • Traffic calming planters • Kiosk • Clothing racks • Shelving • Display tables • Other (describe below)
If you listed “Other” above, please briefly describe.		