



Joint Beautification/Lake, Parks, and Recreation Committee Meeting
Tuesday, March 10, 2026
5:30 pm

LOCATION OF MEETING: 96 RUSSELL DR

NOTICE: Pursuant to the requirements of Section 19.84, Wis Stats., notice is hereby given of a meeting of the Village of Random Lake, at which a quorum of the Village Board may attend in order to gather information about a subject which they have decision making responsibility. The meeting will be held at the above noted date, time. Notice of the Village Board Quorum (**Chairperson to announce the following if a quorum of the Village Board is in attendance at the meeting:** Please let the minutes reflect that a quorum of the Village Board are present and that the Village Board members may be making comments if the rules are suspended to allow them to do so.)

Google Meet joining info

Video call link: <https://meet.google.com/dmf-bwyn-pif>

Or dial: (US) +1 402-809-1290 PIN: 858 392 532#

Agenda

All meetings are open to the public and public comment is allowed on all agenda items during the time of the agenda item being discussed.

1. Call to Order, Roll Call
2. Discussion and Possible Action on the following:
 - a. Approval of the February 10, 2026, meeting minutes.
 - b. Comprehensive Outdoor Recreation Plan (CORP)
 - i. Review recreation, parks, and ADA accessible inventory
 1. Discuss issues and opportunities for each facility
 - ii. Public involvement discussion
 1. Survey and workshop
 - iii. Additional discussion or questions
 - iv. Set next CORP meeting and date

- c. Random Lake Chamber of Commerce
 - i. Wayfinding Maps
 - ii. Bathroom Advertising
 - iii. Parking Passes
 - d. Memorial Park Updates and Meetings.
 - e. Vibrant Spaces Grant for Memorial Park
 - f. Small Business Development Grant/Downtown Business Improvement Program
3. Discussion on future agenda items.
4. Adjourn.

Items on the Agenda may be taken out of order as listed. Posted to all village posting locations on 03/09/2026.

WI Open Meeting Law (Wis. Stat. 19.83(2) and 19.84(2)) In general, the open meetings law grants citizens the right to attend and observe open session meetings of governmental bodies but does not require a governmental body to allow members of the public to speak or actively participate in the body's meeting. A governmental body is free to determine for itself whether and to what extent it will allow citizen participation at its meetings.



Joint Beautification/Lake, Parks, and
Recreation Meeting
Tuesday, February 10, 2026
5:30 pm

Location of Meeting: 96 Russell Drive

Meeting Minutes

1. **Call to Order, Roll Call:** Co-Chairman Rachel Fuller called the meeting to order at 5:30 pm. Committee members present included Chuck Mueller, Blaine Werner, and Rachel Fuller. Erik Buchelt arrived at 5:32 pm. Village employees present were Clerk/Treasurer Stephanie Waala.

Let it be known that there was a quorum of the Village Board as Village President Duane Urbanski was present.

2. **Discussion and Possible Action on the following:**
 - a. **Comprehensive Outdoor Recreation Plan (CORP)**

- **Introductions**
- **Overview of plan update**
- **Review scope and purpose of plan update**
- **Review goals/objectives of plan update**
- **Review past planning efforts**
- **Public workshop, survey, etc.**
- **Schedule next meeting**

Lydia Bernhoft presented to the committees the packet about Bay Lakes and the information that they are going to be talking about for the park plan. The main purpose of the plan is to be helpful for funding as it is an inventory of the village properties this is creating a plan to move forward. The next meeting will be when goals and objectives are determined, and these items should be cohesive and obtainable. She requested that any previous plans that were created be sent to her and informed the committees that a community survey will be sent out in June.

Member Mueller inquired as to if Bay Lakes would be writing grants for the village during this process. Mrs. Bernhoft informed the committees that grant writing is not part of the services the village is currently paying for, but it is something that can be done after the plan is completed.

Co-chairman Fuller informed the committees that the next joint meeting will be March 10th at 5:30 pm for a follow up.

b. Random Lake Chamber of Commerce

- **Wayfinding Maps**

John Rassel informed the committees that the Chamber has contracted with Marshall Signs to complete the signs, and they would be about 2 ft x 3 ft. They want to identify social services and non-profit organizations such as the library and the historical society. The boarder is where the larger companies can advertise that are not noted on the map and would like to make the boarder changeable yearly.

Co-chairman Fuller inquired as to what if a new business comes into the village and how would they be noted within the map. Mr. Rassel informed the committees that the plan was to reprint the map only every 5 years but will ask the printer about options for updating more frequently if needed.

Co-chairman Werner inquired as to would each business have their own QR code. Mr. Rassel informed the committees that there would only be one QR code and it would lead users directly to the map.

Member Mueller inquired about where these signs would be located. Mr. Rassel informed the committee that it has yet to be decided, but it has been discussed about potential areas such as BMLP, the library, parking lots, other parks, and the school.

Co-chairman Fuller requested that a “P” be on the map for parking lots. Member Buchelt requested that printed versions of the maps be available for people to walk around with. Mr. Rassel informed the committees that he will speak with businesses to see if they would carry them.

- **Bathroom Advertising**

Mr. Rassel informed the committees that they still have a plan to move forward with this. Clerk Waala informed the committees that she will send over information to Mr. Rassel on the current sign boards.

Member Buchelt inquired as to who would determine the content of the boards. Mr. Rassel informed the committees that at this time they would take whomever they can get and re-evaluate the program in full to see what works at a later date.

- **Parking Passes**

Mr. Rassel informed the committees that he would like to accommodate the parking pass on one side and allow advertising on the back. Co-chairman Werner informed the committee that he would request the license plate be written on the pass. Mr. Rassel informed the committees that he does not know if there is enough space for the plate

number and date. Co-chairman Fuller suggested putting the license plate number on the back.

Mr. Rassel would like to know what permits are needed and how many for the year. Clerk Waala informed the committees that there would be two different passes, daily and annual passes.

- **Additional proposals**

Co-chairman Fuller informed the committees that the Village Board is meeting Monday to go over the Chamber collaboration and membership.

c. Timelines related to Memorial Park and Jacoby Memorial Park.

Clerk Waala informed the committee that she is requesting this due to a request that came in for use of both parks for a July event. Co-chairman Fuller informed the committees that she will follow up with the railroad and Eric Rathke.

d. Volunteer signup tasks.

Clerk Waala informed the committee that she would like some input from everyone on the specific tasks to create a volunteer sign up sheet. Co-chairman Fuller informed the committees that they can circle back to this when they create the timelines for the projects.

e. Updates and assignment of tasks related to Library Bay.

Tasks assigned are:

- Stephanie
 - Create a page on the village website
 - Create a button on the main home page of the village website
 - Provide pictures, updates, and link to the Beautification page
 - Meet with Collins State Bank about collecting donations
- Rachel
 - Social media graphics
 - Create QR codes
- Kelly
 - Get pictures of bay from lake with a drone
- Erik
 - Find free online donation service (done – Zeffy – Stephanie will sign the village up)
 - Create the lake thermometers
- Duane
 - Talk to Gary about advertisements

3. Discussion on future agenda items.

None.

4. Adjourned.

Items on the Agenda may be taken out of order as listed. Created by Clerk Stephanie Waala on 03/09/2026.

WI Open Meeting Law (Wis. Stat. 19.83(2) and 19.84(2)) In general, the open meetings law grants citizens the right to attend and observe open session meetings of governmental bodies but does not require a governmental body to allow members of the public to speak or actively participate in the body's meeting. A governmental body is free to determine for itself whether and to what extent it will allow citizen participation at its meetings.



WEDC Program:	Community Development Investment – Vibrant Spaces (CDI-VS)
Target Start Date:	Type Date Here: xx/xx/xxxx
Applicant Entity:	Type Name of Municipality Here
Project Address:	Type Address Here: Street Address, Municipality Name
Name/Title of Project:	Type the name of how you would like WEDC to refer to this project

Site Details, Project & Budget Narratives

1. Project Executive Summary

- i. Describe the project and goals as a brief overview (limit 100 words).

2. Current Site Conditions

- i. Describe the current physical conditions users/uses of the site and site challenges (limit 250 words).

LOOK FORWARD ➤

3. Community Activation & Programming

i. Describe the public and private partnerships that will carry out the project. Include information on how the space will be maintained and programmed for multiple user groups (limit 250 words).

4. Pedestrian-Oriented Public Space

i. Describe the project's visibility from the commercial corridor and describe any pedestrian and bike connections from the project to local businesses and destinations (limit 250 words).

5. Community Goals

i. Discuss any previous planning, community documents, discussions or letters of support that demonstrate this site/project as a desired community investment (limit 250 words).

6. Community Impact

i. Discuss how the project will enhance the vibrancy of the community and benefit local businesses. How will the space allow for more events or community engagement to occur in the space? (limit 250 words)

LOOK FORWARD 

7. CEDS/EDD Alignment

i. How does the project align with the Community Economic Development Strategy (CEDS) / Economic Development District (EDD) plan for the region (limit 250 words)? *(Check with the municipality, Regional Planning Commission or Regional Economic Development Director if you're unable to locate the plan.)*

8. Budget Narrative

i. Provide a narrative describing each line item included in the project budget (limit 250 words).

9. Project Budget

i. At the time of application, 80% of total project funding should be secured with a strong plan for raising the remaining funds. Describe your anticipated funding sources, and indicate which commitments are secured and your plan for any outstanding sources (limit 250 words).

LOOK FORWARD 

WEDC Community Development Investment Vibrant Spaces (CDI-VS) Grant Sources & Uses Worksheets / Budget

Applicant Name:		<i>Type Name Here</i>
Project Address:		<i>Type Address Here</i>
Project County: click in cell C4 for drop down list		
Project is Located in a Rural Community*: click in cell C5 for drop down list		
Project Start Date:		XX/XX/XXXX
Step	Sheet Name	Instructions
1	Uses	Enter Project Name in C2
2	Uses	Identify the names of all vendors providing project cost estimates in line 4
3	Uses	In each row under the Vendor name, fill in cost amounts by category according to vendor estimate
4	Sources	Enter the grant amount in Cell A14, rounded down from A13 (to the nearest \$1,000)
5	Sources	Identify the names of all Sources of Funding (in row 5)
6	Sources	In row 7, fill In Source Allocation Amounts, (WEDC amount completed in Step 4)
7	Sources	Allocate WEDC Grant among Column E eligible uses
8	Sources	Fill in remaining Source contributions among all uses
9	Sources	Confirm A12 & O12 equal each other
10	Sources	Confirm O23 = 0

* "Rural Community" means a city, village, or town with population less than 5,000 according to the final pop
https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Estimates.aspx

Program Details:

<https://wedc.org/programs/vibrant-spaces-grant/>

WEDC Community Development Investment Grant- Vibrant Spaces (CDI-VS) - Project Estimates

Project Name: Type Name Here

Estimates:	<i>Vendor 1</i>	<i>Vendor 2</i>	<i>Vendor 3</i>	<i>Vendor 4</i>	<i>Vendor 5</i>	<i>Vendor 6</i>	<i>Vendor 7</i>	<i>Vendor 8</i>	<i>Vendor 9</i>	
Eligible Project Uses	1	2	3	4	5	6	7	8	9	Totals
Public Space Enhancements										0
Public Signage										0
Infrastructure										0
Seasonal Equipment										0
Eligible Total	0	0	0	0	0	0	0	0	0	0

Ineligible Costs										Totals
Property Acquisition										0
Professional Fees										0
Other 1: <i>TYPE ITEM HERE</i>										0
Ineligible Total	0	0	0	0	0	0	0	0	0	0
Total Vendor Estimates	0	0	0	0	0	0	0	0	0	0

Definitions of Eligible Grant and Match Cost Categories:

- o Public Space Enhancements (public art, landscaping, benches, bike racks)
- o Public Signage (only wayfinding, interpretive signage, kiosks – signage must associated with/ located in the space)
- o Public Infrastructure (site prep, restrooms for public space use, water features, electrical, lighting)
 - *Note: Site Prep can be both grant and match eligible
- o Seasonal Equipment with the intent to use annually (tables, chairs, umbrellas, heaters)

Definitions of Ineligible Cost Categories:

- o Events, staffing, or programming, ongoing maintenance
- o Building improvements (excluding restrooms for public space use)
 - o Soft costs and site acquisition
 - o Site acquisition
 - o Demolition
- o Renovations of existing structure

Step	Worksheet	Directions to Complete this Worksheet
1	Uses	Enter Project Name in cell C2
2	Uses	Identify the names of all vendors providing project cost estimates in line 4
3	Uses	In each row under the Vendor name, fill in cost amounts by category according to vendor estimate

WEDC Community Development Investment Grant- Vibrant Spaces (CDI-VS) - Project Funding Sources & Budget

Project Name: *Type Name Here*

Eligible Costs from Uses Worksheet	Eligible Project Sources	WEDC Grant	Source 1	Source 2	Source 3	Source 4	Source 5	Source 6	Source 7	Source 8	Source 9	Total	Costs Check
			Name of Source	Name of Source	Name of Source	Name of Source	Name of Source	Name of Source	Name of Source	Name of Source	Name of Source		
	Source Amount		0	0	0	0	0	0	0	0	0	0	
0	-- Public Space Enhancements											0	0
0	-- Public Signage											0	0
0	-- Infrastructure											0	0
0	-- Seasonal Equipment											0	0
0	Eligible Total	0	0	0	0	0	0	0	0	0	0	0	0
0	% of Project	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
	Ineligible Costs												
0	-- Property Acquisition											0	0
0	-- Professional Fees											0	0
0	-- Other 1: TYPE ITEM HERE											0	0
0	Ineligible Total	0	0	0	0	0	0	0	0	0	0	0	0
0	Total: All Activity Costs	0	0	0	0	0	0	0	0	0	0	0	0
	% of Project	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
	Remaining Source Funds	0	0	0	0	0	0	0	0	0	0	0	

Sources vs Uses: **0**

* Maximum grant \$50,000 with 1:1 match, reduced to 25% match in a rural or Distressed County

Step	Worksheet	Directions
4	Sources	Enter the grant amount in Cell A14, rounded down from A13 (to the nearest \$1,000)
5	Sources	Identify the names of all Sources of Funding (in row 5)
6	Sources	In row 7, fill In Source Allocation Amounts, (WEDC amount completed in Step 4)
7	Sources	Allocate WEDC Grant among Column E eligible uses
8	Sources	Fill in remaining Source contributions among all uses (using columns F-N)
9	Sources	Confirm A12 & O12 equal each other
10	Sources	Confirm O23 = 0

Governor Evers, WEDC announce more than \$1.5 million in grants to support small businesses across Wisconsin

MADISON, WI. JULY 29, 2025 – Governor Tony Evers, in collaboration with the Wisconsin Economic Corporation (WEDC) announced today that ten community organizations supporting small businesses across Wisconsin have received more than \$1.5 million in [Small Business Development Grants](#) (SBDG) from WEDC.

“From Lancaster to Ashland, communities throughout Wisconsin are partnering with businesses to make sure we continue to build an economy for all, where everyone has the opportunity to thrive,” Governor Evers said. “These grants ensure that our incredible small businesses have the resources they need to prosper.”

“Across Wisconsin, I’ve had the chance to meet local leaders who are stepping up to create communities where people are excited to live, work, and grow,” said Missy Hughes, secretary and CEO of WEDC, the state’s lead economic development agency. “These investments will give communities another tool to keep that momentum building.”

Secretary Hughes was set visit De Pere and Waupaca today to highlight how those communities will be using their grants to assist local businesses.

“The Small Business Development Grant we are receiving is more than an investment in our downtown—it’s an investment in the dreams and drive of De Pere’s small business community,” said De Pere Mayor James Boyd. “With these additional resources, we’re strengthening our economic heart, attracting new ideas, and fueling the vitality that makes our city thrive.”

“This grant will allow the Waupaca County Economic Development Corporation (WCDEDC) to help business owners that own and operate a business in older downtown buildings in Waupaca County,” said WCEDC Executive Director Jeff Mikorski. “Through the Business Loan/Grant Program, we hope to help local small businesses and support the preservation of the iconic buildings seen throughout our downtowns. Grant funds can be used to improve the safety, accessibility, energy efficiency, and structural integrity of our older commercial buildings.”

The competitive grants, which range from \$50,000 to \$250,000, were awarded to local and regional economic development organizations, municipalities, and counties to support small business development and creation. The organizations will pass 100% of the SBDG funds on to small businesses.

The SBDG grant recipients include:

Ashland Area Development Corporation – \$200,000

The AADC’s Ground Breakers program will provide grants to young adults (aged 18-28) to launch their own trade-related small businesses, such as residential and commercial construction, plumbing, electrical, welding, HVAC, etc. The program will offer group classes, individualized

coaching, mentoring, and capital. AADC and Northwood Technical College will deliver resources and technical assistance.

Village of Bonduel – \$100,000

The Bonduel Village Downtown Business Grant Program will help local businesses improve and revitalize their downtown commercial properties. The program aims to enhance the visual appeal and overall attractiveness and promote economic growth of the Village of Bonduel's Business District. The program will provide grants of up to 50% of eligible project costs, with a maximum grant of \$10,000 per business.

City of De Pere – \$100,000

The City of De Pere will expand its Experience De Pere Business Recruitment Grant Program to the Main Avenue commercial corridor. New (or significantly expanding) retail, restaurant or experience-based businesses are eligible for grants ranging from \$5,000 to \$15,000 to start or expand their business. The grant is available to all "experience-based" businesses, such as breweries, museums, arcades, and art studios that are open to the public, as well as retailers, restaurants, and taverns.

Dunn County Economic Development Corporation – \$250,000

The Dunn County Small Business Development Grant program will provide up to \$10,000 through a combination of technical assistance grants, rental assistance grants, Downtown Menomonie Grant matches, and Economic Development Loan Fund Program matches. Startups and emerging businesses will be able to receive up to \$2,500 from the technical assistance grant, up to \$2,000 from the rental assistance grants, up to \$1,150 from the Downtown Menomonie grant match, and up to \$5,000 from the Economic Development Loan Fund Program match.

Existing businesses will be able to receive a maximum of \$10,000 through a combination of technical assistance grants, Downtown Menomonie Grant matches, and Economic Development Loan Fund Program matches. Existing businesses will be able to receive up to \$5,000 from the technical assistance grant, up to \$1,150 from the Downtown Menomonie grant match, and up to \$5,000 from the Economic Development Loan Fund Program match.

Grant County Economic Development Corporation – \$120,000

The GCEDC will develop and administer a small business development program for the whole county with a focus on small business development/startup and retention, with funds available for facade improvements and interior infrastructure upgrades. Awards will range from \$2,000 to \$10,000 per business. Grants can be used for facade and building improvements, direct business expenditures for strengthening operations, and succession funding. GCEDC is providing an additional \$10,000 to the program, in addition to the \$120,000 they are receiving in SBDG funds. Businesses will be required to provide a 1:1 match for the grants they receive

Village of Hortonville – \$100,000

Hortonville will provide financial assistance to businesses through a façade grant that will match \$100,000 in SBDG funds with \$50,000 in local funds. Businesses must be in the Downtown Zoning District of Hortonville. The maximum grant amount will be \$20,000. Examples of eligible uses of funds are for exterior building materials, paint, awnings, windows, doors, landscaping, fencing, lighting, and signs. Other uses may be eligible if approved in advance.

Pittsville Community Development Authority – \$90,000

The City of Pittsville Community Development Authority will create an expanded economic development initiative based on the current CDA program, which only supports businesses within city limits, or about two square miles. The expansion would provide support to six rural locations with historic commercial centers, with \$30,000 dedicated to grants and \$60,000 to a revolving loan fund. Businesses may use funds for façade improvements, murals, outdoor gathering and seating spaces, and to meet ADA requirements.

City of Sheboygan Falls – \$50,000

The City will start a Building Façade and Exterior Improvements and Maintenance revolving loan fund (RLF). The new RLF will offer loans for façade improvements and maintenance ranging from \$5,000 to \$10,000, and interest rate on loans will not exceed the prime rate. Businesses must complete a technical assistance meeting with the Chamber-Main Street Executive Director or City Administrator in order to receive a loan. The new RLF will be available to all businesses in the City's historic district and commercial and retail areas.

Urban League of Greater Madison – \$250,000

The ULGM will use three different strategies to help small businesses throughout Dane County that face barriers to accessing traditional sources of capital:

- Microgrants of \$1,500 to \$2,500 for startup costs such as filing or legal fees, business classes, supplies, marketing materials, totaling \$75,000, with half coming from the SBDG and half from ULGM.
- Kiva Loan Matching Funds totaling \$75,000, with half coming from the SBDG and half from ULGM, for small businesses that have successfully launched a Kiva crowdfunding campaign.
- Loan Guarantees that are jointly underwritten through a list of strategic lending partners, including Summit Credit Union, Park Bank, Associated Bank, and WWBIC.

Participating businesses must first complete an Urban League technical assistance program or a technical assistance program conducted by one of ULGM's approved strategic partners.

Waupaca County Economic Development Corporation – \$250,000

WCEDC will fund a Building Improvement Grant program to assist small business owners who own a building or are purchasing a building in any of the historic downtowns or older commercial corridors in Waupaca County.

Small businesses currently located in, or purchasing, an older building in Waupaca County downtown or other older commercial district that are approved for financial assistance through the WCEDC's existing Revolving Loan Fund will be qualified to receive a Building Improvement Grant of up to \$50,000.

Eligible improvements include making the buildings safer, energy efficient, accessible, and structurally sound. Additional support includes business and financial assistance throughout the application process and the length of the loan.



CITY OF CEDARBURG

FAÇADE IMPROVEMENT PROGRAM

GOALS AND OBJECTIVES

The City of Cedarburg is interested in actively supporting initiatives that will enhance the appearance of the historic downtown area and other retail/commercial areas within the City; therefore, the City has created the Façade Improvement Program (FIP). This program is intended to encourage building façade improvements by providing financial assistance in the form of grants and/or loans to incentivize building façade improvements in and around the City's commercial districts.

THE SELECT COMMITTEE

The FIP Select Committee is herein created to administer the FIP and is composed of the following members:

- Mayor
- Council Chair
- Financial Committee Chair
- Landmarks Commission Member
- Plan Commission Member

POLICY STATEMENT

The Select Committee will accept and consider applications for the program for projects that will improve or enhance the condition and appearance of properties located within the City's commercial districts.

The Select Committee is the sole authority for approval or denial of applications to this program. The Select Committee reserves the right to deny any application that is found to be inconsistent with the vision, strategy, and intent of FIP.

It is the intent of the City of Cedarburg and the Select Committee that the funds from this program serve as development incentives to encourage the desired kind of improvements that are sensitive to Cedarburg's history and to increase the overall tax base.

The Select Committee will work with local lenders and others to maximize the leverage of the FIP dollars so that the result is the maximum possible development. It is further intended that the Select Committee's use of the program is to supplement, not compete with, capital that may already exist.

Applicants shall not be disqualified based on age, race, religion, color, handicap, sex, physical condition, developmental disability, sexual orientation, or national origin.

FINANCIAL ASSISTANCE & INCENTIVES

The City has established the FIP to provide financial assistance to commercial property owners in the City to rehabilitate the exteriors of their properties. The City's financial assistance is designed to enhance the historical character of the downtown area by providing financial incentives to property owners whose rehabilitation plans seek to restore some of the historic character to their properties. Preference will be given to historic buildings; however, other buildings may be eligible, but all awards will be at the sole discretion of the Select Committee. Preference will also be given to those who have not applied previously.

ELIGIBLE APPLICANTS

To be eligible for funding, a proposed project must meet all the following minimum requirements:

- Property location. Owners of commercial real estate properties located within the B-1, B-2, and B-3 Districts.
- Private Funds Leverage. One dollar of private sector investment shall be provided for each dollar of program investment. Private sector investment is defined as financing from a private lending institution, public sector funding programs, or new equity that is part of the project.
- Financial Feasibility and Viability. The applicant shall demonstrate that the proposed project is viable, and they have the economic ability to repay any loan.
- Compliance with Applicable Laws. Applicants shall comply with all applicable local, State and Federal laws and codes.

The City's financial participation shall be limited to 50% of the rehabilitation costs up to a maximum per project of \$5,000. The availability of funds for the FIP is subject to annual appropriation of \$20,000 in 2022, 2023, and 2024. Awards for assistance under the program will be made on a first-come, first-served basis. The deadline for applications will be March 1 of each year. If funds are not committed to the FIP by March 1, for projects in the downtown area, funds may then be used for:

- Other façade improvement projects throughout the City.
- Façade and/or beautification projects undertaken by the City to improve the downtown area.

TYPES OF PROJECTS ELIGIBLE FOR PROGRAM FUNDING

The Select Committee retains the sole discretion to determine if a project is eligible for program funding based on the expected improvement and enhancement of the condition and appearance of the property. The types of projects include, but will not be limited to:

Eligible Improvements:

- Cleaning of building exterior.

- Painting.
- Masonry repair and tuck pointing.
- Structural improvements of a permanent or fixed nature that increase property value or viability.
- Energy efficiency and safety improvements.
- Other repairs that may improve the aesthetic quality of the building (such as removal of metal or wood material covering historic façades).
- Repair to building exterior façades including front, rear and side façades, repairing or replacing cornices, entrances, doors, windows, decorative details, and awnings.
- Signage removal, repair or replacement when included as part of a comprehensive façade improvement project.
- Other labor and materials used to rehabilitate the façade. In cases where property owners hire a contractor to complete the work, the contractor must be licensed and registered with the City of Cedarburg or approved through the Select Committee.

Ineligible Improvements:

- Demolition of buildings.
- Inappropriate cleaning methods, repairs, or replacement.
- Installation of metal or vinyl siding.
- Interior improvements.
- Roofing.
- Parking lots.

TYPES OF AWARDS AVAILABLE

Grants.

GRANTS TERMS AND CONDITIONS

Amount.

The maximum amount of a single grant may not exceed \$5,000.

Matching Amount.

Grants may be provided in an amount up to 50% of the total project cost.

Application Status.

Applicants must be in good standing with the City of Cedarburg, with current taxes and utilities paid in full. Any outstanding building code violations must be resolved by the conclusion of the project. The applicant must provide proof of property and liability insurance prior to the start of the grant performance period.

Eligible Projects.

Grants will be awarded for projects that will improve the façade of any building or property. The façade is defined as the side of the building facing the street and each side of the building.

Reimbursement Basis.

Grants will be provided on a reimbursement basis only, upon full project completion. Payment of an approved grant will require submittal of all project invoices, receipts, or similar documentation of actual costs incurred in the completion of the project. No funds will be disbursed until the property is in complete compliance with the building code.

Combined Funding.

Grants will be provided in addition to, or independent of, loans issued under this program subject to review and approval of separate application of each means of assistance.

Required Documentation.

Applicants must document the sources of all matching funds.

Grant Agreement.

Within six months of the Select Committee approval, applicants must enter into a Grant Agreement with the Select Committee, obtain any required building permit(s), and commence work.

Start Date.

Projects cannot start prior to grant approval.

Completion Date.

The project will be completed and grant funds requested no later than two years from the date of the Grant Agreement. Extensions may be authorized subject to sufficient justification.

APPLICATION PROCESS

All applicants for program funding will be required to complete an application form, and provide verifiable data which demonstrates that their proposed projects are economically feasible and will produce improvements for the subject property. Applicants will be notified whether their application is complete and may be granted additional time to provide requested information or make necessary corrections. Applications will not be considered complete until the following required attachments have been received:

- Photos of existing conditions of the subject property.
- Architectural drawings, renderings, or photos of the proposed project, if applicable.
- Copies of estimates, bids, contracts, or quotations to be done in connection with the project.

APPLICATION SELECTION PROCESS:

Select Committee Review.

Applications will be reviewed by the Select Committee for completeness and accuracy. Applicants will be notified whether their application is complete and may be granted additional time to provide requested information or make necessary corrections.

Select Committee Recommendation.

The Select Committee will make its recommendation to the Common Council, and the Council will review and approve each individual application.

Notification.

All applicants will be notified in writing of the Common Council's decision.

AWARD CRITERIA:

- Grants will be awarded based on availability of funds.
- Expected impact of the project, both on the subject property and the surrounding area.
- Project increase in property value.
- Environmental or safety hazard elimination.
- Expected increase in energy efficiency.
- Improvement of accessibility.
- Compatibility with the aesthetics and general appearance of the downtown district or surrounding area.

MORE INFORMATION

For more information please call (262) 375-7917



Door County Small Business Façade and Property Improvement Program

Program Guidelines

The Door County Small Business Façade and Property Improvement Program is a competitive application process for which businesses throughout Door County with fewer than 25 full-time equivalent employees are eligible. The program focuses on façade and other external property improvements which will strengthen businesses, including the potential to attract customers and contribute to long-term growth, as well as positively impact the surrounding community.

Program Details

- The program consists of a total of \$250,000.
- The awards through the program will consist of grants of up to \$10,000 each.
- Grants may cover up to 80% of the total project costs.
- Strongest consideration will be given to applications for projects that most clearly demonstrate significant improvements which create a positive impact on both the business property and surrounding area.
- Payments will be made upon completion of the approved project.
- Projects initiated before receiving a grant award notification will not be eligible for reimbursement.
- All awarded projects must be completed within 12 months of the grant award notification. Specific deadlines for project completion will be outlined in the award letter.

Eligible Applicants

The program is open to owners or tenants of commercial or industrial buildings located in Door County. Applicants must have fewer than 25 full-time equivalent employees. Tenants must obtain the signature and approval of the building owner to apply.

Eligible Costs

Grant-eligible expenses may include improvements such as:

- Attached signage
- Building entrances
- Lighting
- Doors and windows
- Awnings
- Exterior materials like brick, stone, and tuck-pointing
- Art murals and other aesthetic upgrades to the building surface

Ineligible Costs

The following improvements are not eligible for reimbursement:

- Site improvements (e.g., parking lots, paving, planters, and planting areas)
- Detached signage
- Fencing and railings
- Roof repairs
- Pedestrian amenities such as sidewalks and benches

These expenses may count as the applicant's contribution to the project but will not be reimbursed through the grant. Additionally, any work completed before the grant is awarded will not be eligible for funding.

First-Round Application and Notification Timeline

The first round of applications will follow the timeline below. Multiple rounds of applications may be warranted, depending upon the number and quality of applications received.

- **Application Period Opens:** April 30, 2025
- **Application Deadline:** 5pm on June 9, 2025
- **Award Notification:** June 23, 2025

Application Requirements

The online application requires information about the applicant, building, and the planned improvements. Applicants are encouraged to contact us for a consultation before submitting their applications. Required attachments include:

- Proof of property ownership OR signed letter from property owner authorizing project
- Copy of current lease showing term of at least one year from application date (if applicable)
- Construction estimates from the business expected to complete the improvements
- A detailed project budget, outlining the breakdown of costs and sources of funding
- Photos of the building in its current state
- Drawings or sketches of the proposed improvements (if available)

Application Review Committee and Criteria

Applications will be evaluated by a committee of professionals with expertise in community development, business growth, and local engagement. The selection criteria include:

- **Thoroughness and Completeness of the Application:** Applications will be reviewed to ensure they address all required components.
- **Potential Business Enhancement:** The committee will evaluate how the proposed project could strengthen the business, including its potential to improve operations, attract customers, and contribute to long-term growth.
- **Potential Impact on the Community:** The committee will consider the potential for the proposed improvements to positively impact the surrounding community.

Contact Information

For more information or for pre-application consultation, please contact DCEDC Executive Director Michelle Lawrie at michelle@doorcountybusiness.com or 920.743.3113 x 1.



Main Street Grant Program

GOALS AND OBJECTIVES

The goal of this program is to improve the overall downtown Port Washington business environment and experience.

The program does this by providing financial assistance in the form of grants to individual businesses or projects in the BID district.

FUNDING PRIORITIES

Port Washington Main Street will accept and consider applications for the program for projects that will improve or enhance the downtown business environment and experience. These priorities will be used as the basis for the review and selection process. Funding priorities are as follows:

- Projects that are located within the City of Port Washington BID District
- Projects which enhance economic development (e.g., Tourism, Sales, Foot Traffic).
- Projects which impact a large proportion of the BID District
- Projects which improve the accessibility of our downtown for all visitors
- Stimulating off-peak activity

FINANCING DESCRIPTION

Total grant funding in the amount of \$10,000 per year.

More than one project may be funded in a given year; however, the total amount funded will not exceed \$10,000.

The deadline for submitting applications for 2025 will be March 17th. If funds are not awarded by August 1st, for projects in the downtown area, funds may then be used for:

- Downtown enhancement projects undertaken by Main Street to improve the downtown area.

ELIGIBLE APPLICANTS

To be eligible for funding, a proposed project must meet all the following minimum requirements:

- Owners of commercial real estate properties, or business owners, who are PW

Main Street members or who are Main Street Associate Members. Priority will be given to Main Street members located within the BID district.

- Port Washington Main Street board or committee members and volunteers are eligible for the grant but must remove themselves from the selection process.
- Financial Feasibility and Viability. The applicant shall demonstrate that the proposed project is viable and they have the economic ability to repay any loan.
- Compliance with Applicable Laws. Applicants shall comply with all applicable local, state and federal laws and codes.

TYPES OF PROJECTS ELIGIBLE FOR PROGRAM FUNDING

Eligible projects include, but will not be limited to:

- ADA Compliance Improvements, interior or exterior, or digital
- Creating experiences that add vibrancy and increase foot traffic
- Outdoor space makeovers, eg. landscaping, patio, outdoor seating
- Business technology upgrades
- Interior renovations

Other projects that improve the downtown environment may be submitted on the application. Use the project description section to explain your proposed project.

GRANT TERMS AND CONDITIONS

Amount.

The maximum amount of a single grant may not exceed \$10,000.

Application Status.

Applicants must be in good standing with the City of Port Washington, with current taxes and utilities paid in full. The applicant must provide proof of property and liability insurance prior to the start of the grant performance period.

Reimbursement or Direct Invoice Pay Basis.

Grants will be provided on a reimbursement or direct invoice pay basis. Payment of an approved grant will require submittal of project invoices, receipts, or similar documentation of actual costs incurred for the completion of the project. Main Street may pay an invoiced cost to the Grant applicant, who will directly pay the service/product provider, before project completion. For reimbursement, payments will be made directly to the Grant applicant only at the completion of the project.

Grant Agreement.

Within one month of Grant approval, applicants must enter into a Grant Agreement with Main Street.

Start Date.

Project work cannot complete prior to grant approval.

Completion Date.

The project will be completed and Grant funds requested no later than one year from the date of the Grant confirmation (after City approvals, if required). Extensions may be authorized subject to sufficient justification.

APPLICATION PROCESS

All applicants for program funding will be required to complete an application form, and provide verifiable data which demonstrates that their proposed projects are economically feasible and approved by the City, where applicable. Applicants will be notified whether their application is complete and may be granted additional time to provide requested information or make necessary corrections. Applications will not be considered complete until the following required attachments have been received:

- Photos of existing conditions of the subject property, if applicable.
- Drawings, renderings, or photos of the proposed project, if applicable.
- Copies of estimates, bids, contracts, or quotations to be done in connection with the project.
- Main Street Grant Budgetary Spreadsheet
- Approval by the City, where applicable

APPLICATION SELECTION PROCESS

Main Street Economic Revitalization Committee, together with the Main Street board, will review applications and make funding recommendations for projects that meet the program guidelines. Selected projects must then be submitted by the applicant to the City for necessary permitting, if required. If warranted, the Main Street Design Committee may review a project to ensure the design meets our Downtown Design Guidelines.

Note that the Grant process does not replace the City's permitting process. Applicants are responsible for following all City rules and regulations.

1. If a project requires City approval, submit to the appropriate City committee(s) for review ahead of Grant application deadline to ensure the project is viable. Applicants can be present at committee meetings to answer any questions the City committee(s) may have.
2. Submit the Grant application package to the director of Port Washington Main Street by no later than March 17, 2025. The application package may be submitted in person at the Main Street office or emailed to the director at pwwmainstreetdirector@gmail.com.
3. Main Street Economic Revitalization Committee reviews the application for completeness, rates project based on Grant priorities and determines whether the project meets the program criterion. The Committee then makes a recommendation to the Main Street Board of Directors for Grant recipients.
4. Applicant will be notified of approval/denial of the Grant application by the Main Street director on or before May 1, 2025.
5. The Main Street director will confirm that any necessary City permits have been completed, if required, before Grant money can be released.

Desired timeline for start and completion of project: _____

Written description of project (add more sheets, if necessary):

Budget and funding information (use the provided Main Street Grant Budgetary Spreadsheet):

Awards will be issued based on priorities listed in application instructions. Explain how this project meets the priorities being considered:

CERTIFICATION STATEMENT

The undersigned hereby:

Certifies that to the best of the applicant's knowledge and belief, the information being submitted to Port Washington Main Street as part of the application is true and correct.

Certifies that the applicant is in compliance with all laws, regulations, ordinances, and orders of public authorities applicable to it.

Certifies that the applicant is responsible for obtaining funding for the project and all repayment requirements.

Certifies that the applicant has disclosed and will continue to disclose any occurrence or event that could have an adverse material impact on the project. Adverse materials impact includes but is not limited to lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory intervention, or inadequate capital to complete the project.

Applicant signature

Date

Printed name

Applications will not be considered complete until the following required attachments have been received:

- Photos of existing conditions of the subject property.
- Drawings or rendering of the proposed project, if applicable.
- Copies of estimates, bids, contracts, or quotations to be done in connection with the project.
- Main Street Grant Budgetary Spreadsheet
- City approval, where applicable

Any questions regarding this application or process should be addressed to:

Executive Director, Kristina Tadeo, pwmastreetdirector@gmail.com or (262) 268-1132.

Fill in only the blue fields applicable to your application					
Funding					
	Applicant Investment	Alternate Financing	PWMS Grant Request Amount	Total Project Value	
Grant Objectives	ADA Compliance	\$ -	\$ -	\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	Experiential	\$ -	\$ -	\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	Outdoor Space	\$ -	\$ -	\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	Technology Upgrade	\$ -	\$ -	\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
	<i>Subcategory</i>			\$ -	\$ -
Interior Renovation	\$ -	\$ -	\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
Other	\$ -	\$ -	\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
<i>Subcategory</i>			\$ -	\$ -	
		Total Grant Request (not to exceed \$10,000)	\$ -		



Main Street Façade Grant Program

GOALS AND OBJECTIVES

This program is intended to stimulate investment in commercial buildings in the City of Port Washington and facilitate local economic development, by providing financial incentives that encourage improvements to the exterior appearance of commercial buildings.

The program does this by providing financial assistance in the form of grants to incentivize building façade improvements in the Main Street district of Port Washington and other retail/commercial areas within the City.

POLICY STATEMENT

Port Washington Main Street will accept and consider applications for the program for projects that will improve or enhance the condition and appearance of properties located within the City's commercial districts. Funding priorities are as follows:

- Buildings that are located within the City of Port Washington BID District.
- Improvements that preserve buildings that are historically and/or architecturally significant.
- Projects which enhance economic development (e.g., Tourism, travel, hospitality).
- Improvements that attract businesses to vacant spaces.

FINANCING DESCRIPTION

Program funding in the amount of \$15,000 per year is available for 3 years (2022, 2023, and 2024). This funding is allocated from the City of Port Washington's American Rescue Plan Act (ARPA) Funds.

The Façade Program financial participation shall be limited to 50% of approved project costs up to a maximum of \$15,000, per year. More than one project may be funded in a given year; however, the total amount funded will not exceed \$15,000.

Example:

Cost of approved improvements	Amount Reimbursed
\$30,000	\$15,000

The deadline for submitting applications for 2024 will be due May 15. If funds are not committed to by September 1st, for projects in the downtown area, funds may then be used for:

- Other façade improvement projects throughout the City of Port Washington.
- Façade and/or beautification projects undertaken by Main Street to improve the downtown area.

ELIGIBLE APPLICANTS

To be eligible for funding, a proposed project must meet all the following minimum requirements:

- Owners of commercial real estate properties who are PW Main Street members or who are Main Street Associate Members. Priority will be given to Main Street members located within the BID district.
- Financial Feasibility and Viability. The applicant shall demonstrate that the proposed project is viable and they have the economic ability to repay any loan.
- Compliance with Applicable Laws. Applicants shall comply with all applicable local, state and federal laws and codes.

TYPES OF PROJECTS ELIGIBLE FOR PROGRAM FUNDING

Types of eligible projects include, but will not be limited to:

Eligible Façade Improvements:

- Removal of false fronts, metal canopies, and additions
- Safe cleaning of brick storefronts
- Painting
- Door and window improvements
- Masonry repair and tuck pointing
- Signage removal, repair or replacement
- Awnings
- Permanent exterior lighting
- Landscaping (including parking lot improvements)
- Qualified design services
- ADA improvements

Eligible Interior Improvements:

- Utility upgrades; such as electrical or gas improvements that bring the building up to Building/Fire codes
- Fire Protection, including sprinklers, alarms and fire rated walls/ceilings, to bring the building into compliance with Building/Fire codes.
- Ventilation
- ADA improvements to interior doors/entryways

Ineligible Improvements:

- Removal/covering up of historical design features/elements
- Sidewalk repairs
- Roof repair or replacement
- Any projects completed prior to submittal of a façade grant application

GRANT TERMS AND CONDITIONS

Amount.

The maximum amount of a single grant may not exceed \$15,000.

Application Status.

Applicants must be in good standing with the City of Port Washington, with current taxes and utilities paid in full. Any outstanding building code violations must be resolved by the conclusion of the project. The applicant must provide proof of property and liability insurance prior to the start of the grant performance period.

Reimbursement Basis.

Grants will be provided on a reimbursement basis only, upon full project completion. Payment of an approved grant will require submittal of all project invoices, receipts, or similar documentation of actual costs incurred in the completion of the project. No funds will be disbursed until the property is in complete compliance with the building code.

Grant Agreement.

Within six months of the Select Committee approval, applicants must enter into a Grant Agreement with the Select Committee, obtain any required building permit(s), and commence work.

Start Date.

Projects cannot start prior to grant approval.

Completion Date.

The project will be completed and grant funds requested no later than one year from the date of the Grant confirmation (after City approvals). Extensions may be authorized subject to sufficient justification.

APPLICATION PROCESS

All applicants for program funding will be required to complete an application form, and provide verifiable data which demonstrates that their proposed projects are economically feasible. Applicants will be notified whether their application is complete and may be granted additional time to provide requested information or make necessary corrections. Applications will not be considered complete until the following required attachments have been received:

- Photos of existing conditions of the subject property.
- Architectural drawings, renderings, or photos of the proposed project, if applicable.
- Copies of estimates, bids, contracts, or quotations to be done in connection with

the project.

APPLICATION SELECTION PROCESS:

Main Street committees, together with the Main Street board, will review applications and make funding recommendations for projects that meet the program guidelines. Selected projects will then move on to the City for review and approvals.

Note that the grant process does not replace the City's permitting process. Applicants are responsible for following all City rules and regulations.

1. Applicant: Submit a grant application package to the director of Main Street Port Washington. The application package may be submitted in person at the Main Street office or emailed to the director at pwmainstreetdirector@gmail.com.
2. Main Street Design committee and Board of Directors: Reviews the application for completeness, determines whether the project meets the program criteria, and verifies the availability of matching funds.
3. Applicant will be notified of approval/denial of the grant application by the Main Street director before it goes to the appropriate City committee(s) for approval.
4. The City will review the recommended applications for approval. Applicants can be present at the meeting to answer any questions the City committee(s) may have.
5. Documentation of all necessary inspections and final sign-offs from State and Local Officials (Building Department, Fire Department, Zoning etc.) will be required prior to project completion.
6. Upon project completion, the applicant provides the Main Street Director with complete documentation showing that the approved project expenses have been paid. Documentation will include a cancelled check or invoice marked "paid in full" and the contractor or subcontractor's Certification of Project Payment.
7. The director will confirm with the City that a final inspection by the City to verify the project work has been completed.
8. Once a final inspection has been completed and verified, payment to the business will be made.



PORT WASHINGTON MAIN STREET FAÇADE AND BUILDING IMPROVEMENT APPLICATION

Date: _____

Applicant Name: _____

Applicant Address: _____

Phone: _____ Email: _____

Property Address: _____

Tax Key No: _____ Assessed Value: \$ _____

Award Amount Requested: \$ _____ Total Project Cost: \$ _____

(CANNOT EXCEED 50% OF PROJECT COST; MAXIMUM AMOUNT WILL DEPEND ON TYPE OF AWARD GRANTED)

BUSINESS INFORMATION – IF APPLICABLE

Legal Name: _____

Trade Name: _____

Business Address: _____

Phone: _____ Email: _____

Property Address: _____

Type of Business (check applicable):

C – Corp

S Corp

LLC

LLP

Partner ship

Sole Propriet or

Non-Profit

PROJECT DESCRIPTION

Desired timeline for start and completion of project: _____

Written description of project:

Budget and funding information (provide an estimate of the total budget for this project and identify the sources of the matching funding that will be used):

Awards will be issued based on criteria listed in application instructions. Explain how this project meets criteria being considered:

Please attach a detailed explanation of any YES responses.

CERTIFICATION STATEMENT

The undersigned hereby:

Certifies that to the best of the applicant's knowledge and belief, the information being submitted to Port Washington Main Street as part of the application is true and correct.

Certifies that the applicant is in compliance with all laws, regulations, ordinances,

and orders of public authorities applicable to it.

Certifies that the applicant is responsible for obtaining funding for the project and all repayment requirements.

Certifies that the applicant has disclosed and will continue to disclose any occurrence or event that could have an adverse material impact on the project. Adverse materials impact includes but is not limited to lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory intervention, or inadequate capital to complete the project.

Applicant signature

Date

Printed name

Applications will not be considered complete until the following required attachments have been received:

- Photos of existing conditions of the subject property.
- Architectural drawings or rendering of the proposed project, if applicable.
- Copies of estimates, bids, contracts, or quotations to be done in connection with the project.

Any questions regarding this application or process should be addressed to:

Kristina Tadeo, pwmainstreetdirector@gmail.com



Sign and Façade Grant Program

Purpose:

This program is intended to enhance the visual appeal of downtown Port Washington by stimulating investment in sign and façade improvements. More specifically, the program does this by financially supporting the efforts of business owners to design, create, install and maintain signage that is effective for the business while complementing the architecture of the building it adorns, the buildings and signage that surround it, and the overall image of our city. The program was created in 2011 and updated in 2017.

Grant amounts:

This is a matching program with limits of

1. \$250 award maximum for signs
2. \$1500 award maximum for façades

*Applicant may apply for both a sign AND a façade grant.

*Main Street will only award applicant one sign grant and one façade grant every 10 year period.

Eligibility requirements:

Must be located in the Port Washington Main Street's program district as published on the website.

Eligible Uses of Funding

- A. Removal of false fronts, metal canopies, and additions
- B. Safe cleaning of brick storefronts
- C. Painting
- D. Door and window improvements
- E. Masonry repair and tuck pointing
- F. Repair or replacement of signage
- G. Permanent exterior lighting
- H. Landscaping (including parking lot improvements)
- I. Address information improvement

- J. Qualified design services
- K. Sign installation

Ineligible Uses of Funding

- A. Removal/covering up of historical design features/elements
- B. Sidewalk repairs
- C. Correction of code violations
- D. Roof repair or replacement
- E. Any project or improvement completed prior to submittal of a façade grant/loan application

Procedural Requirements:

Note that the grant process does not replace the City's permitting process. Applicant is responsible for following all City's rules and regulations.

1. Submit a grant application package to the director of Main Street Port Washington. The application package may be submitted in person at the Main Street office or emailed to director@visitportwashington.com
2. Design review is on completed by the Design committee of Main Street Port Washington.
3. Following design review, the Main Street Economic Revitalization committee reviews availability of funds. Applicant will be notified of approval/denial by the director.
4. Upon completion of the project, the applicant must complete a Final Reimbursement Worksheet with attached paid receipts/invoices and submit to the director.
5. The director will coordinate a final inspection with a member of the Design committee verifying the project work.
6. Once a final inspection has been done and verified, a check will be issued for the approved grant award by the director.



Application for: Sign Grant Façade Grant

NAME OF APPLICANT: _____ DATE: _____

APPLICANT ADDRESS: _____

APPLICANT EMAIL: _____ PHONE: _____

NAME OF BUSINESS: _____

BUSINESS ADDRESS: _____

PROPERTY OWNER NAME: _____ PHONE: _____

PROPERTY OWNER APPROVAL: _____

EST. PROJECT START DATE: _____ EST. PROJECT FINISH DATE: _____

Application Checklist

- ___ Completed application form
- ___ Written consent from the property owner, if applicable.
- ___ Photographs of existing building/signage
- ___ Design concept (eg. Sketches, drawings, photos, etc)
- ___ Cost estimates for project

Reimbursement Checklist

- ___ Copy of receipts and paid invoices

Record of Dates and Approvals

DIRECTOR APPROVED: _____
DESIGN COMMITTEE APPROVED: _____
ECONOMIC REVITALIZATION COMMITTEE APPROVED: _____
APPLICANT INFORMED - APPROVAL/DENIAL: _____
APPROVAL AMOUNT: \$ _____
APPLICANT SUBMITTED REIMBURSEMENT PACKAGE: _____
FINAL INSPECTION BY DESIGN COMMITTEE APPROVED: _____
CHECK DISPERSED: _____
DATE: _____
AMOUNT: _____
CHECK#: _____

City of Ashland: Offers 50/50 matching grants of up to \$20,000 for facade and signage improvements in its downtown.

City of Beaver Dam: Provides up to \$20,000 in matching grants for exterior renovations of commercial properties in its Downtown Redevelopment District.

City of Milwaukee: Operates several programs, including a city-wide program that offers matching grants of up to \$5,000 for facade projects in designated commercial corridors.

City of Neenah: Runs a Commercial Building Exterior Improvement Program with matching grants of up to \$10,000.

City of West Allis: Funds a Commercial Façade Improvement Program using CDBG funds. Eligibility is based on location.

City of West Bend: The Downtown Business Improvement District (BID) runs a matching grant program for up to 50% of façade project costs.

Random Lake Downtown Business Growth & Improvement Program

1. Program Purpose

The Random Lake Downtown Business Growth & Improvement Program is designed to stimulate private investment, strengthen entrepreneurship, and improve the visual and economic vitality of the Village's downtown corridor.

The program will provide matching grants to small businesses and commercial property owners to support exterior improvements, interior upgrades, and business startup or expansion costs.

This program is intended to leverage state funding to generate significant private reinvestment in Random Lake's downtown.

2. Proposed Funding Structure

- **Total Funding Request (WEDC):** \$100,000
- **Local Contribution:** \$10,000 (Village \$5,000 + Chamber \$5,000)
- **Maximum Grant Per Business:** \$10,000
- **Business Match Requirement:** Minimum 50% private investment
- **Reimbursement Model:** Funds reimbursed after project completion

Estimated Businesses Assisted: 8–10

3. Eligible Applicants

- Commercial property owners located within the downtown corridor
- Business owners (including tenants)
- New businesses locating in downtown

- Businesses with fewer than 25 full-time employees
-

4. Eligible Projects

Eligible improvements may include:

Exterior Improvements

- Facade renovation
- Painting, masonry repair
- Windows and doors
- Awnings
- Signage
- Exterior lighting
- Outdoor seating
- Landscaping improvements

Interior Improvements

- Code compliance upgrades
- ADA accessibility improvements
- Plumbing and electrical updates
- Fire safety improvements
- Renovation and build-out

Business Startup & Expansion

- Equipment purchases

- Fixtures and display cases
 - Technology upgrades
 - Website development
 - Branding and marketing support
 - Grand opening promotion
-

5. Project Priorities

Projects that:

- Improve the visual character of downtown
 - Activate vacant or underutilized spaces
 - Support new or expanding businesses
 - Leverage significant private investment
 - Contribute to long-term economic vitality
-

6. Program Area

Eligibility will be limited to businesses located within the designated downtown commercial corridor (map to be developed).

7. Selection Process

Applications will be reviewed by the **Village Beautification Committee**, along with at least **one representative from the Random Lake Chamber of Commerce**.

Funding decisions will be based on:

- Project impact
 - Financial readiness
 - Alignment with downtown revitalization goals
 - Completeness of application
-

8. Anticipated Timeline (If Funded)

- Application opens: Within 60 days of award from WEDC
 - Rolling or round-based awards
 - Funds disbursed upon completion and verification
-



QUICK FACTS SHEET

Random Lake Downtown Business Growth & Improvement Program

Proposed WEDC Grant Application – FY27

Goal

Support 8–10 downtown businesses through matching grants to improve storefronts, interiors, and startup capacity.

Funding Structure

- WEDC Request: **\$100,000**
 - Village Contribution: **\$5,000**
 - Chamber Contribution: **\$5,000**
 - Max Grant Per Business: **\$10,000**
 - Required Business Match: **50% minimum**
-

Estimated Impact

- 8–10 businesses assisted
- \$100,000 in state investment
- ~\$100,000+ in private business investment

- Total projected economic impact: ~\$200,000+
-

Eligible Uses

- Facade improvements
 - Signage & lighting
 - Interior renovations
 - ADA upgrades
 - Equipment purchases
 - Startup and expansion costs
 - Marketing support
-

Why This Matters

- Improve downtown appearance
 - Encourage entrepreneurship
 - Support local businesses
 - Attract future investment
 - Increase economic vitality
 - Align with Village revitalization efforts
-

Why Now?

- Rural community priority

- First-time applicant priority
 - Identified interest from at least six local businesses
 - Opportunity to leverage state funding for local growth
-

Committee Discussion Prompts

You may want feedback on:

- Grant cap (\$10,000) — keep or adjust?
- Match funds (chamber & village contributions)?
- Downtown boundary — define
- Prioritizing facade vs interior vs marketing/awareness
- Rolling awards vs application rounds?
- Design approval requirements?