

Salt Lake City's Neighborhood Business Improvement Program

A deep dive into how CDBG funds revitalize neighborhoods through façade improvement grants.

Presented by Amanda Best and Taylee Foulger, with guest panelists from local business (La Diana Market) and general contractor (Clear GC).

June 13, 2025



Program Overview



Salt Lake City Context

- Population of 215,548
- 111 square miles
- Wasatch Front population of 2.6 million
- Historical properties are not located in LMI areas of the City.



Program Impact

- Established in 2016 with \$3.5 million invested to date.
- Transformed approximately 120 commercial properties.
- Budget growth from \$200K up to \$1.175M annually.



Current Operations

- Process ~ 60 applications annually.
- Awards funding to 15 projects each year.
- Up to \$50,000 grants



CDBG Requirements

Serve residents in Low-to-Moderate Income Tracts- how is this demonstrated?

Goods & Services

Businesses must demonstrate how they provide essential goods or services to low and moderate-income residents.

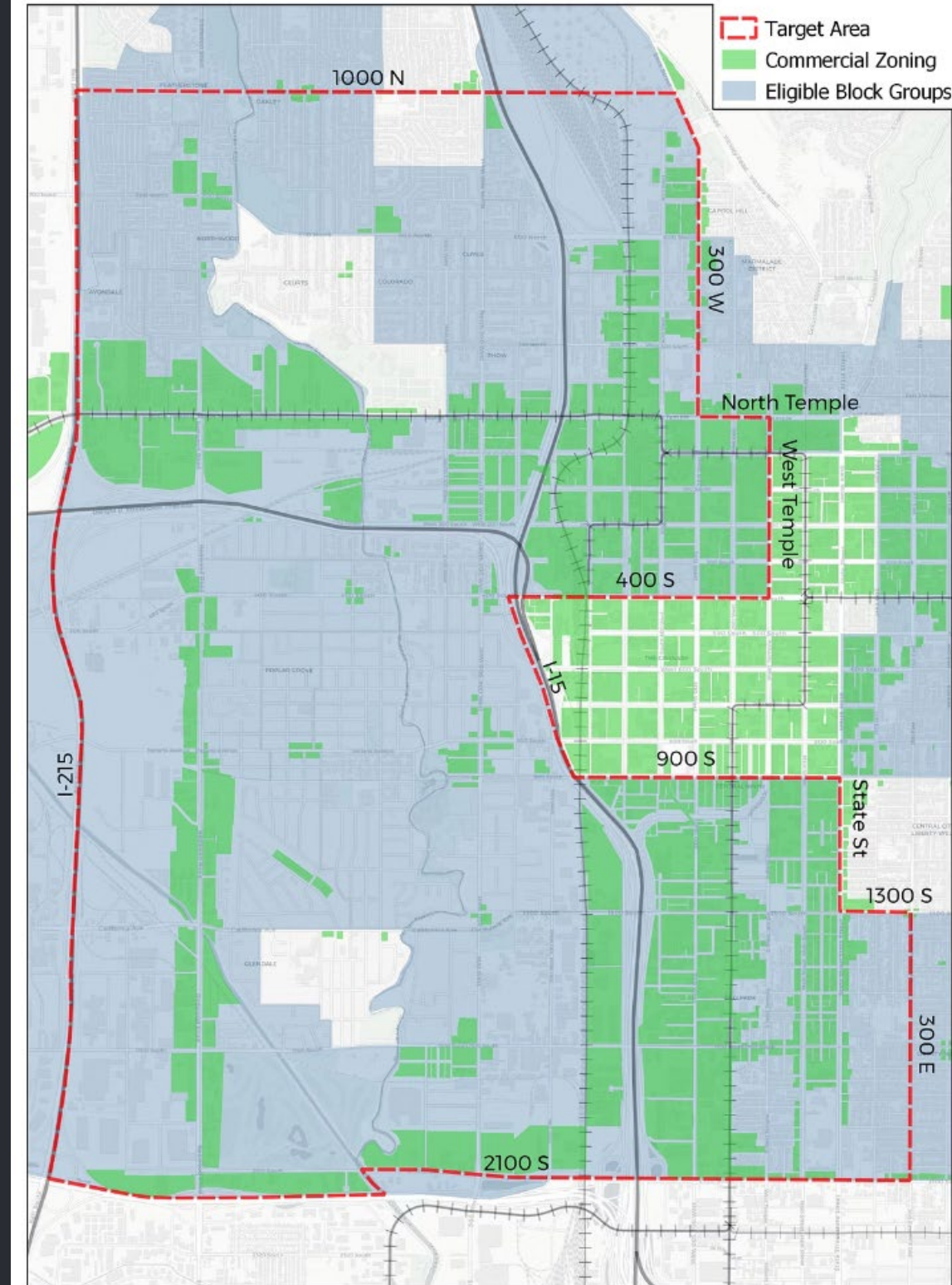
Employment Opportunities

Projects can qualify by creating or retaining jobs accessible to low and moderate-income individuals.

Community Service

Activities that benefit the broader community through enhanced access or neighborhood improvement.

NBIP Target Area





Program Setup



Priority Recipients

Minority, veteran, or woman-owned businesses receive preference. ADA accommodations and murals also prioritized.



Selection Process

Competitive application process- reviewed and scored by internal and external stakeholders.



Financial Structure

Up to \$50,000 grants available. Participants who contribute 25% of project costs receive priority points. Grant covers remaining 75% of approved renovations (up to \$50k).



Implementation

Three-party contracts ensure accountability between business, contractor, and city administration. Sealed bidding process for contractors.



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SALT LAKE CITY'S ANTI-DISPLACEMENT STRATEGY

Why It's Needed | Strategic Priorities | Two-Year Action Plan

JULY 2023

UPDATED DRAFT for COUNCIL REVIEW

Being Cognizant of Displacement

Façade improvements can inadvertently trigger gentrification pressures. Thoughtful program design protects existing business owners and community character.

Rent Stabilization

Monitor property value increases that could price out existing tenants. Require long-term leases for existing tenants.

Community Ownership

Prioritize locally-owned businesses over chains to maintain neighborhood identity.

Affordable Housing

Coordinate with housing preservation efforts in target improvement areas.

Inclusive Planning

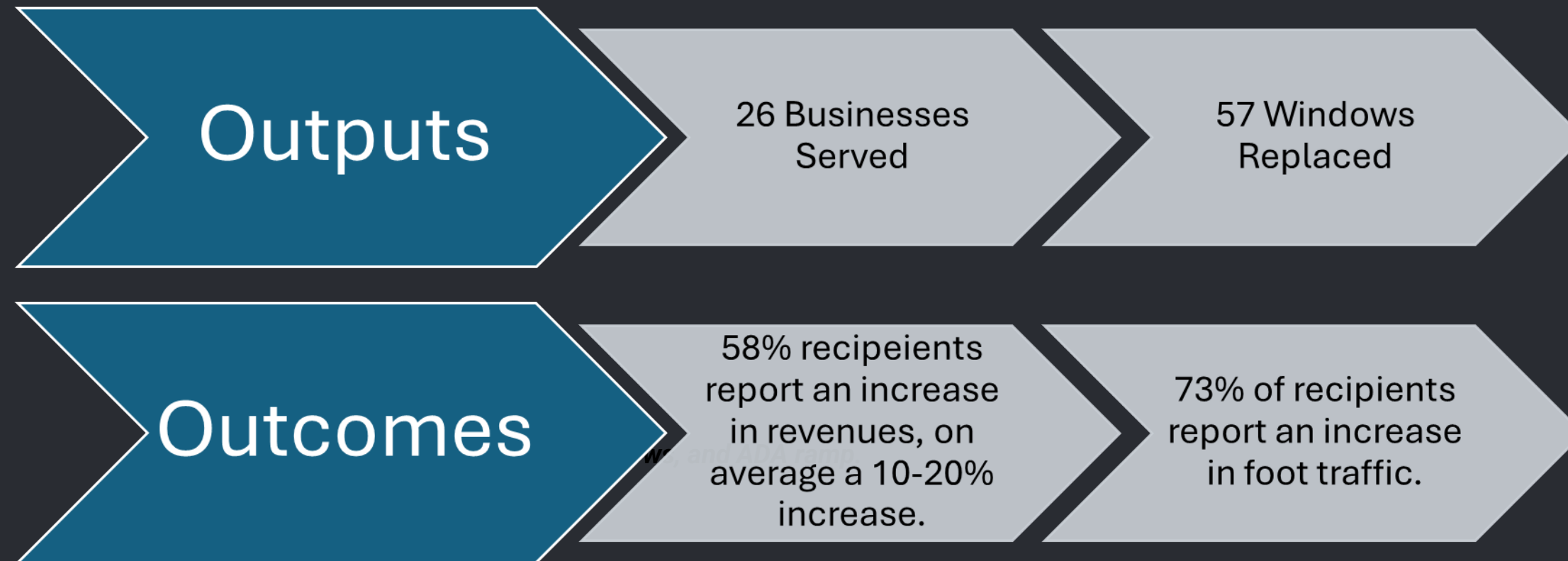
Engage longtime residents in decision-making throughout the improvement process.

Creating 3rd Spaces

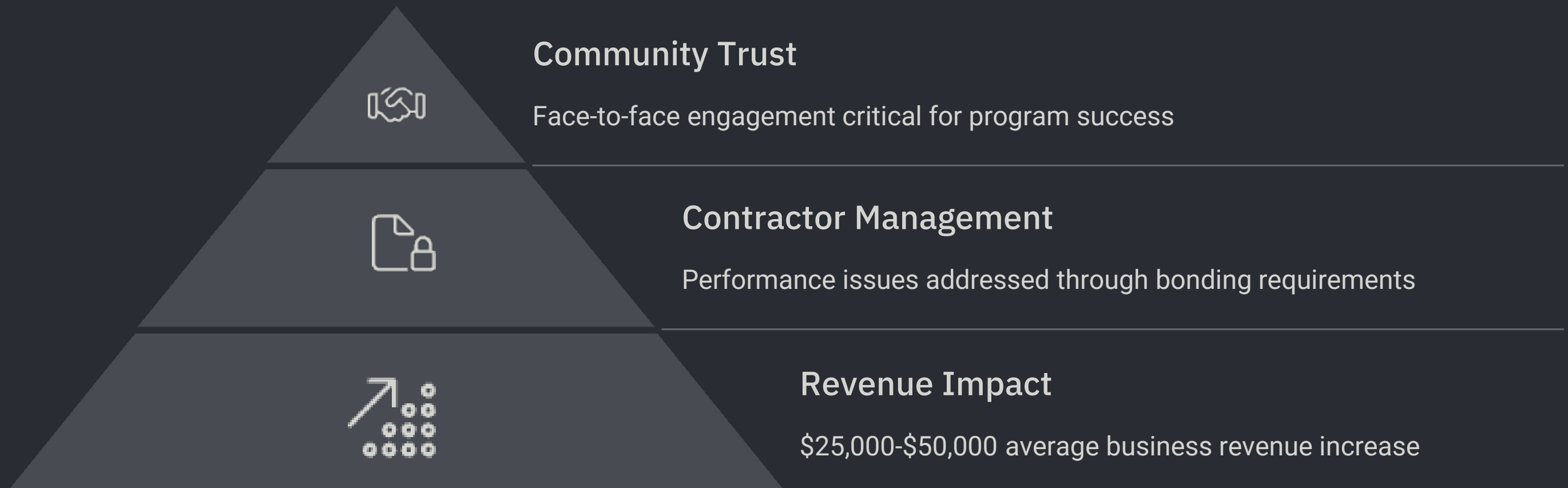
- Façade improvements transform commercial corridors into vibrant community gathering places. These investments strengthen social connections and economic vitality.
- Well-designed storefronts encourage foot traffic and informal interactions. They create welcoming environments where neighbors naturally connect.



Measuring Program Effectiveness



Key Lessons Learned





Patricia's Hair Salon

Doors, Windows, Paint, and ADA Ramp



LA DIANA

Before



After



LA DIANA

Before



After

