

GRANT GOALS AND PROGRAM BASICS

East Troy's Façade Revitalization Grant program has been designed to improve the curb appeal of the community's commercial structures and support ongoing investment in local businesses. Through these improvements, **the Village hopes to foster the growth of current and new businesses.**

See full program document for a comprehensive list of goals.

COMMUNITY DEVELOPMENT AUTHORITY

Village of East Troy

2015 Energy Drive
East Troy, WI 53120

Contact:

Eileen Suhm

Village Administrator/
CDA Executive Director

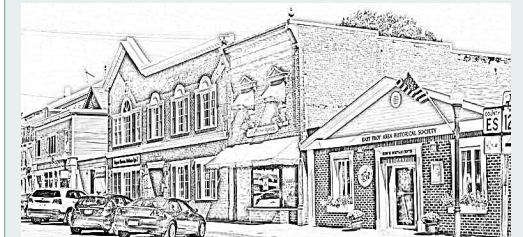
General Phone: 262-642-6255

Direct Phone: 262-684-5482

E-mail: esuhm@easttroywi.gov

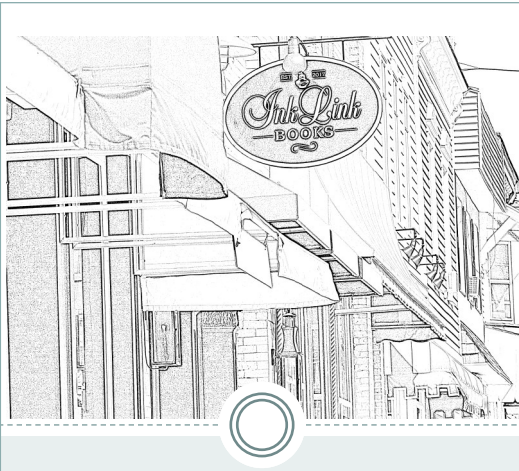


PILOT COMMERCIAL FAÇADE GRANT PROGRAM



COMMUNITY DEVELOPMENT
AUTHORITY (CDA)

Village of East Troy



General Information

Building and business owners are eligible for reimbursement of 50% of the actual improvement costs, up to a maximum grant request of \$20,000

This is a competitive grant program. Applications are only accepted during specific period. Please check our website under the Development menu for further information or contact staff to find out when applications are accepted or current deadlines.

You can also watch for future application cycles by following the Village of East Troy on Instagram or Facebook!

QUALIFICATIONS & HOW TO APPLY

Grant program applicants must meet the following eligibility criteria. All work must be completed after grant approval to be eligible for grant reimbursement.

- ✓ Owners of commercial properties used wholly or partially for commercial activities, or building tenants with leases exceeding two years in length for any commercial property within the Village's municipal boundary.
- ✓ Projects eligible for grants may receive reimbursement of up to 50% of the actual improvement costs (roofs will not exceed a total of 25% of the project budget).
- ✓ Projects must have a minimum total budget of \$5,000.
- ✓ After approval, all relevant Village of East Troy permits must be obtained, and all work completed must meet Village of East Troy codes and regulations, including any occupancy requirements.
- ✓ Projects in the Downtown Village Square must include façade improvements that align with the Village's Downtown Design District Guidelines.
- ✓ Have not received more than \$20,000 in grant incentives for the property from the Village in the last 10 years.

Locate the full program document and applications at www.eastroywi.gov
-click on Business Development
-select CDA—Pilot Commercial Façade Grant Program

or

e-mail esuhm@eastroywi.gov to request the document

ELIGIBLE IMPROVEMENTS

Eligible improvements under this grant program include, but are not necessarily limited to:

- ✓ Electrical work, including service upgrades
- ✓ Exterior improvements, including façades, siding, windows and doors, awnings, re-pointing (once per building), lighting, stairs, railings, and exits
- ✓ Exterior Lighting
- ✓ Painting, façade 'unveiling' and masonry cleaning
- ✓ Signage
- ✓ Design services, including architectural and interior design
- ✓ Roof repair and replacement will not exceed 25% of the total budget
- ✓ Residential units in commercial structures are eligible if paired with more significant improvements to the commercial façade component of the structure.

*Eligible zoning districts: CB Central Business, HB Highway Business, and NB Neighborhood Business Districts

See Façade Grant Program document for a full list of eligible and ineligible improvements, limitations on roof repairs, and further description of residential unit eligibility.

