



Downtown Seating Matching Program

In order to increase the visitor experience and attractiveness of Bowman County's Main Streets, this grant match program incentivizes downtown businesses to add seating and curb appeal. This specifically addresses an objective in the Bowman County Strategic Growth Plan to Enhance Vibrant and Inviting Communities by increasing vibrancy on Main Streets and identifying and investing in signature spaces.

The Goal

- Benches or seating flanked by flowerpots in front of every shop
- A businesses unique style and atmosphere translated to their outdoor space
- Added vibrancy by encouraging more shopping and longer stays on Main Street

Why Invest

- 70% of first-time sales can come from curb appeal
- 87% of prospective buyers will drive by, and based on curb appeal, they will decide whether or not they want to go in

Eligible Businesses

Businesses located in Bowman, Scranton, or Rhame North Dakota with building frontage on Main Street

Eligible Amount

1:1 Match up to \$200

First-come, first-serve basis until funds are exhausted

Incentive Process

1. Applicant must submit an application with proposed seating prior to purchasing seating. (Applicant may be asked for further information and details.)
 - Any unapproved changes will void the grant. If grantee decides to change the project after approval they must contact BCDC.
2. Applicant will receive decision via email.
3. Once applicant purchases seating they will submit receipts to BCDC for 50% reimbursement up to \$200.
4. Applicant will be reimbursed for eligible expenses.

Eligible Expenses

- Café-style tables and chairs
- High-top tables and chairs
- Other outdoor dining furniture and seating approved by BCDC
- Benches
- Chairs
- Side Tables

Ineligible Expenses

- Interior furniture and seating
- Labor costs
- Construction of outdoor structures such as decks and patios, landscaping, painting, building upgrades, or maintenance
- Furniture not placed on Main Street side of building

Guidelines

- Seating must be placed on Main Street side of business
- Business must provide details, photos, and description of the outdoor seating area in the application prior to any award and after items are received and installed (if an award is approved)
- The maximum possible award value is \$200
- It is suggested that a business check with their insurance for any liability
- Businesses located on Main Street in Rhame or Scranton should check with their city council prior to application
- [City of Bowman] Businesses are approved for downtown seating under the following stipulation:
 - Four (4) feet of unobstructed walkway must remain on the sidewalk
 - Please see Special Permission document for more details
- [City of Bowman] If you currently have a city-placed bench in front of your storefront but wish to take advantage of this program we will gladly move the bench to a new spot on Main Street

Six Key Elements to Façade-Side Beautification

from Make Your Downtown Look Amazing by Roger Brooks

1. Street trees
 - Increase sales 15-18%
2. Pots, planters, window boxes, and hanging baskets
Benches, chairs, and tables
 - There should be no more than two feet between pots and benches. You should line your entire façade up and down your street.
 - Benches don't all have to be purchased or matching. They can be handmade or painted by high school students.
4. Window displays in exterior spaces
 - Don't just put a plastic folding table up outside.
 - Mix and match with pots and benches.
 - Don't need clothes racks, but just one outfit out as a teaser.
5. Lighting and window displays
 - Menu board in a window or exterior display case.
 - Having windows lit up is part of a beautiful downtown.
 - Always use warm light so that it is welcoming.
 - Even at night, your shop window displays should be well lit.
 - Roof top awning around downtown.
6. Awning and Blade signs
 - Use descriptive words, not the name of your shop with a blade sign.
 - Use lights to light the signs at night.
 - Line awnings with lights.

DOWNTOWN SEATING MATCHING PROGRAM

Application Form



GENERAL CONTACT INFORMATION			
Business Name:			FOR INTERNAL USE ONLY
Owner Name:			Date App Received:
Physical Address:			Award Approved or Denied:
Mailing Address:			Funding Amount Approved:
City:	State:	Zip:	Receipts Received:
Work Phone:			Reimbursement Given:
Email:			
SEATING STYLE			
☐ Cafe-Style		Total Amount: \$	
☐ Bench(es)		Match Request up to \$200: \$	
☐ High-top			
☐ Chairs		<i>Please Attach Pictures of Proposed Seating</i>	
☐ Side Table			
☐ Other (please describe):			
SPECIAL PERMISSIONS			
[Scranton and Rhame] I have obtained appropriate permission from by City Council. ☐ Yes ☐ No			
[Bowman] I currently have a city-place bench in front of my business that I would like relocated. ☐ Yes ☐ No			
CHECKLIST OF REQUIREMENTS			
☐ Pictures of Proposed Seating		☐ W-9	
I hereby declare that all the above provided information is correct and accurate to the best of my knowledge.			

Authorized Signature: _____
Title: _____

Printed Name: _____
Date: _____

Application is to be filled out in its entirety. All request information will be used to process the application. The checklist should also be completed prior to submission. Please do not leave any blank areas. If it does not apply to you, please draw a line through that section. All receipts must be submitted prior to reimbursement.