

# **North Main Street Corridor Grant Program**

## **Frequently Asked Questions (FAQ)**

### **Section 1: Eligibility**

***Q: Who is eligible to apply?***

A: Both commercial property owners and business owners located within the designated North Main Street corridor are eligible to apply.

***Q: Can I apply if I rent my space?***

A: Yes. Tenants are strongly encouraged to apply. To be eligible, your application must include a signed consent form from your landlord/property owner approving the specific project you are proposing.

***Q: What if my project is not listed on the application?***

A: The list of eligible projects on the application includes the most common examples, but it is not exhaustive. If you have an idea for an exterior improvement that is not listed, please contact Corrin Cheevers at (920) 322-3447 to discuss its eligibility before you submit your application.

### **Section 2: Funding & Finances**

***Q: How much funding can I receive and how much do I need to contribute?***

A: This is a matching grant program where you are required to contribute to the project cost. The City contributes one-third (1/3) of the project cost, funding up to 30% of the total eligible project costs. The business owner is responsible for contributing the remaining two-thirds (2/3).

***Q: When and how can I expect the funds to be provided after approval?***

A: This is a reimbursement-based grant. Funds are only provided after your approved project is fully completed and you have paid all associated costs. Once you submit proof of payment and the work is verified by City staff, the City will issue a check to you for the approved grant amount.

***Q: Do I need to pay to submit an application?***

A: No. There is absolutely no fee to apply for the grant.

### **Section 3: Eligible Projects & Requirements**

#### ***Q: Can I apply for more than one project?***

A: You may submit one grant application per property during each funding cycle. This policy ensures that program funds can be distributed as widely as possible. However, your single application can bundle several improvements together (e.g., new signage and facade painting) as one comprehensive project.

#### ***Q: What is not eligible for funding?***

A: Grant funds cannot be used for interior renovations, normal business operating costs (rent, salaries, inventory), non-permanent equipment, payment of debt or taxes, or any work started before receiving an official grant award letter.

#### ***Q: Why do I need to hire a contractor? Can I do the work myself?***

A: To ensure quality, safety, and compliance with City codes, all work must be performed by licensed and insured contractors. This protects you, the public, and the integrity of the program.

#### ***Q: Why do I need DARB approval when my building is not historic?***

A: The Downtown Architectural Review Board (DARB) provides design oversight for the entire North Main Street corridor to ensure all renovations contribute to a cohesive and attractive appearance for the whole district. This protects property values and strengthens the business environment for everyone.

### **Contact Information**

If you have any further questions, please do not hesitate to reach out.

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