



## **Two Rivers Main Street**

### **2021 Sign and Façade Improvement Matching Grant Program**

#### **Introduction**

The Sign & Façade Improvement & Restoration Matching Grant Program is a project of Two Rivers Main Street and is administered by the Design Committee in coordination with the Two Rivers Main Street Board of Directors.

The mission of the Two Rivers Main Street program is to improve the community's quality of life by strengthening the downtown as the heart of the community. One feature of that mission includes assisting businesses and building owners who want to restore the exterior appearance of their buildings.

The Two Rivers Main Street Sign & Façade Improvement & Restoration Matching Grant program provides financial assistance for that very purpose by providing money to commercial property owners or business owners (with property owner approval) to encourage historic restoration projects of building facades and to enhance the building's overall exterior appearance.

#### **Historic Building Improvements**

All structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings and projects should reflect and complement the character of downtown Two Rivers as much as possible.

#### **Eligible Project Area**

The eligible project area includes those buildings with street frontage within the Two Rivers Main Street Business Improvement District. Eligible improvements shall be visible from public right-of-way.

#### **Available Funding for 2021 - Total grant amount of \$20,000 may be distributed**

**Facade Improvements:** A 50 percent reimbursement up to \$10,000 of the actual costs for the facade and/or related exterior rehabilitation expenses. Applicants must match the grant amount with funding from other sources, either public or private.

**Sign, Awning, & Lighting:** A 50 percent reimbursement up to \$1,250 of actual costs associated with the replacement of existing awnings, lighting, and/or signage or installation of new signage, awnings, or lighting.

**Awards** of up to \$1,250 for signs or \$10,000 for facades may be given. A split combination of lesser grant amounts equal to a maximum of \$10,000 for the 2021 grant year may be awarded instead.

## **Eligible Activities/Expenses**

Items include, but are not limited to:

- Repair to building exterior facades
- Masonry repair
- Exterior painting
- Cornices, entrances, doors, windows, decorative detail, awnings, canopies
- Signs, window display areas
- Lighting or similar enhancements
- Outdoor dining areas
- Other repairs that may improve or restore the historic appearance of the building

## **Ineligible Activities/Expenses**

Items include, but are not limited to:

- Interior improvements
- Roofing
- Additions to existing structures
- Sidewalks
- Parking lots
- Purchase of interior furnishings or equipment
- Improvements completed or in progress prior to notification of approval
- Repair or creation of features not compatible with original architecture
- Sweat equity

## **Rules and Requirements**

1. Completed applications for this year will be accepted until Wednesday, April 15, 2021. Incomplete applications will be returned to the applicant.
2. Eligible businesses must be currently open or must open within six months of submitting the grant application. Any new business receiving grant money that is not open and operating within six months of the signed award letter may be subject to forfeiture of the grant funds awarded.
3. All work requesting grant assistance must be done on front façade of building, unless approved by the Two Rivers Main Street Design Committee during the application review process.
4. Property/business applying for grant assistance must be an independently owned business or not-for-profit 501(c)(3) based in Two Rivers, Wisconsin.
5. Work must be completed within six months of the signed award letter. An extension may be granted with approval of the TRMS Board of Directors.
6. Any property or business owner with proper authorization may apply for a facade grant if the building is located in the eligible project area.
7. All work must comply with existing zoning regulations and/or sign ordinances.
8. All work must receive design approval from the Two Rivers Main Street Design Committee to be eligible for a sign/facade grant. Applicant is responsible for ensuring compliance with city ordinances.
9. All exterior code deficiencies or violations and imminent health and safety hazards must be corrected in conjunction with the sign/facade renovation.
10. Applicants shall be responsible for all construction management and contracting work as well as obtaining any necessary building permits if necessary and comply with all applicable local, state, and federal codes. (Available through Two Rivers City Hall)
11. 4 year grant repayment plans if property is sold. Within the first year, 100%, second year, 75%, third year, 50% and fourth year, 25%.
12. Name of business, location, and/or before and after photos may be used on behalf of Two Rivers Main Street for advertisement or publicity.

## **Application Process**

For assistance with the application process, contact the Two Rivers Main Street office.

The following items are required for a complete application.

## **Application**

The purpose of the application and required attachments is to provide the Design Committee with all relevant information needed to make an appropriate recommendation to the Two Rivers Main Street Board of Directors concerning funding. The application form is included in this document. The required attachments include:

- Completed application form.
- A minimum of two quotes from appropriately licensed and insured contractors or vendors where required by city codes (The Two Rivers Main Street Board of Directors reserves the right to require additional quotes).
- Only quotes submitted with application may be used for completion of job.
- A current photo of the project area.
- An illustration showing what the project area will look like after the proposed improvements are made.
- A rendering of the façade improvement provided by the WI Main Street office may be required for façade grants.
- Proof of payment for all applicable property taxes.
- Proof of ownership or documented authorization from owner.

Applicants may also wish to provide color swatches, material samples, and catalog photos etc. in order to illustrate the proposed work

## **Design Committee Recommendation**

The Design Committee will review all completed applications at the April Design Committee meeting.

The Design Committee will make a recommendation to the Board of Directors to award or decline the application based on the prior stated criteria.

## **Board of Directors**

The Board of Directors has full fiscal authority for all funds of the Two Rivers Main Street and therefore makes all final decisions regarding fund expenditures related to the Sign & Façade Improvement & Restoration Grant Program. Decisions of Board of Directors regarding funding for Sign & Façade Improvement & Restoration Grant Program applications are final.

## **Award Letter**

If an application is approved, the Board of Directors will provide the applicant with an Award Letter. The Award Letter will include a *maximum* dollar amount which will be reimbursed. Actual reimbursement may be 50% of the total costs up to the maximum amount in the Award Letter. No project work may be done prior to both parties signing the Award Letter. If work is begun prior to the final approval, no funds will be released. Notification will also be sent to applicants that were not selected for grant approval.

## **Project Work**

Once a representative of Two Rivers Main Street and the applicant have signed the Award Letter, work on the project may begin. All work outlined in the grant application must be completed no later than six months following the date of the Award Letter.

If, at any time during the course of carrying out the project work, the applicant finds he/she is unable to substantially adhere to the work as described in the application, work should be halted as soon as is reasonable and the Design Committee should be informed immediately. Work should not be resumed until the Design Committee has provided written approval of the revised project.

A request for an extension of the project completion deadline may be made to the Design Committee in writing.

## **Reimbursement Process**

A Request for Reimbursement form must be delivered to the Two Rivers Main Street office no later than six months following the date of the Award Letter unless the applicant has received an extension of the deadline for project work completion. This form **must** be accompanied by the following attachments.

- Copy of receipt or paid invoice for all items for which reimbursement is requested
- Photos of completed project area

All documents will be reviewed by the Design Committee at the next meeting following receiving the documents at the Two Rivers Main Street office.

No funds will be disbursed:

- Without a completed Request for Reimbursement form and all required attachments.
- If completed work does not accurately reflect the work outlined in the grant application.
- Until a Two Rivers Main Street board member has visually inspected the project area according to project criteria.

Applicants should submit the Request for Reimbursement form after completion of all work; no interim payments will be dispersed.

Please send your completed application and accompanying materials to:

Two Rivers Main Street, P.O. Box 417, Two Rivers, WI 54241

Or deliver your application to the Two Rivers Main Street office located in the Two Rivers City Hall.

If you have any questions about this application, please contact:

Roger Russove

Executive Director

Two Rivers Main Street

920.794.1482

[director@tworiversmainstreet.com](mailto:director@tworiversmainstreet.com)



**Sign & Façade Improvement & Restoration Grant Program Application**

Applicant Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Property Owner (if different than above): \_\_\_\_\_ Phone: \_\_\_\_\_

Names of all owners on title of property: (all owners must sign application)

\_\_\_\_\_

Proposed project start date: \_\_\_\_\_ Proposed project completion date: \_\_\_\_\_

Description of project:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Project Budget.** List individual project elements (Awning, painting of trim, etc.)

Item \_\_\_\_\_ Cost \_\_\_\_\_

Item \_\_\_\_\_ Cost \_\_\_\_\_

Item \_\_\_\_\_ Cost \_\_\_\_\_

Item \_\_\_\_\_ Cost \_\_\_\_\_

Item \_\_\_\_\_ Cost \_\_\_\_\_

Item \_\_\_\_\_ Cost \_\_\_\_\_

Item \_\_\_\_\_ Cost \_\_\_\_\_

Item \_\_\_\_\_ Cost \_\_\_\_\_

**Total Cost:** \_\_\_\_\_

The undersigned applicant affirms that information provided within this application form is true and complete to the best of the applicant's knowledge. The applicant further affirms an understanding of the sign & facade grant program and agrees to abide by its terms and conditions as outlined in the application packet.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This application form must be fully completed *with the requested attachments*. Incomplete application forms will not be considered. All other forms and documents for this grant may be signed by the applicant and will not require additional owners' signature(s).