



Placemaking / Beautification Grant Dollars Neenah Central City Business Improvement District (BID)

BID businesses can receive a one-time cash match of up to \$500 for a placemaking or beautification effort.

WHAT:

- Placemaking creates outdoor spaces and destinations for a community to gather as well as improvements to the aesthetics of areas that connect and revitalize neighborhoods. The Placemaking Grant will fund the creation and cultivation of outdoor spaces and destinations in our central city.
- Funds may be used for (including but not limited to): amenities, street furniture, displays, seating, materials, landscaping, murals, site preparation, artist fees, decorative lighting, parklets, alley activations, play areas, community gardens, public art installations, etc.
- Permanent V Temporary: Projects should contain some component that is permanent or reusable (infrastructure).
EX: Annual flowers w/ pots to be used every year. Permanent electric, hardware & mounting for decorative lighting.

WHO / WHERE:

All businesses located within the 22 square block Neenah Central City Business Improvement District that paid a 2021 BID assessment. This area extends from the Library on the East to the overpass on the West and Canal Street on the North to Orange Street on the South. If you have any questions as to whether your business is eligible or not, contact the Future Neenah office, 722-1920.

WHEN:

This rebate offer will end while the \$5,000 in funding lasts (first come/first serve).

WHY:

- To create interactive, well-designed community spaces that are welcoming and engaging for locals and visitors.
- To drive support of our downtown district and businesses.
- To elevate the pedestrian experience and beautify our community.
- To define the physical, cultural, and social identity of our district and support the ongoing evolution.

As more people come to Downtown Neenah to shop, dine, play, live and work, it's crucial for us to maintain a welcoming and safe environment.

HOW:

Step 1: Before you begin your project or make a purchase, submit the application form and 3 attachments (see application) to the Future Neenah office. Preference will be given to creative and unique projects demonstrating quality and interactivity.

Step 2: After the project is complete, submit proof of payment (canceled check, credit card receipt, paid invoice) as well as an after photo of the completed project or purchase. A check for up to \$500 (1 to 1 match) will be cut back to you within 2 weeks, provided you complied with the rules of the program.

MISC:

- Maximum ad grant available = Up to a \$500 grant on a 1 to 1 match. Limit one per business.
- Submission of an application does not guarantee acceptance or funding.
- Submitting party is responsible for obtaining all legal and municipal permits and permission.
- NO submissions including overt religious, political, or advertising messages will be considered.

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BID BUSINESS INFORMATION

Business Name: _____

Address: _____

Contact Name: _____

Email: _____

Phone: _____

PROJECT INFORMATION

- Describe the project details (who/what/where/when/why):

WHO (contractor or company): _____

WHAT: _____

WHERE: _____

WHEN: _____

WHY: _____

HOW: _____

- Cost: Grant Request: \$_____ Personal Funding: \$_____ Loan: \$_____
- Attachments (three): 1.) Rendering or Sketch of project or purchase. 2.) Before Photo 3.) quote or bid

BEFORE: Submit this completed form with 3 attachments.

AFTER: Submit proof of payment and photo of completed project or purchase to:

Downtown Neenah
135 West Wisconsin Avenue
Neenah, WI 54956
downtown@neenah.org



Examples of placemaking:

