

Grant Application Criteria

Hamilton Development Corporation (HDC)

Below are criteria for reviewing eligibility of grant applicants to receive funding from the HDC. These are not meant to be exhaustive, but provide guidance on the types of activities the HDC will consider for funding. Initiatives incorporating multiple business or community organizations will be viewed most favorably. The HDC may consider alternatives meeting the intent of the grant program.

General HDC Application Criteria

- Grants can only be used for funding initiatives within the Hamilton commercial (business) district. Initiatives incorporating joint participation of Wenham businesses may be considered on a case-by-case basis,
- Applicants must be a licensed business or an incorporated non-profit,
- Grants cannot be used for operations, maintenance, or building improvements.

Commercial District Public Events

- a. Must be focused on attracting residents to the business district,
- b. Incorporate participation of local businesses and/or business organizations,
- c. Assist businesses attract and/or expand patronage from area residents,
- d. Encourage participation by other community-based organizations.

Commercial District Beautification & Improvement

- a. Enhance the visual attractiveness of the business district and its businesses,
- b. Attract residents to the business district by improving the pedestrian experience and flow of foot and bicycle traffic between businesses and across Bay Road,
- c. Encourage residents to linger in the business district by providing amenities that allow enjoyment of the downtown and patronizing of local businesses.

Attracting New Business

- a. Public grand opening event to build awareness & attract new customers,
- b. Advertising opening of new business via social and/or print media,
- c. Technical assistance with state/town business licensing requirements.

Existing Business Support

- a. Public event to build awareness and attract new customers,
- b. Beautification/visual improvement to exterior of business, e.g., flower boxes, benches, tables, chairs, signage, (excludes structural improvements),
- c. One time marketing/advertising campaign to build customer base,
- d. Technical assistance/training to strengthen internal business capabilities.