

Press release for immediate release

Subject: Lyons Main Street Program and CASH, Inc. join forces to offer a Facade Grant
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The Lyons Main Street Program and CASH, Inc. have joined together to offer a first-time Facade Grant for businesses within Lyons' historic downtown business district. The grant encourages local business facade improvements and is a dollar-for-dollar matching grant of \$500.00. The grant may be used towards paint, awnings, blade signs (vintage-style signs that hang perpendicular to the buildings' facade) or other improvements that will make a visible difference in the overall appearance of the building. A map of the historic business district may be viewed at the LMSP offices or the Village of Lyons offices (76 William Street, Lyons).

The Lyons Main Street Program has concentrated its' efforts on making the downtown business district more attractive to new businesses as well as making it more tourism friendly while offering new festivals and events to draw new regional visitors and tourists. CASH, Inc. (Community Action in Self Help, Inc.) is a Rural Preservation Corporation that is recognized by the Division of Housing and Community Renewal and is dedicated to the historic preservation of our community. The term "historic preservation" considers heirloom craftsmanship, building materials, tools and construction methods. Eileen Lutz, Executive Director of CASH, Inc., believes that historic preservation is an important part of saving our past, our cultural heritage, and historic environments. A joint effort between the two organizations is a perfect pairing to work towards the economic revitalization of Lyons' historic downtown business district.

The facade grant application round begins September 1st, 2010 and runs through October 1st, 2010. Applications will be reviewed by the LMSP Board of Directors and the business selected will be notified no later than October 5th. The winning application must complete work by October 31st, 2010 and receipts must be submitted reflecting \$1,000.00 in minimum expenditures for the \$500.00 reimbursement. All work must comply with established Village codes and Lyons Main Street Program's Design Guidelines (a copy of the Guidelines is available along with the grant application at the LMSP office, 70 William Street, Lyons, (315) 871-4220). Members of the Lyons Main Street Board of Directors are not eligible for the 2010 Facade Grant. For additional information, please contact the LMSP.

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