

VISUAL IMPROVEMENT PROGRAM

Business Incentive



Handbook Includes:

- Program Details
- Process Checklist
- Application Forms



PROGRAM DETAILS

VISUAL IMPROVEMENT PROGRAM (VIP):

- Designed to help reduce urban blight
- Serves as a catalyst for improvements to other nearby properties
- Helps bring properties up to City code standards
- Provides financial assistance for **significant exterior** improvements. (For example, painting alone would not be sufficient.) Interior improvements are not eligible.
- Rebates 50 percent — up to a maximum of \$25,000 — of a project's renovation/upgrade costs
- Funding available annually on a first-come, first served basis. Once all fiscal-year funds have been expended, no further applications for that year will be accepted.

TIME FRAME:

- Application process takes approximately 60 calendar days **once all necessary documents and materials are received from the applicant.**
- All projects receiving VIP funds must be completed within 180 calendar days of the date application is approved by Las Vegas City Council (acting as the Redevelopment Agency Board of Directors). Projects not completed within the specified 180 days forfeit all approved and allocated VIP funds.
- Reimbursement of funds takes approximately 30-45 calendar days once copies of all paid invoices, cancelled checks and photos of completed project, are received. (*Redevelopment Agency reserves the right to pay applicant in one lump sum or installments.*)

PROPERTY/BUSINESS REQUIREMENTS:

- Located within one of the City's Redevelopment Areas in tax district 203, 204, 207, 212, 213 or 214
- Zoned for commercial, industrial or mixed-use operations. Eligible zoning designations: P-R, N-S, O, C-D, C-1, C-2, C-PB, C-M, M, R-3, R-4
- Properties with multiple retail tenants and/or vacant store fronts are considered on a case-by-case basis
- Visible from a street, sidewalk or public right-of-way

REQUIREMENTS (continued)

- Free of all mechanic's liens
- Work must result in a combination of **significant exterior visual improvements**. Examples: façade upgrades; parking facilities; matching signage; painting; lighting; new or repaired/replaced windows, doors and awnings; window tinting; improved entryways; extensive cleaning; exterior security systems; and external improvements required to bring a building/property up to code.
- Permanent landscaping may be covered in this program, but must comply with city codes and ordinances and be consistent with any development plans adopted by the city of Las Vegas and the Redevelopment Agency. (Check with the city's Department of Planning at 702.229.6301 or planning@lasvegasnevada.gov before submitting VIP application forms.)
- Additions and expansions to buildings that will benefit the overall appearance of the property may be eligible.
- Demolition of obsolete structures or signage improvements may apply when undertaken as part of an overall renovation project.
- Work such as HVAC installation/replacement and roof repairs do not apply unless they are done in conjunction with substantial exterior visual improvements.
- Funds may not be used for working capital, purchasing property, equipment or inventory acquisition, and/or refinancing of existing debt or private funding.

INELIGIBLE PROPERTIES:

- Single-family residential properties
- Multifamily residential properties not part of a larger mixed-use development
- Properties or projects not meeting eligibility requirements
- Businesses specifically excluded are those requiring a **privileged license*** with the exception of wedding chapels and businesses that serve alcohol for consumption on the premises where the same are sold; any off-premise sales must be incidental to the on-premise sales and consumption of alcoholic beverages.
- **Other excluded businesses are:** bail bonds, check cashing, churches, convenience stores, establishments with gaming, reflexology, sexually oriented businesses and tattoo operations

* For a list of Privileged Licenses, go to <https://www.lasvegasnevada.gov/Business/Business-Licenses/Types-of-Business-Licenses>

APPLICANT REQUIREMENTS:

- Include three project bids for all work or justify why a single bid is being submitted
- No corporate or personal bankruptcy proceedings within the past five years
- No past-due federal, state, county or city of Las Vegas tax bills
- No past-due bills or debts to the city of Las Vegas or the Redevelopment Agency
- Have no other reasonable means of financing structural improvements without benefit of a VIP, defined by one or more of the following:
 - o New business locating, or existing business remaining, in redevelopment area because of grant assistance. (Requires letter/statement from business owner.)
 - o City ordinance is currently too costly for business to comply.
 - o Lack of area rehabilitation where it would be unreasonable to invest in improvements unless grant is provided. (Evidenced by photos of immediate surrounding area displaying slums and/or blight.)
 - o Exterior improvements to property/business do not have a direct effect on revenues, therefore they are not deemed acceptable by a customary financial institution. (Evidenced by a denial letter.)
- Show proof of a current **city of Las Vegas** business license **for both the property owner and tenant**
- Supply copy of property owner's deed
- If landlord, provide current tenant list and/or leasing plan
- If a tenant, supply lease with at least five years occupancy remaining
- If tenant, provide signed and notarized copy of "VIP Real Property Owner Consent" form
- Make brief presentation at a Redevelopment Agency Board/City Council meeting. It is preferable that the owner attends, but a knowledgeable owner's representative may also make the presentation, as well as accompany an owner.
- **Receive Las Vegas City Council approval before beginning work.** Any work started prior to this approval will be the applicant's responsibility.
- **Grant/convey non-exclusive façade and building maintenance agreement to City's Redevelopment Agency for five years.** (It can be repurchased by owner.)
- Complete all improvements within 180 days of City Council approval
- If the value of incentives received by the applicant from the Redevelopment Agency exceeds \$100,000, per NRS 279.500(c) the project will be registered with the State of Nevada Office of the Labor Commissioner as a Public Works project (http://labor.nv.gov/PrevailingWage/2016-2017_Prevailing_Wages/), and the applicant will be required to pay Prevailing Wage to all construction workers and submit certified payroll records to both the Redevelopment Agency and the

APPLICANT REQUIREMENTS (continued)

Commissioner on a biweekly basis.

- Prior to receiving matching contribution, submit all paid invoices, cancelled checks and photos of completed project. (*The Redevelopment Agency reserves the right to refuse payment for any change orders not authorized prior to construction commencement.*)
- Maintain and sustain improvements

APPROVAL POLICIES:

- Applications will be reviewed and considered in the order they are received
- Approval will be evaluated and based on the following criteria:
 - Condition of the existing structure or property
 - Value of the completed improvement
 - Amount of matching funds contributed by participant
 - Compliance with city of Las Vegas development and construction requirements
 - Potential to stabilize or increase economic activity within the surrounding neighborhood
 - Current and future tenant mix, if applicable
 - Quality of proposed design
 - Significant exterior visual improvement
- Applicant participation in this program and approval of any grant monies is at the sole discretion of the Redevelopment Agency Board.
- Agency shall have the ultimate authority to accept or reject each application, and have complete authority to decide whether requested work is eligible for this program.
- Agency shall be obligated to commit funds only after a VIP agreement with the applicant is approved by the Las Vegas City Council acting as the Board of Directors for the city of Las Vegas Redevelopment Agency.
- Any action taken by the city of Las Vegas Redevelopment Agency Board of Directors is final. There is no appeal process for applications that are not approved by the city of Las Vegas Redevelopment Agency Board of Directors.

QUALIFIER:

- Final selection of a contractor(s) is the sole responsibility of the participating applicant. The Agency shall offer no warranty on work performed. The applicant

should obtain any desired warranty information from the contractor(s) in writing.

APPLICATION CHECKLIST:

All information included in this checklist must be submitted to the Redevelopment Agency before we can begin the process:

- ☐ All documents signed by person certified as one of company's principals on the following pages: 4, 7, 9, 11 & 12
- ☐ List of proposed improvements with estimated project costs (page 4)
- ☐ Notarized & signed ***Disclosure of Ownership/Principals – Real Property*** (pages 6 & 7) (*Landlord completes*)
AND Notarized & signed ***Disclosure of Ownership/Principals – Business*** (pages 8 & 9)
- ☐ Notarized & signed ***Participant Affidavit and Employment Plan*** (pages 10 & 11)
- ☐ Notarized & signed ***Real Property Owner Consent*** (page 12) (*Landlord completes*)
- ☐ Copy of current **city of Las Vegas** business license **for property owner and tenant**
- ☐ Copy of property owner's deed
- ☐ If a tenant, lease with at least five years occupancy remaining
- ☐ Landlord's current tenant list or leasing plan, if applicable
- ☐ All applicable contractor bids
- ☐ High-quality "before" images of property from all sides/angles *
- ☐ High-quality images of renderings of proposed project *
- ☐ Three contractor bids for all work being done or justification for why only one bid submitted

* Please send three to four separate high-resolution jpegs of "before" photos and also a few separate high-resolution jpegs of your "after" renderings. These are needed for the PowerPoint presentation we will put together for you when you make your presentation to the RDA Board/City Council.

VIP APPLICATION: **PROPERTY OWNER APPLYING**

(Must also complete pages 2-12)

Applicant's Owner Information:

Owner's Corporate Name (company name as listed on city of Las Vegas business license):

Corporate Officer Name and Title: _____

Corporate Mailing Address: _____

Project/Property Address: _____

Assessor Parcel Number(s): _____

Size of Building/Project (square footage, # of levels, # of seats): _____

In which of these eligible tax districts is the property located: 203 204 207 212 213 214

What classification is property zoned for? _____

Additional Businesses at Project Address	City Business License #

Owner's city of Las Vegas Business License Number: _____

Owner's Office Phone #: _____ Cell #: _____

Owner's Email Address: _____

Current Number of Employees: Full-Time _____ Part-Time _____ Contract _____

Estimated Number of Employees (Post Project Completion): Full-Time _____ Part-Time _____ Contract _____

Estimated Number of Construction Workers for Project: _____

Current and/or Projected Wages for Employees: (please attach additional sheet if necessary)

Job Title:	Salary Range \$	
		(annual/hourly)
		(annual/hourly)
		(annual/hourly)

VIP APPLICATION: **TENANT APPLYING**

(Must also complete pages 2-12)

Applicant's Tenant Information:

Applicant's Corporate Name (company name as listed on city of Las Vegas business license):

Corporate Officer Name and Title: _____

Project/Property Address: _____

Assessor Parcel Number(s): _____

Size of Building/Project (square footage, # of levels, # of seats): _____

In which of these eligible tax districts is the property located: 203 204 207 212 213 214

What classification is property zoned for? _____

Corporate Mailing Address: _____

Applicant's city of Las Vegas Business License Number: _____

Applicant's Office Phone #: _____ Cell #: _____

Applicant's Email Address: _____

Property Lease Expiration Date: _____ Option to Extend: Yes / No How long: _____ years

Property Manager: _____ Phone: _____

Current Number of Employees: Full-Time _____ Part-Time _____ Contract _____

Number of Employees (Post Project Completion): Full-Time _____ Part-Time _____ Contract _____

Number of Construction Workers for Project: _____

Current and/or Projected Wages for Employees: (please attach additional sheet if necessary)

Job Title:	Salary Range \$	
		(annual/hourly)
		(annual/hourly)
		(annual/hourly)

Property Owner Information:

Owner's Corporate Name (company name as listed on city of Las Vegas business license):

Owner's Officer Name and Title: _____

Mailing Address: _____

Additional Businesses at Project Address	City Business License #

VIP APPLICATION

Please list and describe each of the proposed exterior improvements:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Please describe the extent to which the existing building or on-site conditions are dilapidated:

[illegible]

VIP APPLICATION

Please describe how you plan to leverage VIP grant funds with other contributed funds.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

Please describe how you intend to maintain the improvements through their useful life.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

ESTIMATED BUDGET FOR EXTERIOR IMPROVEMENTS

Use of Funds (Activity)	Source of Funds	Estimated Cost
Total Exterior Budget		\$

Exterior Costs: \$ Interior Costs: \$ Project Total: \$

Project Funded with: Owner Equity Bank Financing Investors

Other ()

Execution of Application

The applicant acknowledges that the Redevelopment Agency will not pay for work begun prior to approval of the VIP grant application and corresponding VIP Agreement by the Las Vegas City Council, acting as the Redevelopment Agency Board. Any work started prior to this approval will be the applicant's responsibility. Furthermore, applicant acknowledges that the identified project must be completed within 180 days of the original approval date; if said project is not completed within 180 days, all funds approved and allocated for said project will be forfeited by applicant and the corresponding VIP agreement terminated. Applicant also acknowledges that it must expend its full matching contribution prior to any reimbursement of VIP grant funds.

Signature: Date:

Print Name:

Title:

VIP DISCLOSURE OF OWNERSHIP/PRINCIPALS

Details About Completing “Disclosure of Ownership/Principals” Forms that Follow

DEFINITIONS

- “City” means the city of Las Vegas.
- “City Council” means the governing body of the city of Las Vegas.
- “Contracting Entity” means the individual, partnership or corporation seeking to enter into a contract or agreement with the city of Las Vegas.
- “Principal” means individual or entity holding more than one percent interest;
- **For each type of business organization:**
 - (a) *Sole Proprietorship*: Owner of business
 - (b) *Corporation*: Directors and officers of corporation, but not any branch managers of offices which are a part of the corporation;
 - (c) *Partnership*: General and limited partners
 - (d) *Limited liability company*: Managing member as well as all other members
- **For each type of real property interest:**
 - (a) *Estate in Severalty*: Sole ownership by one individual or entity
 - (b) *Tenancy in Common*: Multiple owners without right of survivorship
 - (c) *Joint Tenancy*: Multiple owners with right of survivorship

POLICY

In accordance with resolutions 79-99 and 105-99 adopted by the City Council, Contracting Entities seeking to enter into certain contracts or agreements with the city of Las Vegas must disclose information regarding ownership interests and principals. Such disclosure generally is required in conjunction with a Request for Proposals (RFP). In other cases, such disclosure must be made prior to the execution of a contract or agreement.

INSTRUCTIONS

The disclosure required by the resolutions referenced above shall be made through the completion and execution of the “Disclosure of Owners/Principals” certificate. (See next page.) The Contracting Entity shall complete Block 1, Block 2 and Block 3. The Contracting Entity shall complete either Block 4 or its alternate in Block 5. An officer or other official authorized to contractually bind the Contracting Entity shall sign and date the Certificate, and such signing shall be notarized.

INCORPORATION

This certificate shall be incorporated into the resulting contract or agreement, if any, between the city and the Contracting Entity. Upon execution of such contract or agreement, the Contracting Entity is under a continuing obligation to notify the city in writing of any material changes to the information in this disclosure. This notification shall be made within 15 days of the change. Failure to notify the city of any material change may result, at the option of the city, in a default termination (in whole or in part) of the contract or agreement, and/or a withholding of payments due the Contracting Entity.

VIP DISCLOSURE OF OWNERSHIP/PRINCIPALS – REAL PROPERTY

VIP Contracting Entity Information

Corporate Name: _____

Mailing Address: _____

Business Phone: _____

Ownership Interest

Estate in Severalty _____ Tenancy in Common _____ Joint Tenancy _____

Disclosure of Ownership/Principals:

In the space below, the Contracting Entity must disclose all **persons/individuals** holding more than one percent ownership interest in the real property.

Full Name & Title	Business Address	Business Phone

Additional Ownership/Principals

The Contracting Entity shall continue the above list on a sheet of paper entitled “Disclosure of Principals – Continuation” until full and complete disclosure is made.

If continuation sheets are attached, please indicate the *number of sheets*: _____

VIP DISCLOSURE OF OWNERSHIP/PRINCIPALS – REAL PROPERTY

Alternative Disclosure of Ownership/Principal

If the Contracting Entity, or its principals or partners, are required to provide disclosure (of persons or entities holding an ownership interest) under federal law (such as disclosure required by the Securities and Exchange Commission or the Employee Retirement Income Act), a copy of such disclosure may be attached to this certificate in lieu of providing the information set forth on the previous page. A description of such disclosure documents must be included below.

Name of Attached Document: _____

Date of Attached Document: _____

Number of Pages: _____

Certification of Disclosure of Ownership/Principal - Real Property

I certify, under penalty of perjury, that all the information provided in this certificate is current, complete and accurate.

Signature: _____

Date: _____

State of Nevada

County of Clark

This instrument was acknowledged before me on

_____ (date) by

_____ (name of person)

Notary Public

VIP DISCLOSURE OF OWNERSHIP/PRINCIPALS – BUSINESS

VIP Contracting Entity Information

Corporate Name: _____

Mailing Address: _____

Business Phone: _____

Type of Business

Sole Proprietor _____ Partnership _____ Limited Liability Company _____

Corporation _____

Disclosure of Ownership/Principals:

In the space below, the Contracting Entity must disclose all **persons/individuals** holding more than one percent ownership interest in the real property.

Full Name & Title	Business Address	Business Phone

Additional Ownership/Principals

The Contracting Entity shall continue the above list on a sheet of paper entitled “Disclosure of Principals – Continuation” until full and complete disclosure is made.

If continuation sheets are attached, please indicate the *number of sheets*: _____

VIP DISCLOSURE OF OWNERSHIP/PRINCIPALS – BUSINESS

Alternative Disclosure of Ownership/Principal

If the Contracting Entity, or its principals or partners, are required to provide disclosure (of persons or entities holding an ownership interest) under federal law (such as disclosure required by the Securities and Exchange Commission or the Employee Retirement Income Act), a copy of such disclosure may be attached to this certificate in lieu of providing the information set forth on the previous page. A description of such disclosure documents must be included below.

Name of Attached Document: _____

Date of Attached Document: _____

Number of Pages: _____

Certification of Disclosure of Ownership/Principal - Business

I certify, under penalty of perjury, that all the information provided in this certificate is current, complete and accurate.

Signature: _____

Date: _____

State of Nevada
County of Clark

This instrument was acknowledged before me on

_____ (date) by

_____ (name of person)

Notary Public

VIP PARTICIPANT AFFIDAVIT & EMPLOYMENT PLAN

STATE OF NEVADA }
 } ss:
COUNTY OF CLARK }

I, _____, being first duly sworn, depose and state under penalty of perjury as follows:

1. I am a corporate officer, managing member, or sole proprietor of the _____, a company duly organized in the State of Nevada as a _____, (Corporation/LLC/Sole Proprietorship). The Participant is seeking the assistance of the city of Las Vegas Redevelopment Agency ("Agency") for making improvements to the property at _____ ("Site"), as more particularly described by the VIP agreement ("Agreement") being contemplated by the city of Las Vegas Redevelopment Agency.
2. I hereby warrant that I either own the site, or have a leasehold interest in the site for a minimum of five years subsequent to the effective date of this agreement.

Assistance from the Agency will allow me to make improvements to the site which I could not otherwise do. This will result in substantial benefit to the Redevelopment Plan Area and the neighborhood adjacent to the Site because of one or more of the following reasons (check one or more):

- a. Encourage the creation of new business or other appropriate development; ☐
 - b. Create jobs or other business opportunities for nearby residents; ☐
 - c. Increase local revenues from desirable sources; ☐
 - d. Increase levels of human activity in the redevelopment area or the immediate neighborhood in which the redevelopment area is located; ☐
 - e. Possess attributes that are unique, either as to type of use or level of quality and design; ☐
 - f. Require for their construction, installation or operation the use of qualified and trained labor; ☐ and
 - g. Demonstrate greater social or financial benefits to the community than would a similar set of buildings, facilities, structures or other improvements not paid for by the agency. ☐
3. No other reasonable means of financing those buildings, facilities, structures or other improvements are available, because of one or more of the following reason(s) as checked by the Participant:
 - a. An inducement for new businesses to locate, or existing businesses to remain within, the redevelopment area in which the business would ordinarily choose to locate outside the redevelopment area if the grant were not provided. Evidenced by a "but for" letter or statement from the business owner; ☐ or
 - b. There is a public objective and/or requirement that is more stringent and/or costly to undertake than a business would ordinarily embark upon. Evidenced by state or city ordinance; ☐ or
 - c. There has been a lack of rehabilitation in the area and it is deemed unreasonable for the business to invest in improving the area unless the grant is provided. Evidenced by photographs of the immediate surrounding area displaying the slum and blight; ☐ or
 - d. The exterior improvements to the property or business do not have a direct effect on revenues therefore, making such an investment is not deemed acceptable by a customary financial institution. Evidenced by a denial letter from a financial institution. ☐

VIP PARTICIPANT AFFIDAVIT & EMPLOYMENT PLAN

Participant agrees to submit to the Agency its documentation which evidences that no reasonable means of financing are available to the Participant.

4. Participant hereby warrants the following:

- a. The property on which the project is situated is free of all Mechanic's Liens at the time of application. _____(initial) **Landlord must verify**
- b. The applicant has no current bankruptcy proceedings, or past bankruptcy proceedings, whether corporate or personal, within the past five years. _____(initial)
- c. The applicant has no past-due federal, state, county or city of Las Vegas tax bills at the time of application. _____(initial)
- d. The applicant has no past-due bills or debts payable to the city of Las Vegas or the Redevelopment Agency. _____(initial)

5. Participant hereby acknowledges that existing opportunities for employment within the surrounding neighborhood of the redevelopment project are limited for neighborhood residents. Most residents must travel outside the neighborhood to find employment opportunities outside the redevelopment area, via public transportation or personal vehicles. Of the existing businesses within the neighborhood, many are family- owned and have been in business for a long time. These existing businesses are not in an expansion mode and are not likely to employ neighborhood residents.

Furthermore, the project will help facilitate the continued expansion of employment opportunities by setting an example to other property/business owners to renovate their property/business and help create more employment opportunities through an expansion of business and renovation of vacant storefronts. The Project will allow neighborhood residents to apply for those positions (when available) for which they are qualified for as an employment opportunity. Appropriate measures will be taken to ensure that the neighborhood is aware of any job opportunities available from the business.

DATED this _____day of _____, _____.

Authorized Signature: _____

SIGNED AND SWORN TO before me

this _____ day of _____, _____, by _____.

NOTARY PUBLIC

My Commission Expires:

VIP PARTICIPANT REAL PROPERTY OWNER CONSENT

STATE OF NEVADA }
 } ss:
COUNTY OF CLARK }

I, _____, owner and/or authorized representative of APN# _____
also commonly known as _____, hereby consent to the proposed exterior
improvements on the above-listed property and consent to the participation in the Visual Improvement Program,
which are to be undertaken by _____, the tenant and/or business owner.

I also, hereby agree to and understand that in conjunction with participation in the Visual Improvement Program,
the city of Las Vegas will record a non-exclusive façade easement and building maintenance agreement to the
above-listed property, at the completion of the pre-qualified improvements. The documents will be recorded in the
Office of the County Recorder of Clark County, Nevada Records for a period of five years. The property owner and/
or business owner will have the option to repurchase the façade easement and building maintenance agreement
from the Agency during the five-year period.

DATED this _____ day of _____, _____.

Authorized Signature: _____

SIGNED AND SWORN TO before me

this _____ day of _____, _____, by _____.

NOTARY PUBLIC
My Commission Expires:

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization

Economic and Urban Development Department

495 S. Main St., Sixth Floor

Las Vegas, NV 89101

Office: 702.229.6551 | TTY: 7-1-1

www.lasvegasnevada.gov/EUD

Las Vegas City Council:

Mayor Carolyn G. Goodman

Mayor Pro Tem Stavros S. Anthony, Ward 4

Councilwoman Michele Fiore, Ward 6

Councilman Cedric Crear, Ward 5

Councilman Brian Knudsen, Ward 1

Councilwoman Victoria Seaman, Ward 2

Councilwoman Olivia Diaz, Ward 3

City Manager: Jorge Cervantes

Chief Operations and Development Officer: Tom Perrigo

Chief Financial Officer: Gary Ameling

Chief Community Services Officer: Lisa Morris-Hibbler

Chief Public Safety Services Officer: Tim Hacker

Executive Director, Public Works, Operations and Maintenance: Mike Janssen



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