

# COMMUNITY DEVELOPMENT



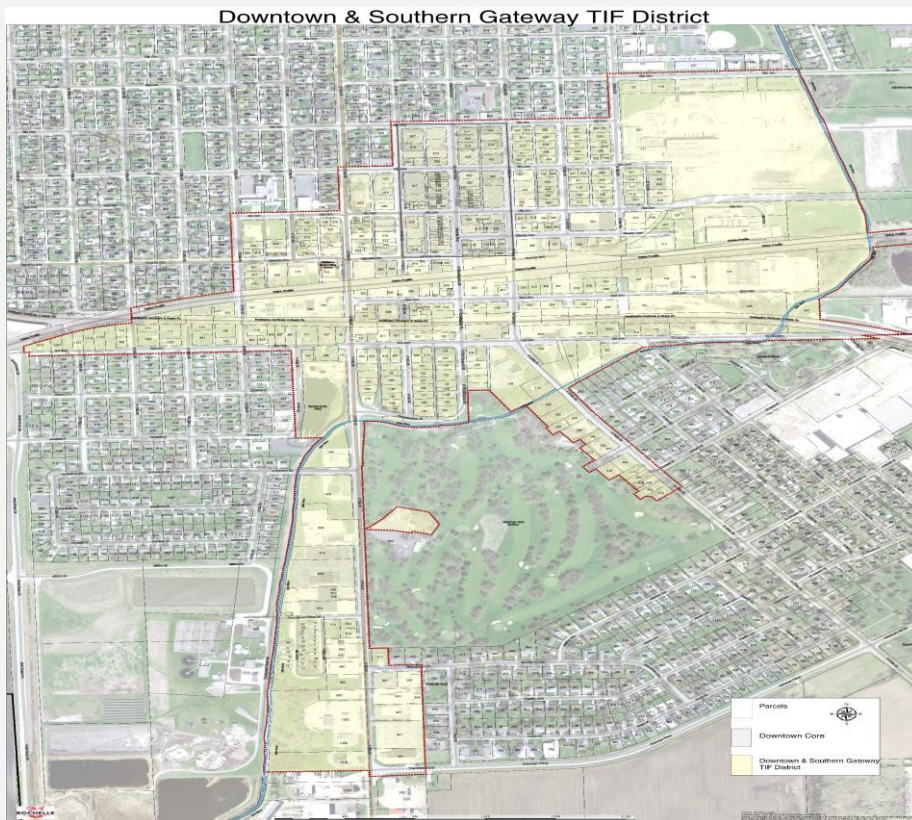
*#SpiritedLife*



# INCENTIVES AND DEVELOPMENT TOOLS

## Downtown & Southern Gateway TIF

Established January 2016



## Historic District

Established January 2019



### Using HISTORIC TAX CREDITS For Your Project

**ENHANCING** **EMBRACING** **ENABLING**  
*Community Pride City History Redevelopment*

**HISTORIC TAX CREDITS, OVERVIEW**

The Rochelle Downtown Historic District was established in 2018 as a means to recognize History and Opportunity — Celebrating our past, and providing a foundation for rehabilitating historic buildings in our city center. The district includes 55 buildings with a variety of architectural styles from the 19th and 20 centuries. 43 of these properties are Contributing buildings and therefore are eligible for a Historic Preservation Tax Credit (HTC).

Learn more about how this funding tool could work for your project.







# INCENTIVES AND DEVELOPMENT TOOLS

- Enterprise Zone
- Opportunity Zone
- Zoning Code Updates to be more user-friendly for residents & businesses
- Ordinances & permits that encourage gathering- Food Trucks & Sidewalk Café
- Permit Fee Waiver Program for small businesses



# SMALL BUSINESS RETENTION PROGRAMS



**City of ROCHELLE**  
ILLINOIS

## RestartRochelle Round THREE Small Business Assistance Program Guidelines and Application

Application process open December 15, 2020

Applications are being accepted now and will remain open until December 21, 2020. Staff will review applications and award grants based on the availability of funding and evaluation of the eligibility criteria and required submissions. Please complete the entire application.

**Program Overview**  
The purpose of the Small Business Assistance Program is to help restaurants and bars required to cease indoor service pursuant to Governor Pritzker's Stay at Home Executive Order that are located within the City of Rochelle to remain viable during and following the COVID-19 pandemic.

The City will provide the funding for the grant and work with the Downtown Rochelle Association (DRA), the Rochelle Area Chamber of Commerce and the Rochelle Retail Advisory Board to promote this grant. We believe small businesses are an essential part of our culture and business community and understands the significant financial impact COVID-19 has had on them. Our small businesses are very important to the local economy.

The maximum grant amount is \$10,000 for qualifying expenses. \$1,000 a week paid out on a monthly basis for each qualifying month that restaurants or bars are closed, with a maximum 10 weeks.

**Eligibility**  
To be eligible for the program, business must meet the following criteria:

- Operate out of a brick-and-mortar location.
- Restaurants with drive-thru service are not eligible.
- Any restaurants that are exempt from the Governor's Order and allowed to stay open are not eligible.
- Located within the City limits of Rochelle.
- Must be required to close indoor service and comply with Governor's mitigation rules.
- Business must close on or before December 15, 2020.
- If behind on RMU utility bills, arrangements for repayment must be made by contacting the RMU Customer Service Office.
- Must generate sales tax or property tax.

\$278,500



**City of ROCHELLE**  
ILLINOIS

## SMALL BUSINESS PERMIT FEE WAIVER APPLICATION

The **Small Business Permit Fee Waiver Program** is designed to assist Rochelle small businesses with fees that are associated with opening a new business or expanding a business within the City of Rochelle. These fees include electric, water, sewer and building permits. The purpose of the program is to create local jobs, encourage new investment and the rehabbing of existing retail/commercial spaces within the City limits.

A small business is defined as 30 full time employees or less on site and not a licensed franchise.

The City of Rochelle requires the submission of a formal application for the waiving of permit fees from all applicants.

**Business Information**

Business Name: \_\_\_\_\_

Business Owner's Name: \_\_\_\_\_

Property Owner's Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Parcel Number: \_\_\_\_\_

Current number of Employees: \_\_\_\_\_

**Project Information**

Description of the site or building: \_\_\_\_\_

\_\_\_\_\_ Full-Time \_\_\_\_\_ Part-Time

Current and proposed uses: \_\_\_\_\_

Project timeline: \_\_\_\_\_

Total development costs: \_\_\_\_\_

Number of jobs created: \_\_\_\_\_

\_\_\_\_\_ Full-Time \_\_\_\_\_ Part-Time

Business Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Property Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Approved:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\$7,303



# SHOP LOCAL! GROW LOCAL! PROGRAMS





# OUT OF THE BOX THINKING!

- Street heaters
- Outdoor seating areas
- RMU shop local program
- Grant assistance
- Water & Sewer upgrades- TIF FUNDS (E's Corner Deli & Acres Bistro)
- Blighted properties- TIF funds
- Landbanks- Region #1 Planning Council
- Increase open spaces (2<sup>nd</sup> Avenue)



# FAÇADE IMPROVEMENT PROGRAM

The City will match dollar-for-dollar an owner's investment in eligible improvements to the appearance of their building's storefront façade up 50% with a maximum amount of \$5,000.





# BLADE SIGN CONTEST



# BISTRO TABLES FOR BUSINESSES





# THE SPARK INCUBATOR SHOP





# KENNAY FARMS DISTILLING

Enterprise Zone





# KENNAY FARMS RICKHOUSE

TIF & USEAP Brownfields



Bottling & Barreling Production Tours



# ACRES BISTRO SCALE HOUSE ARTISTS' GARDEN

EZ & USEAP Brownfields







# GARDEN SUITES



# OTHER RECENT INVESTMENTS

EZ



Before



After





# INFRASTRUCTURE IMPROVEMENTS



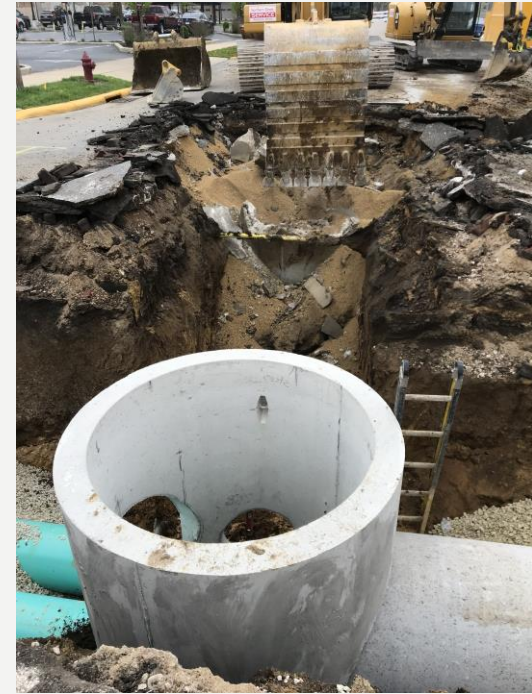


# INFRASTRUCTURE IMPROVEMENTS



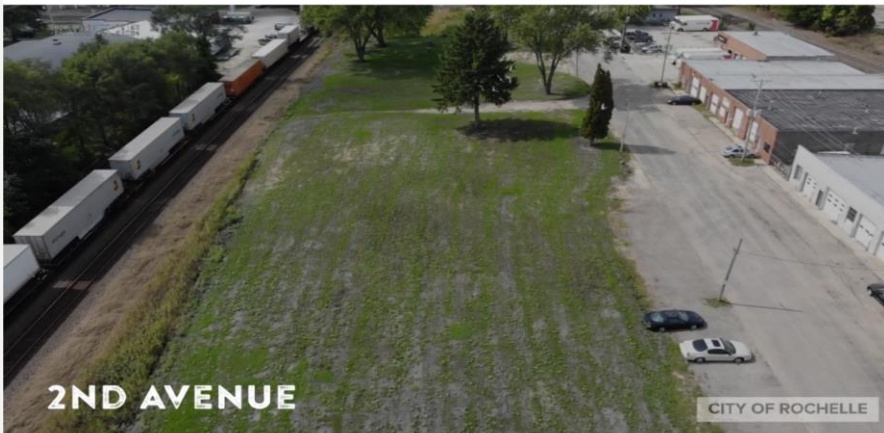


# INFRASTRUCTURE IMPROVEMENTS





# REDEVELOPMENT BEFORE AND AFTER





# REDEVELOPMENT BEFORE AND AFTER





# IT'S THE LITTLE THINGS.....





# IT'S A TEAM EFFORT.....





# COMMITMENT TO THE DOWNTOWN.....25+ YEARS



# WHAT'S NEXT?

- 1. REBUILD DOWNTOWNS & MAIN STREETS CAPITAL GRANT PROGRAM- \$1.5 MILLION**  
APPLICATION SUBMITTED- MAY 2022 NOTIFICATION
- 2. CONTINUE DOWNTOWN BEAUTIFICATION- VACANCIES & BLIGHT**
- 3. CONTINUE ADDRESSING CORRIDOR VACANCIES & BLIGHT**
- 4. CONTINUE TO RECRUIT COMMERCIAL & RETAIL**
- 5. PROMOTE THE DOWNTOWN HISTORIC DISTRICT**
- 6. EXPLORE MORE GRANTS TO ASSIST WITH PROJECTS**
- 7. Utilize generated TIF funds for district projects**



**THAT'S WHAT MAKES  
DOWNTOWN ROCHELLE SO  
SPECIAL**

**AND WE'RE JUST GETTING STARTED!**