

Downtown St. Louis Retail Incentives Program Guidelines: *Sidewalk Cafés and Signage Program*

Program Description

Greater St. Louis, Inc. (GSL), with support from the St. Louis Development Corporation, is accepting submissions for the Sidewalk Cafés and Signage Program (the “Program”) for 2025. Through the Program, GSL will offer grants for up to \$5,000, covering up to 50% of the construction costs for sidewalk cafes and sidewalk retail 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 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

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. Submit the information listed below to DowntownRetail@GreaterSTLinc.com to confirm your eligibility for the program:
 - a. Name and address of business
 - b. Brief overview of proposed improvements
2. Upon confirmation of eligibility, fill out and send the application and requested materials to DowntownRetail@greaterstlinc.com (see application below).
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 Downtown!

Contract Notes

- 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.
- 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 tenant improvements to be performed
 - Set out the items and amounts that GSL will reimburse and the process for receiving reimbursements
 - Include other standard legal terms and conditions

Downtown St. Louis

Sidewalk Cafes and Signage Program Application

Date of Application:	
Name of Business:	
Building/Property Address:	
Applicant Contact Info:	Name:
	Phone:
	Email:
Type of Business:	<input type="checkbox"/> Retail <input type="checkbox"/> Food and Beverage <input type="checkbox"/> Arts & Entertainment <input type="checkbox"/> Service <input type="checkbox"/> Other: _____
Description of Business:	
Business Website:	
Business Social Media Handle: (if applicable)	
Property Ownership Status:	<input type="checkbox"/> I own the property <input type="checkbox"/> I will lease the property <input type="checkbox"/> I currently lease the property <input type="checkbox"/> I am purchasing the property <input type="checkbox"/> Other: _____
Property Owner Contact Info: (if not applicant)	Name:
	Phone:
	Email:

Square Footage of Interior Space:																					
Proposed Improvements: (check all that apply)	<table border="0"> <tr> <td><input type="checkbox"/> Outdoor seating</td> <td><input type="checkbox"/> Fabric Shading</td> </tr> <tr> <td><input type="checkbox"/> Tables</td> <td><input type="checkbox"/> Traffic Calming Planters</td> </tr> <tr> <td><input type="checkbox"/> Railing</td> <td><input type="checkbox"/> Kiosk</td> </tr> <tr> <td><input type="checkbox"/> Canopies</td> <td><input type="checkbox"/> Clothing Racks</td> </tr> <tr> <td><input type="checkbox"/> Signage</td> <td><input type="checkbox"/> Shelving</td> </tr> <tr> <td><input type="checkbox"/> Facade Restoration</td> <td><input type="checkbox"/> Display Tables</td> </tr> <tr> <td><input type="checkbox"/> Transparent</td> <td><input type="checkbox"/> Other (Briefly describe below)</td> </tr> <tr> <td><input type="checkbox"/> Windows</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Lighting</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Plants</td> <td></td> </tr> </table>	<input type="checkbox"/> Outdoor seating	<input type="checkbox"/> Fabric Shading	<input type="checkbox"/> Tables	<input type="checkbox"/> Traffic Calming Planters	<input type="checkbox"/> Railing	<input type="checkbox"/> Kiosk	<input type="checkbox"/> Canopies	<input type="checkbox"/> Clothing Racks	<input type="checkbox"/> Signage	<input type="checkbox"/> Shelving	<input type="checkbox"/> Facade Restoration	<input type="checkbox"/> Display Tables	<input type="checkbox"/> Transparent	<input type="checkbox"/> Other (Briefly describe below)	<input type="checkbox"/> Windows		<input type="checkbox"/> Lighting		<input type="checkbox"/> Plants	
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Description of Proposed Improvements:																					
Architect: (if applicable)	<table border="1"> <tr> <td data-bbox="557 1150 1505 1203">Name:</td> </tr> <tr> <td data-bbox="557 1203 1505 1255">Phone:</td> </tr> <tr> <td data-bbox="557 1255 1505 1308">Email:</td> </tr> </table>	Name:	Phone:	Email:																	
Name:																					
Phone:																					
Email:																					
Total Project Budget:																					
Total Grant Requested:																					

Application Attachments:

In addition to this completed and signed application, include the following attachments when you submit your grant request:

- Photographs showing both the interior and exterior of the space**
- Plan and architectural drawings outlining proposed improvements**
- Itemized budget for proposed improvements**
- Letter from the property owner providing approval for the proposed improvements**
- Any other information deemed necessary by GSL in order to fully understand the project**

LEGAL DISCLOSURE: Disclose in writing whether any applicant, guarantor, or any other person involved with the project is currently engaged in any civil or criminal proceeding or ever filed for bankruptcy.

APPLICANT'S CERIFICATION: This application is made in order to induce the Program to grant financial incentives to the applicant. The applicant hereby represents that all statements contained herein are true and correct. All information materially significant to the Program in its consideration of the application is included. The applicant acknowledges that it has reviewed the descriptions of the Retail Tenant Improvement Grant Program and agrees to comply with those policies. The applicant shall be required to show best faith efforts with regard to the employment of minority and/or women contractors and subcontractors in the project development. The applicant specifically agrees to pay all reasonable costs, fees and expenses incurred by the Program whether or not the incentive is granted or the project completed.

City of St. Louis Approval-REQUIRED

Please note that use of publicly owned space requires approval from the City of St. Louis. If you are expanding onto a public sidewalk, you will, if conditionally approved for a grant, need to obtain a permit in order for your application to be considered eligible. More information is available on the City's website at:

<https://www.stlouis-mo.gov/government/departments/public-service/permits/sidewalk-cafe-permit.cfm>

Signature: _____ Date: _____