City of Laurel
Main Street Business Relocation Grant Program

Instructions to Applicants

Please use these instructions as a guide to assist you through the application process for the Main Street Business Relocation Program. If you have any questions during the application process please contact the Department of Economic and Community Development for assistance.

Pre- Application Meeting

☐ A pre-application meeting must be set up with a representative from the Department of Economic and Community Development to discuss proposed relocation to the Main Street Business Relocation Grant Program Area.
☐ Presentation of the proposed relocation expenditures shall be made during the pre-application meeting.
☐ Program eligibility will be determined through the pre-application meeting, once granted eligibility, the applicant may proceed with the application process.

The Application

To apply, please include all of these materials with your completed Application Form:
☐ Preliminary plans and preliminary cost estimates.
☐ Color of materials and material samples, as applicable.
☐ Details of signage and awning design, as applicable.
☐ Pictures of interior and exterior of property before moving/remodeling.
☐ If leasing, a copy of a five (5) year lease agreement and a Redevelopment Agreement between the Applicant (Business Owner) and the Property Owner
☐ If you own the property, Proof of Ownership
☐ Five-Year Business Plan. Plan must be signed and concurred with the property owner and tenant. Business Plan must be professionally prepared with endorsement of Bank Official, CPA, or related professional.

Application Review

☐ The application will be reviewed by the City Administrator, Director of Budget and Personnel Services, and Director of Economic and Community Development.
Application Approval

After your application is approved, these documents must be submitted:

- Final plans and final cost estimates to be submitted to the Department of Economic and Community Development.
- Final plans to be submitted to the Office of the Fire Marshal and Permit Services for issuance of building permit(s), as applicable.
- If located inside of the Historic District, any changes to the facade or signage will require review by the Department of Economic and Community Development and the Historic District Commission.

Proceed with Relocation

- After a building permit has been issued and/or Historic District Commission approval, as applicable, relocation expenses are then authorized and may commence. All necessary building and other department inspections shall be coordinated through the Office of the Fire Marshal and Permit Services.
- The property must be inspected by the Department of the Fire Marshal prior to the Use and Occupancy permit being issued.

Additional Application Documents

After all approved relocation expenses are incurred, these documents must be submitted:

- Receipts of all approved relocation expenses
- Pictures of interior and exterior of the property after Relocation
- Additional information may be requested.

Grant Review and Approval

- Grants will be approved by the Mayor of the City of Laurel after review and recommendation from the City Administrator, Director of Budget and Personnel Services, and Director of Economic and Community Development.
- Once funding is approved, you will receive payment in the form of a check.

Participation in the Main Street Business Relocation Grant Program does not limit additional participation in other City programs, if any.
City of Laurel  
Main Street Business Relocation Grant Program

Application

Date application received (to be filled out by City): ____________

1. Name of Business: ________________________________________________

2. Titleholder of the Property.
   Name: _____________________________________________________________
   Address: ___________________________________________________________________
   Phone No (Work): _________________________________________________________
   Fax No.: _________________________________________________________________

3. If property is in a trust, list anyone having beneficial interest.
   Name: ___________________________________________________________________
   Address: ___________________________________________________________________
   Phone No (Work): _________________________________________________________
   Fax No.: _________________________________________________________________

   Name: ___________________________________________________________________
   Address: ___________________________________________________________________
   Phone No (Work): _________________________________________________________
   Fax No.: _________________________________________________________________

   Address: ___________________________________________________________________

6. Plans prepared by:
   Name: ___________________________________________________________________
   Address: ___________________________________________________________________
   Phone No (Work): _________________________________________________________
   Fax No.: _________________________________________________________________
7. Identify all anticipated relocation expenses by source and cost:
   Rent Differential: $ __________
   Moving Cost: $ __________
   Initiation and Hook-up of Utilities: $ __________
   Equipment Setup Costs: $ __________
   Interior Remodeling: $ __________
   Signage: $ __________
   Fees: $ __________
   Other (list at right): $ __________
   Total Anticipated Expenses: $ __________

8. Does this application include a request for consideration of a fifty percent (50%) property tax credit not to exceed three (3) years? If so, please describe the nature of the business in great detail and state why a tax credit should be considered and how it would be used.

   ___________________________________________________________________________
   ___________________________________________________________________________

Statement of Understanding

The applicant (undersigned) agrees to comply with the guidelines and procedures of the Main Street Business Relocation Grant Program. The applicant further understands that the applicant must submit detailed cost documentation, copies of building permits and all contractors’ waivers of lien upon completion of work.

The business owner(s) and all contractors must comply with all federal and local regulations.

Property Owner Signature: __________________ Date: __________

Business Owner Signature: __________________ Date: __________

Return this application with proper signatures to:

City of Laurel
Department of Economic and Community Development
Main Street Business Relocation Grant Program
8103 Sandy Spring Road
Laurel, Maryland 20707-2502
Or Fax to: (301) 490-5068
City of Laurel
Main Street Business Relocation Grant Program

Application Attachment – Business Plan Format

A Business Plan is an essential planning tool for business success and serves as a resume for the business entity. By submitting this document you will help us understand your business, its future goals, and how relocation to the Grant Area will help you achieve those goals. Please contact the Department of Economic and Community Development if you need help creating or updating your business plan for this application.

The Business.

- Give a detailed description of the business, its history and its short and long term goals.
- Discuss the ownership of the business and a legal structure.
- List the skills and experience the owner brings to the business.
- Describe the products/services offered, including price structure.
- Discuss the advantages the relocated business has over its competitors.

Market Analysis.

- Identify your target customers and describe the demand for your product/service
- Define the market area, its size, and location.
- Explain how your product/service will be advertised and marketed.

Operations.

- Explain how the business will be managed on a daily basis, including the business owner’s role.
- Account for the equipment necessary to produce products or services.
- Discuss hiring procedures, and any changes to staff required after relocation.

Financial Management.

- Explain the amount and source of initial equity capital.
- Include these supporting financial documents:
  - Projected Sales (at least 2 years)
  - Monthly Cash Flow Projections (at least 1 year)
  - Balance Sheet
  - Breakeven Point
- Discuss who will maintain accounting records and how they will be kept.
- Provide “what if” a statement that addresses alternative approaches to unforeseen future problems

Concluding Statement.

- Summarize business goals and objectives and express commitment to the success of business.