

# HAMBURG ECONOMIC AREA REVITALIZATION TASKFORCE, INC.

The Hamburg Economic Area Revitalization Taskforce, Inc. also known as HEART, Inc. was created in 1985 as a Village of Hamburg "Main Street" organization. HEART was created to assist the struggling downtown "Village of Hamburg" business district. The first target area/assistance zone included the Main Street and Buffalo Street business corridor. The entire Village of Hamburg is now within HEART's program jurisdiction. HEART's program was designed to work in conjunction with any existing or new village business with the goal of promoting the Village of Hamburg and its business district. HEART's main focus in this regard was to create and administer its "Commercial Facade Loan program", which was established in 1987. The program remains viable and active to this day. Loans are available to any business within the Village of Hamburg that will follow the HEART Program Structure. To date, HEART has approved and funded over one hundred and forty (140) Commercial Facade loans. For information about this loan program, contact (716) 648 - 6216 or you can request loan/program information via e-mail to [chull@townofhamburgny.com](mailto:chull@townofhamburgny.com) HEART's offices are now located at Hamburg Town Hall as part of the offices of the Hamburg Community Development Department; 6100 South Park Avenue, Hamburg, New York 14075.

# H E A R T

## HAMBURG ECONOMIC AREA REVITALIZATION TASK FORCE, INC.

### BOARD OF DIRECTORS

President:

**Peggy Wierzbicki**

Vice President:

**Roseann Mumbach**

Treasurer:

**David Paulus**

Secretary:

**Jennifer Robertson**

Executive Director:

**Christopher Hull**

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**All loan requests and loan information  
is held as strictly confidential within  
the H.E.A.R.T. Board of Directors.**

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## COMMERCIAL FACADE LOAN PROGRAM

- All loans approved under the HEART Commercial Facade Loan Program will be issued at the following loan - interest schedule:
- Loans from **\$500** up to **\$5,000** shall have an interest rate of **4%** with a maximum 48 month payback period.
- Loans from **\$5,000 - \$10,000** shall have an interest rate of **3.5%** with a maximum 60 month payback period.
- Loans above **\$10,000** shall have an interest rate of **3%** with a maximum 72 month payback period. Maximum loan amount of **\$12,500** (dependent on available funding).
- Applicants must finance at least **25%** of the total project cost.
- As part of the loan approval process, HEART will review all facade renovation plans to ensure conformity with a structured, village revitalization effort that will eliminate random, uncontrolled arrays of signs, awnings and facade improvements. In addition, all loan requests are reviewed by HEART to ensure compliance with the Village of Hamburg Design Standards. If necessary, applicants will have their building renovation plans reviewed by the Village of Hamburg and the NYS Office of Parks, Recreation & Historic Preservation (NYSHPD).

**Categories of Eligible Renovations:**

- 1) Exterior facade improvements.
- 2) Exterior facade enhancements.
- 3) Exterior property improvements.
- 4) Interior improvements provided that the three categories above have already been addressed through prior loan(s) or activities considered to be sufficient by the Board of Directors.

Loan priority will be given to exterior facade improvements.

**1) Exterior Facade Improvements:**

Exterior Walls  
Windows and Doors  
Entrance Renovation

**2) Exterior Facade Enhancement:**

Awnings  
Signs

**3) Property Improvements:**

Landscaping  
Sidewalks/Parking Lots  
Street Furniture

**4) Interior Improvements:**

Standard interior improvements meant to directly benefit the existing business. Loans approved under this category are at the discretion of the Board of Directors.

Hamburg\*Economic\*Area  
\*Revitalization\*Taskforce (HEART, Inc.)  
6100 South Park Avenue  
Hamburg, New York 14075

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**“MAIN STREET”  
TASKFORCE**

**HEART, INC.**

**6100 South Park Avenue  
Hamburg, New York 14075**

**(716) 648 - 6216**

**Christopher Hull;  
Executive Director**