



PRESS RELEASE

OFFICE *of the* MAYOR | RALPH BECKER

FOR IMMEDIATE RELEASE

August 25, 2011
Contact: Jessica Thesing
801-535-7159

Neighborhood Business Grants Available

Matching funds help with marketing, promoting and enhancing City's one-of-a-kind districts

SALT LAKE CITY – As part of its ongoing support of Salt Lake City's unique neighborhood business districts, the Department of Community and Economic Development is seeking applications for the fall 2011 Neighborhood Business District Grant Program.

The matching grants are targeted at efforts to help brand, promote and/or enhance and beautify the growing number of neighborhood business centers throughout the City.

Salt Lake City business liaison Jessica Thesing said the funding is aimed at helping both established and up-and-coming business districts cultivate an all-important "sense of place" for residents.

"Our neighborhood business districts function both as a backbone of economic stability for the communities they're in and a visual anchor that really defines the character of an area," Thesing said. "We hope these grants will help our local businesses further define and enhance their vital role in Salt Lake City."

The grants of up to \$2,000 are available to qualified Salt Lake City Neighborhood Districts. Previous projects funded with the matching dollars include banners and street enhancements for the 21st and 21st Business District; businesses in the 9th and 9th District used their grant for banners, marketing and help with promoting summer sidewalk sales.

The deadline for project submittals is 5 p.m., September 30, 2011. For details see <http://www.slcgov.com/ED/businessdistricts.htm> or contact Jessica Thesing at 801-535-7159 or jessica.thesing@slcgov.com.

###