

EXPERIENCE GENERATOR & RETAIL GRANT PROGRAM



Sponsored by
Stamford Downtown Special Services District

2024

EXPERIENCE GENERATOR & RETAIL GRANT PROGRAM

OVERVIEW

The purpose of the Experience Generator Retail Grant Program offered and administered by Stamford Downtown Special Services District (a/k/a Stamford Downtown) is to attract **new street level retailers**. The grant is available to new retailers only with an emphasis placed on businesses specializing in “experiential retail” including, but not limited to, bowling, axe throwing, archery, art gallery, golf simulator, satellite museum, ping pong, painting class, ceramic art studio and cooking schools, to name of few examples. Merchandise retailers such as clothing, toys, gifts, home goods, cooking and book stores, are also encouraged to apply.

The grant functions as a 50/50 matching grant covering up to \$10,000 per applicant.

- **Use of grant funds is flexible and may be utilized for facade-related improvements such as signage, awnings, planters, lighting, however all exterior improvements must be consistent with Stamford Downtown’s Architectural Design Review guidelines.**
- **Tenant fit out costs including mechanical upgrades, new bathrooms and interior painting are also eligible uses of the funding. Non-permanent improvements which are tenant specific are ineligible for the grant.**
- **The grant may also be used towards marketing costs, operational expenses and staffing.**

TIMELINE

Stamford Downtown originated the grant in October 2022 and will accept applications on a rolling basis thereafter.

ELIGIBILITY & QUALIFICATIONS

Applicant

An applicant is any new business opening a retail location within the boundaries of Stamford Downtown (Exhibit A). The grant is available for new businesses signing, at minimum, a five (5) year lease. The applicant must open a product/merchandise-oriented store or create an experience within the space. Non-profit organizations or affiliations are not eligible for the grant.

Ineligible Uses

Restaurants and service-oriented businesses (including but not limited to financial institutions, printing, copying, mail, accounting, insurance agency, dry cleaners, shoe repair) are ineligible for the grant. Relocation of existing businesses within Stamford Downtown does not qualify for grant. Applicants may not have filed for bankruptcy and must be current on rent.

EXPERIENCE GENERATOR **RETAIL & GRANT PROGRAM**

AMOUNT OF GRANT AWARD

Matching (1:1) grants of up to \$10,000 per applicant. An applicant must open and operate for at least one month before receiving grant funds. Applicant must submit all permits, approvals, and paid invoices to Stamford Downtown before grant funding is awarded.

ADMINISTRATION OF GRANT

Administration and vetting of applicants are at the sole discretion of Stamford Downtown. In its review of each application, Stamford Downtown will consider various factors including the experience of the business operator, experience in the retail field, financial resources, sustainable business plan, and benefit to Stamford Downtown's overall retail environment.

SUBSEQUENT FUNDING ROUNDS

Stamford Downtown has allocated \$30,000 in matching funds for the first round of funding. If all funds are not allocated in the initial grant period, Stamford Downtown may reopen the application period until the allocated funds are awarded.

WHY CHOOSE STAMFORD DOWNTOWN?

2024	1 mile	3 mile	5 mile
Population	53,585	135,124	182,027
Households	21,766	51,595	68,945
Avg. Household Income	\$106,216	\$136,811	\$151,304

Note: Trade area rings start at the corner of Atlantic Street & Broad Street in Stamford Downtown.

Within 1 Mile

- 39 is the median age
- 46% have a Bachelor's Degree or higher
- 5,520 businesses
- 52,465 employees

Downtown Visitors (January 23 - January 24)

- 1.3 million visitors
- 10.5 million visits
- 8.22 visit frequency
- 204 minutes is the average stay

DID YOU KNOW?

- **Stamford is Connecticut's second-largest city**
- **40% of Connecticut's growth between 2010 and 2020 is attributable to population increases in Stamford alone**
- **Stamford Downtown is Connecticut's largest business improvement district**
- **UConn Stamford is in the heart of Stamford Downtown with about 2,578 students**
- **1,511 units were constructed in the Downtown between 2021-2024 with a 1,004 more planned.**
- **Stamford Downtown (06901) is the most walkable zip code in Stamford**

TOP SEGMENTS OF STAMFORD DOWNTOWN

Daily Grind



Whether throwing punches at the boxing club or punching the clock at work, this segment likes to talk about their hard work.

Late-Night Leisure



Ready to turn up when the sun goes down, this segment is looking for nighttime entertainment at home or out on the town.

Artistic Appreciation



Galleries, city murals, and skillful latte art gets this segment excited. They're always on the lookout for creative expression.

Mindfulness & Spirituality



Seeking peace and well-being through meditation, gratitude and spirituality.

Handcrafted



This segment appreciates the time and cares put into one-of-a-kind pieces

Fitness Fashion



This segment enjoys wearing name-brand athletic apparel for fashion and functional purposes.

Data provided by Spatial.ai which analyzes social media posts within Stamford Downtown's trade area and compares them to the rest of the nation. The segments capture real human behaviors and personalities as expressed through social media data.

QUESTIONS

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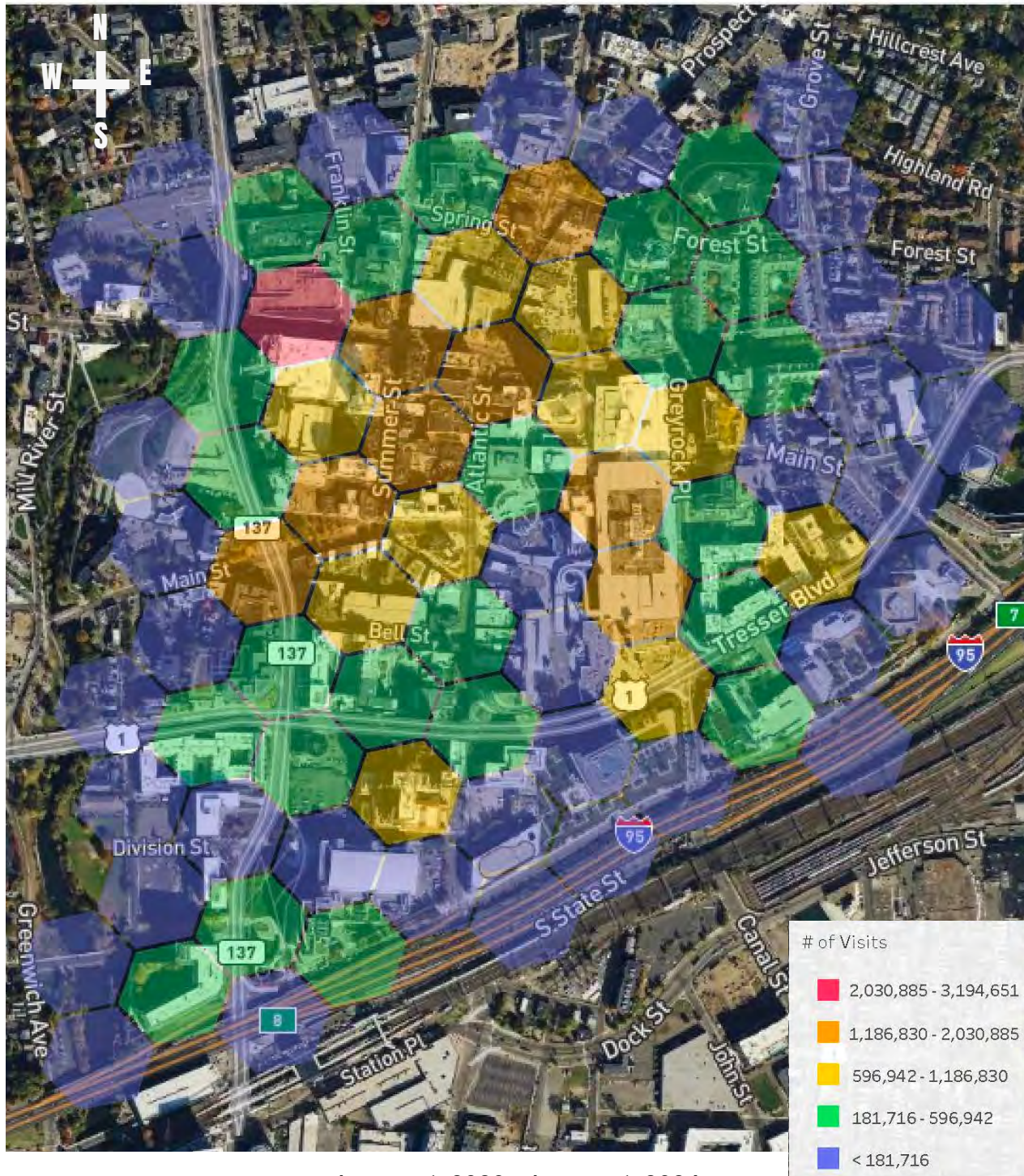
READY TO BEGIN THE APPLICATION PROCESS?

Let's partner together to bring exciting new businesses to Stamford Downtown. If you meet all the qualifications, [CLICK HERE](#) to download the Stamford Downtown Experience Generator Retail Grant Program application.

To view retail vacancies in Stamford Downtown: [click here](#)

EXHIBIT A

Foot traffic heatmap of Stamford Downtown



January 1, 2023 - January 1, 2024
Visitors, Employees, Residents

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Date / / <small>(For applicant use)</small>		Committee Review Date <small>(For committee use)</small> / /	
Applicant Name	Last First		
Mailing Address	Street		
	City	State	zip
Business Phone	Area Code	Number	
E-mail Address			
Website Address			

Please supply the following information about your planned retail operation in Stamford Downtown :

Name of new store	
Type of business	
Approximate square footage	
Tentative location(s) <small>(If any are under consideration, indicate Street and #.)</small>	
Lease Term	
Have you made any prior lease arrangements ? <small>i.e. Deposit, binder, letter of commitment, letter of intent, contract or signed lease.</small>	<div style="display: flex; justify-content: space-between;"> Circle One What kind ? </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> Yes No </div>
Projected annual sales volume	
Target occupancy/opening dates	<div style="display: flex; justify-content: space-between;"> Occupancy Date Opening Date </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> / / / / </div>
Description of experience and/or merchandise & price point	
Intended hours of operation	
# of Employees	

2024 Stamford Downtown Experience Generator Retail Grant Program

If applicable, please supply the following information about your existing retail operation(s) :

(If more than 3 attach separate list.)

	Store #1	Store #2	Store #3
Store name(s)			
Store address(s)			
Store phone #'s			
Type of business			
Approximate sq. ft.			
Years in operation <small>(At this or other address)</small>			
# of Employees			
Annual sales volume <small>(Last fiscal year)</small>			

Please attach the following information to this application: (place check next to what is attached)
(*Items which must be included) :

- _____ **Business plan for the new store ***
- _____ **Marketing plan for the new store ***
- _____ **Personal financial statement of Principal(s)**
- _____ **Business financial statement ***
- _____ **Bank business reference ***
- _____ **Landlord and/or business references ***

Stamford Downtown Experience Generator Retail Grant Program Disclaimer: *The undersigned applicant (the "Applicant") hereby authorizes the Stamford Downtown Special Services District Retail Committee to (i) verify all information provided on this application and (ii) to make whatever credit inquiries it deems necessary in connection with Applicant's financial statement. By signing below, Applicant authorizes and instructs any person or consumer – reporting agency to furnish Stamford Downtown's Retail Committee with any credit information in response to such inquires. In addition, by signing this application, the Applicant represents and warrants that he/she fully understands that the awarding of a **Stamford Downtown Experience Generator Retail Grant Program** grant is at the sole discretion of Stamford Downtown's Retail Committee and hereby waives all claims of liability against Stamford Downtown, its affiliates, and its officers arising from Applicant's participation in **Stamford Downtown's Experience Generator Retail Grant Program**.*

Applicant's Signature

Date