



The City of Jacksonville is committed to strengthening its local economy and enhancing the community's appeal for residents and visitors alike. Beautification of commercial properties is a proven tool for achieving these goals, as well-maintained and visually appealing business districts can influence consumer behavior, attract tourism and contribute to a vibrant community atmosphere. In support of these efforts, in 2025, the City established the Rediscover Jacksonville Business Beautification Grant Program to assist local businesses with exterior improvement projects that promote economic growth and support tourism throughout Jacksonville.

## Purpose

The purpose of this grant program is to provide financial assistance to local businesses for projects that enhance the exterior appearance and curb appeal of their establishments. These improvements are intended to strengthen Jacksonville's commercial corridors, attract shoppers and visitors, and promote business retention and growth by encouraging increased foot traffic and customer engagement.

## Goals

- **Enhance local business appeal:** help businesses improve their exterior façades, landscaping, signage, parking lots and outdoor spaces to create a more inviting atmosphere.
- **Boost tourism:** create visually appealing business districts that will draw more visitors to Jacksonville, especially along key commercial corridors.
- **Support economic development:** encourage growth and sustainability for local businesses by creating a more appealing shopping and dining environment.
- **Promote community pride:** foster a sense of pride in Jacksonville's business community and neighborhoods by improving the overall aesthetic of our city.

# Program Outline

The **Rediscover Jacksonville Business Beautification Grant Program** offers matching grants to businesses in Jacksonville to assist with the costs of exterior improvements. The key components of the program include:

## 1. Eligible Projects

### a. *Business beautification upgrades:*

- i. Façade improvements and exterior repairs
- ii. Updated or new signage
- iii. Landscaping, greenscaping and decorative features
- iv. Public art installations, including murals
- v. Architectural enhancements
- vi. Lighting for safety and visibility
- vii. Blight removal

### b. *Infrastructure improvements:*

- i. Parking lot resurfacing, striping and lighting
- ii. Sidewalk or accessibility improvements adjacent to business fronts
- iii. Stormwater or drainage enhancements tied to customer access
- iv. Streetscape amenities such as planters, seating, bike racks and pedestrian improvements
- v. Shared infrastructure that enhances business visibility and customer experience

## 2. Grant Amounts

- a. Grants would be available for up to 50% of the total project cost, with a maximum grant of \$10,000 per business. For larger projects, businesses can apply for additional funding upon review.

## 3. Eligibility

### a. *Eligible applicants must:*

- i. Operate a business within Jacksonville city limits
- ii. Have a current business license with the City of Jacksonville
- iii. Own the property or provide landlord approval
- iv. Submit a proposed scope of work, budget, visuals and project timeline
- v. Demonstrate ability to meet the 50% matching requirement
- vi. Complete projects within 12 months of approval
- vii. Comply with all City codes, ordinances and ADA requirements
- viii. Maintain improvements for a minimum of five (5) years

## 4. Application Process

- a. Businesses will submit a detailed proposal outlining their improvement plans, including a project budget and timeline.
- b. Applications will be reviewed by a committee comprised of representatives from the Office of Economic Development, the Advertising & Promotion (A&P) Commission and local business leaders.

## Funding Request

To launch the **Rediscover Jacksonville Business Beautification Grant Program** in 2025, the City respectfully requested that the A&P Commission allocate an initial \$50,000 for the 2025 fiscal year. Through this funding, ten local businesses received financial assistance for exterior beautification projects. As a result of these early successes, business visibility has increased, high-traffic corridors have been enhanced and customer engagement has been strengthened — further supporting the City’s economic development goals.

## Benefits to the City

1. **Enhances Jacksonville’s appeal as a destination for visitors** — particularly those traveling along Interstate 57 or visiting Little Rock Air Force Base.
2. **Strengthens local businesses** by improving visibility, resilience and competitiveness in the marketplace.
3. Contributes to a more visually appealing community, **fostering civic pride** and **encouraging continued investment in Jacksonville’s future**.

## Contact

Robert Birch  
Director of Economic Development  
(501) 831-6383  
[rbirch@jacksonvillear.gov](mailto:rbirch@jacksonvillear.gov)

