**South 27th Street Business District Association**

The South 27th Street Business District Association has established a grant program to assist small businesses and property owners in BID’s Milwaukee 43 and Greenfield 1 and 2 with improvements to their facilities and business development.

* Grant awards will be for up to 50% of the project cost with the maximum award not to exceed the limits identified for each category
* All grant awards are subject to approval by the South 27th Street Business district Association and may be approved or denied at its sole discretion.
* Examples of eligible projects include, but are not limited to: exterior landscaping, façade improvements, lease holder improvements, signage, exterior lighting design, security and other cosmetic enhancements.
* Each tax key in the district is eligible for one grant per calendar year.
* Grant awards are matching funds and will be disbursed directly to the vendor, only after the Association receives documentation of the expenses incurred for the improvements. Site visits may also be required to verify work has been completed and the business/property owners are completely satisfied with the work.
* Only work or programs begun after approval from the Association is eligible for matching support.
* If an applicant is not the property owner, the property owner must either sign the application or provide a letter of permission for the property improvements.
* Projects must be completed within 90 days of notice that a grant has been awarded. The Association cannot reserve funds indefinitely, but awardees may request an extension in writing if there are extenuating circumstances.
* Matching fund amounts will be determined after any rebates, municipal contributions or other deductions to the actual out of pocket cost from the proposal.
* Application should include a minimum of 3 bids when applicable and all work to be completed with applicable municipal permits.

The business/property owner must complete a Grant Application and is required to be located within Milwaukee 43 or Greenfield 1 or 2.

Upon receiving a **COMPLETE** application, it will be scheduled for reviewed by the Board, at the next scheduled meeting for consideration. In addition, the property/business owner **MUST** attend a minimum of **2** Association events per calendar year to continue to qualify for future grant support. These events could include workshops, seminars, business mixers, volunteering, or any event that supports the growth of the business district.

The South 27th Street Business District Association has limited funding per calendar year to provide grants. Grant are awarded on a first come, first serve basis. The South 27th Street Business District Association reserves the right to end this program and/or amend the guidelines at any time.

Completed applications should be submitted to:

South 27th Street Business District Association

4647 South 27th Street

Greenfield, WI 53221

Attn: Grant Applications

GRANT PARAMETERS

**BUILDING IMPROVEMENT** – In order to improve the overall image created to all visitors of the district we want to encourage appearance of buildings. While normal maintenance is not eligible for a grant, eligible work can be, but is not limited to:

* Replacing the façade with improved materials
* Repainting building to include added architectural detail
* New storefront entry

**SITEWORK** – another factor in improving the image South 27th Street projects to the constant stream of vehicles passing your site is how it looks in general. In order to help improve our district image, we are proud to provide grants for items such as but not limited to:

* Parking Lot
  + Resurface or restripe the parking lot
  + Exterior lighting on the lot or building by replacing or adding new fixtures
  + ADA parking upgrade
  + Exterior security cameras
* Landscaping
  + Install new planting bed with perennial plants, shrubs or trees
  + Refresh an existing bed with new perennial plants, shrubs or trees
  + Replace a defective retaining wall
  + Install irrigation system to maintain landscape
  + Decorative fencing

**SIGNAGE** – An attractive sign lets the public know who and where you are but also invites the public in. Eligible projects include, but are not limited to:

* Replace outdated building or pylon/monument sign
* Replace sign panel with new graphics
* Replace defective lighting with new energy efficient lighting

MARKETING ASSISTANCE – everyone needs to let the public know who they are and what they do. We want to help! Eligible projects include but are not limited to:

* New marketing campaign

**GRAFFITI REMOVAL** – The graffiti “artists” blight every neighborhood. It is well established that the faster their work is removed, the less likely they are to return. This is the one project **EXCEPTION**, where you can come to us for assistance after you have removed the graffiti, by showing before and after photos and documentation of the services to correct and remove the graffiti. Removal may be by chemical, sand, soda blasting or painting over.

**VACANT SPACE IMROVEMENT** – in order to obtain new tenants for a vacant space, extensive tenant improvements are often required. As an active business is a better alternative for the street, rather than empty space, we can offer assistance for interior improvements to the space. Eligible projects include, but are not limited to:

* ADA improvements
* Demolition of previous finishes

**OTHER** – feel free to present your idea to us for review and we will let you know whether it aligns within the scope of our vision and mission.

**South 27th Street Business District Association Grant Application**

Applicant Information:

Legal Business Name:

D/B/A

Mailing Address:

Phone (best contact number):

Relationship to Property (Circle One):

Property Owner Tenant Both

Property Address:

Property Owner Address (If Different):

Year in Business: Profitable within last 12 months: Y/N

**Circle type of grant funding you are applying for:**

Proposed Improvement Proposed Project Graffiti Removal

Circle grant category with maximum matching fund amount limit:

Building Up to $2,500.00 Marketing Up to $1,000.00

Site-work Up to $2,500.00 Vacant Up to $5,000.00

Signage Up to $5,000.00 Graffiti Up to $1,000.00

Other Up to $2,500.00

Your Total Project Cost $\_\_\_\_\_\_\_\_\_\_\_.\_\_\_\_

Amount Requested from Association $\_\_\_\_\_\_\_\_\_.\_\_\_

**Attachments**

Please provide 3 vendor estimates that include the following:

Name of Company

Address

Tax Identification Number

Full written estimate and work details to be performed

Additional sheet describing your project with expected outcomes/benefits of the project to the district/neighborhood and how this will improve your business or capability as a business/property owner.

I have read the grant guidelines. I understand that approval of this application is subject to meeting all eligibility requirements and the availability of funds. Further, I understand that grant funds awarded are matching funds, and only work begun after approval from the Association is eligible for support and will be paid directly to the vendor. It is my responsibility to provide evidence that improvements have been completed, including documentation of project expenses incurred, prior to receiving grant fund disbursement.

Applicant Signature Date

Property Owner Signature Date

Office Use Only

Rcv’d\_\_\_\_\_\_\_\_\_ Reviewed\_\_\_\_\_\_\_\_Apprv/Deny\_\_\_\_\_\_\_\_