**2016 NEENAH DOWNTOWN SIGN GRANT PROGRAM**

**APPLICATION**

Applicant's Name_____

Business Name_____

Business Address_____

Telephone Number_____ E-Mail Address_____

Tax ID #_____ Scope of Sign Work: Repair Existing New Replacement

Type of Sign: Projecting/Perpendicular* Wall/Flush

Describe work to be completed. (Must include: a drawing, dimensions, lettering, placement, color, materials.):

_____

_____

_____

_____

Total estimated cost of work to be done_____

- Please attach your quote from a qualified sign contractor.
- $500 max 1:1 matching grant funds as 2016 budget allows. First come, first serve.

Funding Breakdown: $_____ Loan $ _____ Private Funding $ _____ Grant

Contractor_____

Approximate date work is to be completed_____

- Installation must be completed by 12/31/16. Work may <u>not</u> begin before funding is approved.

*Certification: I hereby certify that all information contained in this application is true and complete to the best of my knowledge and belief. I also acknowledge that I have been made aware of and understand the terms and conditions under which funding assistance may be provided under this program.*

_____ _____

Business Owner/Tenant Signature Date

_____ _____

Property Owner Signature (if different) Date

**2016 NEENAH DOWNTOWN SIGN GRANT PROGRAM**
**Guidelines**

**Program Description:** The Neenah Central City BID is providing grants of up to but not to exceed $500 on a 1:1 match (50% of the project) for the purchase of new or the repair or replacement of code compliant exterior signage in the BID. Funds will be awarded on a first come, first serve basis.

**Purpose:** An economic incentive. Provide funding toward attractive, historically relevant signage with the ultimate goal of retaining and recruiting businesses and creating a vibrant, vital central city business district.

**Who is eligible:** Those assessed businesses located within the 22 square block area encompassed by the Neenah Central City Business Improvement District.

**Eligible Activities:**

- ***Preference will be given to projecting/perpendicular signs.**** Flush/wall mount signs may also be considered but at the discretion of the Board. Three dimensional projecting signs promote a walkable pedestrian district and a quality visual environment.
- Materials, scale and colors (see recommended color palate 2013 Market Analysis) should complement the building's architecture, be in proportion to the building's façade and especially fit appropriately within the historic nature of the district**.*** Mounting hardware should also be attractive and tie into the overall theme/design of the sign.
- Signs should contain a minimum of words to avoid visual clutter. They are intended to announce a company's location.
- Only labor, construction and installation by a professional contractor are eligible.
- A change order must be submitted for approval by the BID if the course of work deviates from that described and approved within the original grant application.
- Work must be permitted and comply with the City of Neenah's ordinances. For further details, please see section 24-156, 157, 158, 159 & 24-185 of Neenah's municipal code (attached) or call Community Development, 886-6125.

**Consideration:** Subject to approval of the Retention & Recruitment Committee. Final determination of funding is made by the Neenah Central City BID board which meets the third Tuesday of each month - 8 a.m. in the Hauser Room at City Hall. Applicants are encouraged to attend the meeting at which their grant is being considered.

**Reimbursement:** For reimbursement, please submit the following no later than 30 days following completion of work; contractor invoice, proof of full payment (credit card receipt, canceled check), and a copy of your permit from the City of Neenah.

**Time Line:** Sign must be installed by 12/31/16. Work may not begin before funding is approved by the BID board, failure to comply will result in being ineligible for funding.

**Submission Checklist**

Completed Application Form _____Contractor Quote _____Rendering/Sketch of Work to be Completed _____