



North Main Street Corridor Grant Program City of Fond du Lac



920-322-3440



www.fdl.wi.gov

2025 North Main Street Corridor Grant Program

Introduction

Building a Thriving Community Through Diverse Spaces

A lively community thrives on a range of distinct districts or areas where individuals can connect and access desired services and activities. In the development of the City's Comprehensive Plan, residents of Fond du Lac pinpointed the North Main Street Corridor as a region in need of public investment. The North Main Street Corridor Long Term Vision Plan lays out the City's long-term strategy for improvements, redevelopment, beautification, and the overall revitalization of North Main Street. For more details, please visit our website:

<https://www.fdl.wi.gov/community-development/north-main-street-corridor/>

Project Goals and Objectives

This grant program is an opportunity for eligible business owners to contribute to the revitalization of North Main Street.

- **Enhance Economic Growth and Boost Economic Activity:** Provide financial support to businesses to help them grow and prosper. By restoring and updating building facades, we will create a welcoming environment to attract more visitors and customers.
- **Enhance Aesthetic Appeal:** Encourage the maintenance and enhancement of buildings and facades. We will restore and update building exteriors while incorporating modern elements.

Eligibility Criteria

To apply for the grant, business owners must meet the following criteria:

- The business must be located in the North Main Street Corridor Redevelopment Area.
- The business will need a clear plan for how the grant funds will be used.
- This grant is meant to support only new projects and will not cover reimbursement for projects that have already been finished or funded.

Required Design Approval Process

In addition to meeting the eligibility criteria and submitting a complete application, design proposals will be subject to review by the Downtown Architectural Review Board. This ensures that all projects align with the aesthetic standards of North Main Street while fostering a cohesive and appealing environment.

- **Submission of Design Plans:** Applicants must submit detailed design plans, including architectural drawings, renderings, and any other relevant visual materials that illustrate the proposed changes to the building or site.
- **Review by the Downtown Architectural Review Board:** The board will evaluate the design plans to ensure they adhere to the guidelines. This includes assessing the use of materials, color schemes, and overall impact on the streetscape.
- **Feedback and Recommendations:** The board may provide feedback or recommend modifications to ensure compliance with design standards. Applicants may be required to revise their plans based on these recommendations.
- **Final Approval:** Once all adjustments are made, the board will issue a final approval, allowing the project to proceed. This approval is necessary before any construction or renovation work begins.

Importance of Design Approval

Applicants should allocate ample time for the review process and be ready to collaborate with the board to ensure optimal project outcomes. This teamwork protects the area's integrity and enhances the community, making North Main Street a preferred destination for residents and visitors.

- **Preservation of Character:** Ensures that renovations respect and preserve the unique elements that define The North Main Street Corridor.
- **Quality Assurance:** Guarantees that all modifications meet high standards of design and construction, contributing to the long-term success and sustainability of the initiative.

How to Apply

Interested business owners can apply by providing the following information and documentation:

1. **Applicant Information:** Provide your business name, address, and contact details.
2. **Project Proposal:** Include a detailed description of your proposed project, outlining its purpose, goals, and projected impact on North Main Street.
3. **Budget Details:** Submit a comprehensive budget for your project, detailing the total cost, amount requested, and any other funding sources.
4. **Project Timeline:** Provide a timeline for your project with key milestones and deadlines.
5. **Supporting Documentation:** Attach any relevant documents, such as letters of support, organizational bylaws, and financial statements.
6. **Submission:** Complete the application and submit it to the City of Fond du Lac Community Development Department.

Reminder: This grant is meant to support only new projects and will not cover reimbursement for projects that have already been finished or funded.

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Community Development
160 S. Macy St.
Fond du Lac, WI, 54935



City of Fond du Lac

North Main Street Corridor Grant Program

Project Application

Applicant Name	
Business Name	
Business Address	
Business Owner	
Contact Person	
Phone Number	
Mailing Address	
Website (if applicable)	
Tax ID/EIN (if applicable)	
Type of Organization	

The applicant commits to hiring a fully licensed and insured contractor to perform all work detailed in this proposal. The selected contractor will be required to pull all necessary permits from the City of Fond du Lac.

CONTRACTORS: LIST ALL THAT APPLY	PHONE- EMAIL	CREDENTIAL REQUIREMENTS
GENERAL CONTRACTOR:	Ph.	
ADDRESS:	Email	
ELECTRICAL CONTRACTOR:	Ph.	
ADDRESS:	Email	
HVAC CONTRACTOR:	Ph.	
ADDRESS:	Email	
PLUMBING CONTRACTOR:	Ph.	
ADDRESS:	Email	

Possible Uses for Grant Funds

When applying for the 2025 North Main Street Corridor Grant Program, it's essential to consider how the grant funds can be utilized to enhance your business and contribute to the revitalization of North Main Street.

Please select from the checklist of projects and improvements that the grant money will be allocated towards along with estimated cost:

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| <p><input type="checkbox"/> Exterior Improvements: \$_____</p> <ul style="list-style-type: none"><input type="checkbox"/> Painting and refinishing of building facades<input type="checkbox"/> Replacement or repair of windows and doors<input type="checkbox"/> Installation or refurbishment of awnings and canopies <p><input type="checkbox"/> Signage: \$_____</p> <ul style="list-style-type: none"><input type="checkbox"/> Design and installation of new business signage<input type="checkbox"/> Restoration of current business signage <p><input type="checkbox"/> Structural Repairs: \$_____</p> <ul style="list-style-type: none"><input type="checkbox"/> Roof repairs or replacements<input type="checkbox"/> Foundation stabilization and repairs<input type="checkbox"/> Exterior brickwork and masonry restoration | <p><input type="checkbox"/> Accessibility Enhancements: \$_____</p> <ul style="list-style-type: none"><input type="checkbox"/> Installation of ramps or lifts for improved accessibility<input type="checkbox"/> Widening of doorways and entrances <p><input type="checkbox"/> Outdoor Spaces: \$_____</p> <ul style="list-style-type: none"><input type="checkbox"/> Creation or enhancement of outdoor seating areas<input type="checkbox"/> Landscaping and beautification of surrounding property <p><input type="checkbox"/> Security Enhancements: \$_____</p> <ul style="list-style-type: none"><input type="checkbox"/> Installation of security cameras and systems<input type="checkbox"/> Improved lighting for safety and visibility<input type="checkbox"/> Alarm systems and access control installations |
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Total Cost: \$_____

Please provide a brief description of your proposed project:

I certify that the information provided in this application is true and accurate to the best of my knowledge.

Signature: _____

Date: _____

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