Silverton Business Beautification Grant

NOTICE OF FUNDING OPPORTUNITY (NOFO) — FY27

Program Information

Sponsoring Organizations	San Juan Development Association (SJDA) and the Town of Silverton
Grant Type	50% matching reimbursement grant
Maximum Award	Up to $6,000 per business (reimbursement of up to 50% of total eligible project cost)
Applicant Match	50% of project cost, via personal funds or an SJDA-approved small business loan
Total Program Funding Pool (FY26)	*$32,500 or until funding runs out*
Eligible Area	Businesses and nonprofits within Town of Silverton limits (priority to Main Street District / National Historic District / Creative District)
Application Window Opens	*October 1st, 2026*
Application Deadline	*November 13th, 2026 at 11:59 pm MT*
Project Completion Deadline	Approved projects must be completed by October 1, 2027. All invoices, receipts, and other required documentation for reimbursement must be submitted to the Town of Silverton by October 31, 2027. The Town of Silverton will process reimbursement within 30 days of receiving all required documentation.
Reviewing Body	SJDA Board, including the Town of Silverton Administrator, San Juan County Administrator, Chamber of Commerce Director, Silverton School Superintendent, and Region 9 EDD
Program Contact	*Sarah Moore, Director of San Juan Development, smoore@sanjuandevelopment.com , 970-316-2129*

1. Program Overview & Purpose

San Juan Development Association (SJDA), in partnership with the Town of Silverton, is issuing this Notice of Funding Opportunity to support the continued revitalization and visual enhancement of Silverton's downtown business district, encompassing the Silverton Main Street District, the National Historic District, and Colorado's newly designated Silverton Creative District.

Through the Silverton Business Beautification Grant, SJDA and the Town will provide a 50% matching reimbursement grant, up to a maximum of $6,000 per business, toward materials or services used to enhance a business's existing façade or primary public entrance.

This program is designed to help local business owners invest in the appearance and functionality of their storefronts, strengthening the vibrancy of downtown Silverton, supporting local jobs, and protecting the historic character that defines our community.

2. Community Impact & Rationale

Silverton's Main Street district includes more than 62 brick-and-mortar business locations, many of which would benefit from façade improvements that enhance their appearance, attract customers, and support the district's overall economic vitality. As San Juan County faces ongoing housing and workforce constraints, targeted investment in existing businesses helps retain jobs and residents by strengthening the commercial core.

According to the Colorado Main Street team, façade enhancements result in an average 20% increase in sales and jobs for the businesses that complete them, and every $1 of public investment in Main Street façade programs generates an average of $18 in private investment within the district.

Improvements to exterior façades, whether front-facing or visible from the Main Street District, directly advance SJDA's Main Street Program mission.

3. Applicant Eligibility

To be eligible for this grant, an applicant must meet all of the following criteria:

- Business or nonprofit organization operating from a brick-and-mortar location within the Town of Silverton limits, where commercial use is the primary use of the building. Home-based businesses are not eligible. Commercial properties with an accompanying residential unit (e.g., an owner's or renter's apartment) are permitted, provided the ground-floor/street-facing space is used primarily for commercial purposes.
- Current Town of Silverton Business License: Applicants must have a current and valid Town of Silverton business license for the business applying for the grant. *If you are considered a Silverton Year-Rounder in 2026, you smust provide your waived 2026 Business License provided by the Town.*
- Be in good standing with the State of Colorado and have a current business license with the Town of Silverton. *Application will not be accepted if your Certificate of Good Standing is pending with the state.*
- If leasing the property, obtain written, signed approval from the property owner authorizing the proposed improvements. This documentation is required with the application.

Please note that SJDA/TOS reserves the right to verify property owner approval directly with the owner during the review process.

- Businesses or nonprofits that share the same parent company or ownership and operate multiple properties may apply for more than one building, provided a separate, independent application is submitted for each property. In this case, each application narrative must indicate which project the applicant considers the priority for award.

4. Funding Structure & Match Requirement

This is a 50/50 matching reimbursement grant. SJDA and the Town of Silverton will reimburse up to 50% of total eligible project costs, to a maximum reimbursement of $6,000 per business for FY27.

Each applicant must fund the remaining 50% of the project using personal funds or an SJDA-approved small business loan. All loan-match applications are reviewed by the SJDA Loan Committee, and projects may not begin until loan-match approval (if applicable) has been granted.

This is a reimbursement grant: businesses pay for approved work up front and are reimbursed after completion and submission of required documentation (see Section 8).

5. Eligible Uses of Grant Funds

Eligible projects enhance or improve a business's existing façade or primary public entrance, are compliant with Town of Silverton codes and regulations, and are planned for completion within calendar year 2026. Examples include:

- Replacing or upgrading deteriorated exterior fixtures and materials
- Replacing or upgrading outdoor lighting to Dark Sky friendly fixtures at the primary entrance
- Replacing, improving, or adding signage (*a sign permit is required and must be approved before project begins; permit fees are not reimbursable*)
- Purchasing reusable, year-after-year outdoor decorations, including holiday lighting (c*apped at $500 in reimbursable costs*)
- Replacing or repairing existing windows and doorways for energy efficiency
- Adding new awnings or replacing deteriorated awnings *(subject to Public Works approval)*
- Resurfacing exterior walls, stucco, or molding
- Painting a building's exterior, including decorative murals (*murals funded by this grant may require design approval through the Town of Silverton before project begins)*
- Improvements that ensure ADA accessibility into entrances including sidewalk improvements
- Bike racks or bike stands to protect the exterior facade of building
- Payment to outside contractors for any of the above work (*San Juan County based contractors are preferred)*

6. Ineligible Uses of Grant Funds

- Labor hours performed by the business owner or employees, must be a hired contractor
- Interior improvements, except for interior window areas used for street-facing merchandising displays
- General operating costs or working capital
- Town of Silverton or other government permit and application fees
- Any expense outside the scope of the pre-approved project
- Reimbursement requests for work completed, or costs incurred, before an application was formally approved

7. Application & Approval Process

This is a pre-approval program. No work may begin, and no funds may be spent, before an application is approved. Receipts and invoices dated prior to approval will not be reimbursed.

Steps to apply:

- Submit a complete application to San Juan Development, including project scope, cost estimates, and (if leasing) property owner authorization.
- If a matching loan is needed, submit a loan application to the SJDA Loan Committee for review and approval. Please contact San Juan Development for the application.
- Obtain any required Town of Silverton permits and complete historic review where applicable before beginning work. *Permit approval does not mean your application has been accepted. Please refrain from starting your project and spending funds until you have received a grant application approval.*
- Receive written approval from the SJDA Board, which includes the Town of Silverton Administrator, San Juan County Administrator, Chamber of Commerce Director, and Silverton School Superintendent - before starting the project.
- Complete the approved project and submit reimbursement documentation (see Section 8).

Applicants seeking funding for additional or expanded scope beyond what was originally approved must contact San Juan Development and may be asked to submit a supplemental application.

8. Reimbursement Requirements

To receive reimbursement after project completion, applicants must submit:

- Paid invoices and receipts dated on or after the application approval date. Invoices or receipts dated prior to approval, or submitted after the project completion deadline, will not be accepted, and the related costs will not be reimbursed.
- Photos documenting the completed project.
- Copies of any required permits (Town of Silverton, sign, or lighting plan approvals)
- Any additional documentation requested by SJDA to confirm the work matches the approved scope

9. Review & Selection Criteria

Applications will be reviewed by the SJDA Board on the following basis:

- Completeness and clarity of the application
- Visual and historic-preservation impact of the proposed improvement
- Compliance with Town of Silverton codes, historic district guidelines, and lighting standards
- Property owner authorization (for leased spaces)
- Availability of program funds remaining in the FY27 cycle

The selection committee will use the following criteria to review and score applications. Applicants may use these criteria as a reference when preparing their application.

Completeness & Clarity	Application, narrative, budget, and attachments are complete, clear, and internally consistent.	**10**	
Visual & Historic Impact	Project meaningfully improves the façade's appearance and is compatible with the historic character of the district.	**25**	
Code & Design Compliance	Project complies with Town of Silverton codes, historic district guidelines, and lighting standards where applicable.	**20**	
Budget Reasonableness	Costs are clearly itemized, supported by quotes/estimates, and reasonable for the scope of work proposed.	**15**	
Property Authorization	Ownership is confirmed, or (if leasing) written property owner approval is complete and signed.	**10**	
Community & Business Impact	Project supports job retention/growth, visitor draw, and overall vitality of the district.	**15**	
Local Contractor Use	Project uses, or gives preference to, San Juan County–based contractors.	**5**	
		TOTAL SCORE	**/ 100**

Score Guide

90–100	75–89	60–74	Below 60
Strong candidate for full approval	Approve; may include minor conditions	Approve with conditions, or request revisions	Not recommended as submitted; request revisions or decline

10. Program Timeline

Application window opens	*October 1st, 2026*
Application deadline	*November 13th, 2026*

Awards notified	*4-6 weeks after application deadline*
Projects must be completed by	*October 1st, 2027*
Reimbursement requests due	*October 31st, 2027*

11. Questions & How to Apply

Applications and questions about the Silverton Business Façade Enhancement Grant should be directed to:

Sarah Moore, Executive Director
San Juan Development Association
smoore@sanjuandevelopment.com
970-316-2129