

PAJARO SMALL BUSINESS BEAUTIFICATION GRANT
Application Guidance

Eligibility Criteria

- Business is owned, operated, and located in Pajaro on one of the streets in either the evacuation or flood zone.
 - Alison Lane
 - Associated Lane
 - Bishop Street
 - Brooklyn Street
 - Cayetano Street
 - Florence Avenue
 - Fremont Street
 - Hudson Landing Road
 - Ingram Court
 - Jonathan Street
 - Kents Court
 - Lewis Road
 - Porter Drive
 - Railroad Avenue
 - Salinas Road
 - San Juan Road
 - Stender Avenue
 - Trafton Road

Not all businesses on the streets listed were within the flooded area; however, some may have been identified as being within the flood zone. Businesses not on one of these streets but that have verifiable damages will be considered on a case-by-case basis.

- Business was established and in operation prior to March 10, 2023.
- Business owner resided either in Monterey County and/or within a 20-mile radius of Pajaro prior to March 10, 2023.
- Business is not requesting duplication of benefits previously received from:
 - Federal Emergency Management Agency (FEMA):
 - Rental Assistance
 - Personal Property Compensation
 - Vehicle Compensation
 - Insurance:
 - Flood Insurance Compensation
 - Homeowners insurance Compensation
 - Personal Property Compensation
 - Vehicle Compensation
 - State Compensation / Assistance
 - CalFresh Disaster Assistance
 - Storm Assistance for Immigrants
 - Disaster Unemployment Assistance
 - Small Business Administration (SBA)
 - Non-Profit Assistance, Gift Cards, Cash, and/or Donated Goods / Services
 - County Assistance Programs
 - Other

Application Period

The application period will be open from April 25, 2025 and closing on May 23, 2025.

All applications must be submitted online at www.montereycountyworks.com.

Application Preparation

1. Review all grant program eligibility requirements and instructions carefully.
2. Storefront businesses may apply for up to \$15,000 for beautification that has not yet been done that includes:
 - Exterior / Interior Painting
 - Landscaping
 - Fascia / Signage
 - Lighting
 - Security Cameras
 - Driveway Repairs

Existing applicants from Round 1 may also apply for funding to offset additional costs paid out-of-pocket for approved beautification that has been completed.

3. All requested beautification work requires submission of quotes from licensed contractors and onsite inspections both before and after completion.
 - If the quote is approved, 50% of the quoted amount will be issued first. The remaining 50% will be paid after completion of beautification work, the invoice from the licensed contractor is submitted, and final inspection is done.
 - The total amount issued will not exceed \$15,000 and only match the final invoice, even if it differs slightly from the quote.
4. If the business owner does not own the building, written approval from the landlord guaranteeing that the tenant will neither be evicted or have rent increased after beautification is completed IS required.
5. Beautification work must be completed within 60 days of approval.

Application Submission

1. Prepare completed copies of these documents **before** beginning the application:

Document	Description
<i>Government-Issued Photo Identification*</i>	Driver's License, Identification Card, Passport / Passport Card, US Military Identification Card, etc.
<i>Utility Bill, Lease Agreement, or Credit Card Statement from or Valid on March 10, 2023*</i>	Verification that the business owner's residence is within a 20-mile radius of Pajaro.
<i>2022 Tax Return Schedule C / Form 1040*</i>	Verification of the business' authenticity.
<i>Request for Taxpayer Identification Number and Certification Form W-9*</i>	Attestation of the business' information to enable payment.
<i>Withholding Exemption Certificate Form 590*</i>	Attestation of the business' headquarter location required by Monterey County

	Auditor-Controller to process payment to businesses.
<i>Vendor Data Record Form*</i>	Form required by Monterey County Auditor-Controller to issue payment to approved businesses.
<i>Written Approval from Landlord*</i>	Guarantees that the tenant will neither be evicted or have rent increased after beautification if the business owner does not own the building
<i>Beautification Request Form</i>	Form accompanied by beautification quotes from licensed contractors that match the items and totals listed.
<i>Quotes from Licensed Contractors</i>	Quotes from licensed contractors that match the items and totals listed for beautification work that has not yet been done.

* Required for new applicants only.

Required documentation subject to change to allow as much flexibility as possible.

Failure to submit all required documentation may result in a delay in processing and/or disqualification of your application.

Important Tips and Reminders

1. You may only submit one application per business.
 2. Make sure that all attached documents are clear and legible. If they are not, review of your application will be delayed.
 3. All applications and documents must be submitted on the MCWDB website by May 16, 2025.
 4. After your application is submitted, it will be assigned an identification number.
 5. Check your emails and voicemails regularly after submitting the application for timely correspondence.
 6. If your application is approved, you will be notified via email and phone to receive your check in-person.
 7. If you have questions, please call 1 (888) 807-0790 (Spanish) / 1 (888) 451-4649 (English) and/or email MCSBG@countyofmonterey.gov.
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