



For Immediate Release

Contact: Ted Fisher
Town of East Hartford
Phone: 860-291-7202
Cell: 860-817-8590
tfisher@easthartfordct.gov

Town Seeking Applications for Commercial Façade Improvement Program Town Beautification Program to Grant Up to \$50,000 to Eligible Businesses

(September 1, 2016) **East Hartford, CT** – In an effort to improve the appearance of individual buildings in East Hartford and generally beautify our community, the Town of East Hartford is again accepting applications for its Commercial Façade Improvement Program.

“This is one of many ongoing efforts to beautify East Hartford and to make the town a great place to do business,” said Mayor Marcia A. Leclerc. “We strongly encourage property owners to take advantage of this great opportunity to improve their buildings, make their businesses more attractive and contribute to the increased livability and aesthetics in our Town.”

Funded by the federal Community Development Block Grant program, the program will give up to a maximum of \$50,000 to property owners on major commercial thoroughfares in order to improve the appearance of their buildings. The Town will fund 100% of eligible projects up to \$2,000 and 75% of costs above \$2,000 up to a total maximum Town contribution of \$50,000. Property owners must match 25% of funding beyond the first \$2,000.

Properties must be located in low to moderate income areas. Projects will be selected based upon their visual impact, their cost/benefit value, their contribution to historic preservation, and project readiness.

Completed applications must be submitted to the Development Department by October 5, 2016. More information, including application forms and complete award policies is available on their webpage, <http://www.easthartfordct.gov/development-planning>. For further questions please call Development at (860) 291-7300.

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