

**NEENAH CENTRAL CITY
BUSINESS IMPROVEMENT DISTRICT**

**RECRUITMENT & RETENTION
GRANT
APPLICATION**

Contact information: Executive Director
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Date Received _____
(For Office Use Only)

**Neenah Central City
Business Improvement District**

**RECRUITMENT & RETENTION
GRANT APPLICATION**

Legal Name of Business/Applicant: _____

Address: _____

Type of Business: _____ Date Established: _____

Chief Executive Officer: _____

of Existing Employees: _____ Tax ID # _____

Address: _____ Phone: _____

Contact Person: _____ Title: _____

Address: _____ Phone: _____

Proposed Project: _____

Project Description (include drawings if applicable): _____

Amount Requested: _____ Date Required: _____

(Please submit bids from no less than three qualified contractors for the project work.)

Jobs to be created or retained: _____

Do you own or rent this property? (Circle One) Monthly Lease/Mortgage Payment: _____

Term/Length of lease or date of ownership: _____

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

FINANCIAL INSTITUTION

Institution Name: _____

Contact Person: _____ Title: _____

Address: _____ Phone: _____

CALCULATION OF COSTS

Private Financing (loan/person) ÷ Program Financing (grant) =Ratio*

Total Amount Requested *Equity equal to or greater than two to one ratio.
(Calculate only those costs relative to the grant, not all costs relative to the project.)

IMPROVED ENERGY PERFORMANCE *For HVAC & Electrical Applications.*

How will this project reduce your energy bill? Anticipated percent increase in efficiency or energy savings:

Electric:_____ Natural Gas:_____

LEGAL INFORMATION

1. Have you or any officers of your company ever been involved in bankruptcy or insolvency proceedings in the past 3 years?

Yes ___ No ___ If yes, please provide the details as a separate exhibit.

2. Are you or your business involved in any pending lawsuits?

Yes ___ No ___ If yes, please provide the details as a separate exhibit.

3. Does your business, its owners or majority stockholders own or have a controlling interest in other businesses?

Yes ___ No ___ If yes, please provide their names and relationship with your company.

Name of business _____

Relationship to Applicant:_____

4. Do you buy from, sell to, or use the services of any other concern in which someone in your company has a significant financial interest?

Yes ___ No ___ If yes, please provide the details as a separate exhibit.

BUSINESS PLAN

Business description including a brief history: _____

Who makes up your management team? _____
Number of years of experience in this industry: _____

What is your geographic market? (Where do your customers come from?) _____

Who is your competition? _____

What were your sales for the last year? _____
What do your project will be total sales for the current year? _____

Do you have loans for the business? Yes or No (Circle One)
If yes, amount and monthly loan payment: _____

As an authorized representative of the organization listed above, I hereby certify that the information listed above and attached to this application is true and accurate and I am aware that any false information or intended omissions may subject me to civil or criminal penalties for filing of false public records and/or forfeiture of any loan funds approved through this program.

Signature Title Date

In the event that the above applicant is not the owner of the property for which the grant dollars are being applied, then the property owner must authorize consent of the aforementioned project by signing below.

Signature Title Date

NEENAH CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT RECRUITMENT AND RETENTION GRANTING PROGRAM

The purpose of the Recruitment and Retention Fund is to promote economic development in the Business Improvement District of the City of Neenah by attracting new business, improving existing businesses, or relocating businesses to within the BID. Such purposes are declared to be a public purpose for which both public and private funds may be expended. Through the Recruitment and Retention Fund, the Downtown Neenah Business Improvement District (BID) will provide grants tailored to meet the needs of qualified individuals for eligible property improvement projects. The guidelines provided are intended to be used in the general structuring of economic development projects. The objectives of the Fund are to:

- A. Stimulate commercial business growth and expansion in the Business Improvement District with an emphasis on retail.
- B. Diversify Business Improvement District's economic base.
- C. Attract financially and managerially sound new business and capital to the BID.
- D. Support start-up businesses in the BID which will enhance the entrepreneurial climate in Neenah.
- E. Assist in targeted recruitment efforts to prospects from outside of the Neenah area.
- F. Stimulate private sector investment in long-term structural changes to increase productivity, create new employment opportunities, and increase the tax base in the BID.
- G. Assist in the overall Downtown revitalization process and assist with the implementation of the Market Analysis and Branding Study, Neenah's Vision 20/20 Plan, and BID Operating Plan.

Basic criteria that will be used as a basis for considering applications:

- The potential of a project to promote economic development.
- Whether the project will have a positive effect on the district environment.
- The quality and amount of the applicant's contribution to the project.
- For retention of existing businesses – the longevity of the business and their contribution to the community.
- For the recruitment of new businesses – the fit in the district and pertinent business experience or background. Does this new business fit into one of the niches as identified by the 2013 Market Analysis and Branding Study?

DOWNTOWN NEENAH BUSINESS IMPROVEMENT DISTRICT RECRUITMENT AND RETENTION FUND GRANT APPLICATION

1. PROGRAM FUNDING

- a. The Fund will contain funds designated by the Downtown Neenah Business Improvement District (BID) Board annual budget. The Fund will provide grant funds for commercial development activities in the Neenah Central City. Funds awarded annually on a first come, first serve basis. Applicants may apply for no more than \$5,000 in total grant dollars.

2. ELIGIBLE AREA

- a. The activity financed must be in the area designated “Neenah Central City Business Improvement District.” See attached map for designated area.

3. ELIGIBLE APPLICANTS

- a. Applications may be submitted by the owner/principal of any business wishing to establish a new or improve an existing operation in the BID. Only projects consistent with the 2013 BID Market Analysis and Branding Study, Neenah’s Vision 20/20 Plan, and BID Operating Plan will be considered. Special consideration will be given to those projects that are tied to retail and are mindful of the business mix necessary for a vital, strong, vibrant downtown. Please refer to fund objectives.
- b. Applicants shall not be disqualified based on age, race, religion, color, handicap, sex, physical condition, development disability as defined in s.51.01(5), sexual orientation or national origin.

4. ELIGIBLE ACTIVITIES

Program grant funds shall be available for:

- Physical and leasehold improvements -- build out. Long-term upgrades and enhancements to the building structure that will improve its property value for years to come including but not limited to HVAC, electrical, plumbing, and structural.
- Items such as paint and carpet may be considered but only at the discretion of the committee/board. Such cosmetic improvements are of a secondary consideration.
- Improvements unique to an individual business’ specific purpose are *not* eligible. Grant seeks to improve overall property value and attractiveness.

5. MINIMUM REQUIREMENTS

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

- a. Funding Match. Grant funds can finance *up to* 33% of eligible project costs, to a maximum \$5,000 grant. For every dollar of grant funds provided, the applicant must provide at least two dollars of matching funds. As an example, a \$15,000 project would qualify for a \$5,000 grant (33%) with the applicant providing \$10,000 (1 to 2), and a \$19,000 project would qualify for a grant at the maximum \$5,000 cap.

- b. Financial Feasibility and Business Viability. The applicant must demonstrate that the proposed project is viable and the business will have the economic ability to succeed.
- c. Location. Activities financed under the Program must be located within the Downtown Neenah Business Improvement District as defined in section 2a.
- d. Compliance with Applicable Laws. Applicants shall comply with all applicable local, state and federal laws and codes.
- e. Applicant Contribution. Applicants must contribute at least 10% cash equity into the project.
- f. Project Initiation. ***Grant seekers may not begin the project for which grant dollars are sought before the grant is approved. Commencing with project work prior to the grant approval process will make you ineligible!***
- g. Program Funding. Grant dollars shall be the last used in the project, following confirmed use of applicant's 66% of project funding through private funds (see p. 6.a.), this to include applicant's 10% cash equity contribution (see p. 6.e.). Written confirmation of such expenditures shall accompany the request for disbursement of awarded grant funds.
- h. Project Completion. Due to the nature of the Recruitment Grant Fund, applicants shall agree that the project for which the grant was awarded shall be completed within six (6) months of the grant date.

6. REPAYMENT

The Recruitment Grant Fund may require repayment as follows:

- a. Full amount: due if business fails to operate or relocates out of the district one year from grant date.
- b. 50% of grant: due if the business relocates out of the district or is in operation more than one year, but less than two years from grant date.
- c. No repayment required if business relocates out of district or is in operation two or more years from grant date.

7. APPLICATION PROCESS

Before submitting an application, the applicant shall discuss the program with Future Neenah, Inc. (FNI), the administrative arm of the BID. FNI shall provide the applicant with the appropriate application forms and shall assist the applicant, as necessary, in completing the application. All financial information shall be kept confidential. FNI may be contacted at 920/722-1920.

a. TIMING

Applications may be submitted at any time during the calendar year, however annual budgeted funding is limited and is awarded on a first come, first serve basis. Please allow no less than 5 weeks for consideration as the Retention & Recruitment Committee and BID board generally meet monthly.

b. PRIORITY

Applications will be evaluated in the order received. Priority shall be placed on projects, which emphasize:

1. Impact on Downtown Neenah (see area map on page 9)
2. Consistency with the BID-operating plan & '13 Market Analysis and Branding Study
3. Leverage of private funds
4. Availability of recruitment grant funds
5. Improved Energy Performance/Efficiency
5. Other factors as deemed appropriate

c. FINAL GRANT DECISION

Each completed application will be reviewed by the BID Recruitment & Retention Committee and submitted to the BID Board for action. The BID Recruitment and Retention Committee and BID Board will make a decision in a timely manner after receipt of a completed application. A rejected application may be resubmitted, provided it is revised in accordance with the Committee's recommendation and fund dollars are still available. Decisions of the BID Board shall be final.

d. GRANT PROCEDURE

You are *not* eligible for grant money if the project is begun before the grant is reviewed and approved. Only after BID board approval and the execution of a contract by the grantee may work begin. The grant will be awarded upon project completion.

e. GRANT REAPPLICATION

Retention. An existing business at an address which has successfully applied for and received previous funding may reapply for additional grant funding two or more years from the original grant date, provided the requested grant dollars fund a new scope of eligible work.

Recruitment. A new business at an address which has successfully applied for and received previous funding may reapply for additional grant funding two or more years from the original grant date. In the case of a new business, the BID board may consider, at their discretion, physical leasehold improvements previously funded by the program provided they are a crucial component vital to the business' success in the district.

RECRUITMENT FUND GRANT PACKAGE

Applicants shall submit a grant request package consisting of the following information:

1. Application. A completed application form, as provided by Future Neenah, Inc.
2. Project Quotes: Please submit bids from no less than two qualified contractors for the project work. (Receipts and lien waivers shall be required upon project completion.) Subcontractor quotes do *not* count toward the two required bids.

3. Letters of Financial Commitment. Letters of commitment from borrowers and/or lenders must evidence all funds committed to the project.
4. Copy of Recent Utility Billings to demonstrate energy savings as a result of increased efficiency. (in the case of HVAC or electrical)
5. Federal/State/Local Requirements
All projects financed with Fund dollars are subject to all applicable federal, state and local laws and regulations.

(2 a ELIGIBLE AREA)
CENTRAL CITY BUSINESS IMPROVEMENT DISTRICT
MAP OF DISTRICT BOUNDARIES

