NEENAH DOWNTOWN SIGN / AWNING GRANT PROGRAM 2022

<u>APPLICATION</u>

Applicant's Name_____

Business Name_____

Business Address_____

Telephone Number_____ E-Mail Address_____

Tax ID #_____

Scope of Awning Work: Repair Existing   Remove Existing   Replace Existing
-OR-
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 competing quotes from 2 qualified sign OR awning contractors.
- $500 max 1:1 matching grant funds as 2022 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 12/31/22. 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

2022 NEENAH DOWNTOWN SIGN / AWNING 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) based on the low quote for the purchase of new or the repair or replacement of code compliant exterior signage or awnings in the BID. Funds will be awarded on a first come, first serve basis.

Purpose: An economic incentive. Provide funding toward attractive awnings or 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. Only 1 application per tax key parcel will be considered.

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.
- *Preference will be given to front or primary entrance awnings.* Rear or alternate entrance, decorative and alley awnings will also be considered but at the discretion of the Board.
- 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 12/31/22. 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 _____ 2 Contractor Quotes _____Rendering/Sketch of Work_____