

Municipal Market Vendor Success Grant

Guidelines & Application

January 2026

Municipal Market Vendor Success Grant

Invest Atlanta's Board of Directors has authorized a \$200,000 fund from available Eastside TAD funds to support grants up to \$10,000 to vendor tenants of the Atlanta Municipal Market (the Market) for use towards vendor booth buildout and improvements in line with the Market Vendor Booth Design Standards. Invest Atlanta invites small business owners leasing a vendor booth at the Market who wish to make improvements to their booth in line with the Market Vendor Booth Design Standards to apply for grant funding through the Municipal Market Vendor Success program.

Grant Award

Small Business owners are eligible to apply for up to \$10,000 that can be used for physical improvements to their vendor booth in the Market. For eligible renovation costs and expenses, see Eligibility and Requirements below. Applicants are required to make a matching contribution equal to at least 10% of the grant award. For example, a grant award of \$10,000 would require a minimum \$1,000 match from the grantee.

Objectives

The Municipal Market Vendor Success Program goals are to:

- Enhance the physical appearance of vendor booths throughout the Market while building a cohesive, more attractive Market environment that benefits all vendors, customers and the Market as a whole;
- Improve the condition and function of vendor booths, improving the operational capacity and efficiency of businesses in the Market;
- Help new and established businesses at the Market attract customers and generate increased revenues;
- Complement other community revitalization efforts that create affordable commercial spaces for local small businesses to start, scale and succeed in the City of Atlanta.

Eligibility and Requirements

Improvements should visually enhance the subject property and meet the following guidelines:

- All improvements must meet the Market's Vendor Booth Design Standards;
- A minimum of 20% of grant funds must be used for required exterior Booth Design Standards in order to achieve cohesive wayfinding, vendor identification and ambiance for Market customers.
- Improvements should enhance the customer and employee experience, and improve the condition, function, and appearance of the booth
- Eligible improvements include:
 - Construction of walls, ceilings, and other structural elements;
 - Flooring, painting and lighting;
 - Booth-specific electrical, plumbing and HVAC systems;
 - Signage, canopies, awnings, fixed vendor branding etc.;
 - Food prep surfaces, counters and other fixed displays;
 - Operations, inventory, furniture, equipment and other soft costs are not eligible expenses.
- Scope of improvements must be approved by the Market and Invest Atlanta via an approved scope of work and budget, to be included as an Exhibit in the Grant Agreement;

Applicants **MUST** meet the following requirements to be eligible for Municipal Market Vendor Success Grant funding:

- be located within a vendor booth on the main vendor floor of the Municipal Market;
- have a valid City of Atlanta business license;
- have a current lease on a vendor booth with a minimum of two (2) years remaining from the date of application, and;
- be capable of investing the match requirement equal to at least 10% of the grant award upfront from private financing.

Application Requirements

In addition to a completed application form (Attached), applicants must provide the following as attachments:

- A copy of the applicant's current business license from the City of Atlanta;
- Current vendor booth lease with the Market, with minimum 2 years remaining;
- Application Affidavit, SAVE Affidavit, and Certificate Designating Authorized Grantee Representative (Attached); NOTE: all must be complete, fully executed and notarized where required;
- Itemized budget/scope of work with supporting documentation (Ex. Contractor estimates; purchase orders, etc. NOTE: all contract invoices must be in the name of the Applicant);
- Secretary of State formation documentation and Annual Registration;
- Articles of Incorporation with Bylaws (for Corporations) or Operating Agreement (for LLCs);
- Complete applications and attachments may be submitted via email to municipalmarket@investatlanta.com. Please include all necessary documents in ONE email. Incomplete submissions, including submission of application documents in multiple emails will delay application review.

Application Process and Deadlines

Priority Deadline: To support review and allocation of funds ahead of the 2026 World Cup, a priority round of applications will be accepted until 11:59pm on March 15, 2026.

Applications submitted by this deadline that are not missing any required documents or application components will be reviewed according to eligibility criteria and advanced for consideration by the Invest Atlanta Board of Directors at its April meeting. If funding remains available after the Priority Deadline, applications will continue to be accepted on a rolling basis until all funds are allocated. These applications will be considered by the Invest Atlanta Board in late Summer or early Fall, 2026.

Applications will be accepted via email only to municipalmarket@investatlanta.com. Only complete applications will be evaluated and considered for award. All applicants who submit a complete application by the Priority Deadline will be required to schedule a site visit and pay the application fee the week of March 16th, 2026.

If more applications are received than there are grant funds available, applications will be evaluated based on the following criteria:

1. Impact of the proposed project on business performance/operations as described in the application and verified at site visit;
2. Depth and quality of the marketing plan described in the application;
3. Degree to which the project implements the Market Vendor Booth Design Guidelines;
4. Overall impact of the project on the customer and employee experience.

Grant Funding

Complete applications will be evaluated and approved by Invest Atlanta program staff based on adherence to Grant Guidelines above and funding availability.

Upon execution of a Municipal Market Vendor Success Grant Agreement, successful applicants must expend their committed match requirement equal to at least 10% of the grant award prior to submitting any draw requests for grant funds. Draws for grant funds cannot be submitted more frequently than on a monthly (30-day) basis and are subject to the terms and conditions identified in the Grant Agreement.

Grant proceeds will be distributed on a reimbursement basis, as Grantee incurs expenses for eligible items. Grant proceeds may also be used to pay vendors hired by grantees directly, *upon Invest Atlanta's prior approval*.

Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law. All completed work will be reviewed by Invest Atlanta staff as to compliance with the Grant Agreement.

Fee Structure

All fees are non-refundable.

Application Fee: Equal to \$50 payable to Invest Atlanta and due upon submission.

Inquiries

Questions can be emailed to:

Ashley Rivera

Assistant Director, Neighborhood Revitalization

Invest Atlanta arivera@investatlanta.com with copy to mnovembre@investatlanta.com

Municipal Market Vendor Success Grant Application

All information and supporting documents are required for consideration of application.

I. APPLICANT INFORMATION

APPLICANT NAME: _____

APPLICANT'S EMAIL _____

II. BUSINESS INFORMATION

MUNICIPAL MARKET BOOTH NUMBER: _____

BUSINESS LEGAL ENTITY: _____

BUSINESS OWNER NAME (if different from applicant, above): _____

BUSINESS OWNER'S EMAIL: _____ PHONE NO.: _____

LENGTH OF TIME IN BUSINESS: _____ LENGTH OF TIME AT THE MARKET: _____

YEAR OF LEASE EXECUTION: _____ YEAR OF LEASE END: _____

NUMBER OF EMPLOYEES: ____ 0 – 2 ____ 3 – 5 ____ 5+

III. PROJECT INFORMATION

GENERAL PROJECT DESCRIPTION:

Describe your business, how these improvements will positively impact business performance, and any marketing plans to attract customers after project completion. (attach additional page if necessary)

A large, empty rectangular box with a thin black border, intended for the applicant to provide a detailed description of their business and project plans.

IV. LIST OF PROPOSED IMPROVEMENTS

Describe the proposed work for each applicable area.

LIST ALL PROPOSED IMPROVEMENTS TO VENDOR BOOTH (e.g. painting, construction, plumbing, signage, etc.)	BUDGET FOR EACH LINE ITEM, SHOWING ALL ESTIMATED COSTS FOR YOUR PROPOSED IMPROVEMENTS

***TO BE CONSIDERED COMPLETE, ALL APPLICANTS MUST ATTACH ITEMIZED CONTRACTOR ESTIMATES TO SUBSTANTIATE EACH PROPOSED IMPROVEMENT**

TOTAL PROJECT COST: _____

V. GRANT REQUEST

TOTAL GRANT AMOUNT REQUESTED: _____
(MAXIMUM OF \$10,000)

INITIAL HERE TO CONFIRM APPLICATION FEE TO BE INVOICED: _____
Application Fee = \$50.00.

INITIAL HERE TO CONFIRM MATCH REQUIREMENT IF AWARDED: _____
Match Requirement = 10% of Grant Amount, up to \$1,000.

VI. PROPOSED PROJECT TIMELINE

Please provide dates of projected completion.

PROJECT PREPARATION: _____

SECURE REQUIRED PERMITS: _____

START PROJECT: _____

COMPLETE PROJECT: _____

VII. TERMS AND CONDITIONS

All Applications and supporting materials, as well as correspondence relating to this Application, become property of Invest Atlanta when received.

- A. Selected applicants MAY be required to provide additional supporting materials prior to executing a grant agreement, as determined by Invest Atlanta, including but not limited quotes for all expenses to be covered by grant funding if needed, and permits for any work that requires a permit from the City of Atlanta Department of City Planning, Office of Buildings.
- B. Selected grantees will be required to report on the number of jobs created in the business occupying the property, as well as total sales generated by the business for two calendar years after all grant-funded improvements are completed.
- C. Selected grantees may be asked to participate in an announcement and/or event for the Municipal Market Vendor Success Grant.
- D. Grantees will be required to allow a third-party inspector hired by Invest Atlanta to document the work covered by grant funds before and after project completion.
- E. All applicable Federal and State of Georgia laws, City and Fulton County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the applicants throughout and incorporated herein.
- F. Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law.
- G. No Response shall be accepted from, and no grant will be awarded to, any person, firm, or corporation that (i) is in arrears to Invest Atlanta or the City with respect to any debt, (ii) is in default with respect to any obligation to Invest Atlanta or the City, or (iii) is deemed irresponsible or unreliable by Invest Atlanta. If requested, the applicants shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.

APPLICATION CERTIFICATION

- The undersigned Applicant certify that the information in this Application is true, accurate and authentic.
- The applicants further acknowledge that they have read all applicable authority rules governing the program and all instructions for completing this application. The persons executing this document represent that they have the authority to bind the applicants and all individuals and entities named herein to this warranty of truthfulness and completeness of the application.
- The applicants understand and agree to abide by the provisions of the applicable Georgia statutes and authority program policies, rules and guidelines.
- The applicants acknowledge that the Authority's invitation to submit an application does not constitute a commitment to finance the proposed project. Applicant acknowledges that a \$50.00 application fee will be payable to Invest Atlanta upon submission of the application.

APPLICANT NAME: _____

DATE: _____

APPLICANT SIGNATURE: _____

MUNICIPAL MARKET EXECUTIVE DIRECTOR SIGNATURE: _____

SAVE Affidavit In Accordance with O.C.G.A §50-36-1(e)(2)

**INVEST ATLANTA AFFIDAVIT
VERIFYING STATUS FOR RECEIPT OF PUBLIC BENEFIT**

By executing this affidavit under oath, as an applicant for a contract with Invest Atlanta, or other public benefit as provided by O.C.G.A. §50-36-1, and determined by the Attorney General of Georgia in accordance therewith, I state the following with respect to my application for a public benefit from Invest Atlanta:

For: _____
[Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

1) _____ I am a United States Citizen
OR
2) _____ I am a legal permanent resident, 18 years of age or older
OR
3) _____ I am an otherwise qualified alien or non-immigrant under the Federal Immigration and Nationality Act 18 years of age or older and lawfully present in the United States.

All non-citizens must provide their Alien Registration Number below.

Alien Registration number for non-citizens

The undersigned applicant also hereby verifies that he or she has provided at least one secure and verifiable document as required by O.C.G.A. §50-36-1(e)(1) with this Affidavit. The secure and verifiable document provided with this affidavit is:

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of O.C.G.A. §16-10-20, and face criminal penalties as allowed by such criminal statute

Signature of Applicant

Date:

Printed Name:

Sworn to and subscribed before me

This _____ day of _____, 20____

Notary Public

My commission expires: _____

Notary Seal

CERTIFICATE DESIGNATING AUTHORIZED
GRANTEE REPRESENTATIVES

The undersigned, on behalf of **Atlanta Downtown Improvement District, Inc., a Georgia nonprofit corporation** (the “Grantee”), in connection with that certain Grant Agreement Dated as of _____, 2026 (the “Development Agreement”) by and between THE ATLANTA DEVELOPMENT AUTHORITY d/b/a INVEST ATLANTA, (the “Grantor”), the interests in which (subject to certain exceptions) have been duly assigned hereby designates _____ as Authorized Grantee Representative, whose signature appears below and authorizes either of them to take all actions and do all things as Authorized Grantee Representative required or permitted under the terms of the Development Agreement.

SPECIMEN SIGNATURE

Name

Authorized Grantee Representative

SPECIMEN SIGNATURE:

[insert name]

Alternate Authorized Grantee Representative

SPECIMEN SIGNATURE:

[insert name]

Alternate Authorized Grantee Representative

Given this _____ day of _____, 2025

(SEAL)

By: _____

Title: Representative

Notary:

Name: _____

Title: _____