

COMMUNITY DEVELOPMENT AUTHORITY
VILLAGE of EAST TROY

COMMERCIAL FAÇADE GRANT



The
Village of East Troy

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Last update: October 23, 2024

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Front cover image: Village of East Troy

Back cover image: East Troy Area Chamber of Commerce

GRANT GOALS & PROGRAM BASICS

1. Increase the vibrancy of the commercial, civic, and religious properties throughout the Village of East Troy.
2. Create a better and economically viable future for businesses, organizations, and property owners.
3. Encourage investment in downtown and the surrounding commercial corridors.
4. Assist property owners in attracting retail and service businesses to vacant locations.
5. Enhance the character and appearance of the village's commercial areas and entryways to the community.
6. Promote pedestrian-oriented design principles to attract visitors and shoppers.
7. Restore and enhance the historic and architectural character of the village.
8. Foster a sense of pride in East Troy and the wider community.

East Troy's Façade Revitalization Grant program has been designed to improve the curb appeal of the community's commercial, civic, and religious structures and support ongoing investment in local businesses.

Through these improvements, **the Village hopes to foster the growth of current and new businesses and the above mentioned organizations.** This emphasis on business growth and expansion as well as curb appeal of civic and religious buildings will enhance the vitality of the village's commercial areas, attracting new customers and their dollars to businesses and additional investment in the village over time.

Through this program, the Village of East Troy will provide matching grants to encourage improvements to exterior façades of commercial, civic, and religious structures to make them attractive, safe, and code compliant for current and new occupants. The Village of East Troy Façade Revitalization Grant will support building improvement projects that use quality materials, improve the building's appearance, and reinforce the importance of the Village Square and the Main Street corridors economically to East Troy.

Under this program, building and business owners are eligible for reimbursement of 50% of the actual improvement costs, up to a maximum grant request of \$20,000 (25% of total project budget will be allowed for roof repair and replacements).

Applications for this grant program must be submitted to staff at Village Hall by 3:00 pm on Friday, February 28, 2025.

Grant applications are reviewed by staff and then forwarded to the Community Development Authority (CDA) for consideration, with final approval by the Village Board.

QUALIFICATIONS & HOW TO APPLY

APPLICANT & PROJECT ELIGIBILITY

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, civic, or religious properties used wholly or partially for commercial, civic or religious activities, or building tenants with leases exceeding two years in length. Applications will be accepted for any commercial properties within the Village's municipal boundary.
- ✓ Projects eligible for grants may receive reimbursement of up to 50% of the actual improvement costs (roof repair and replacement will not exceed a total of 25% of the project budget) with a maximum grant of \$20,000.
- ✓ 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: <https://ecode360.com/27769421>.
- ✓ Have not received more than \$20,000 in grant incentives from the Village in the last 10 years for the property.

ELIGIBLE & INELIGIBLE IMPROVEMENTS

ELIGIBLE IMPROVEMENTS

Properties used wholly or partially for commercial, civic, and religious activities and located within the Village of East Troy, as noted in the **Applicant & Project Eligibility** section can apply. This grant program intends to promote quality improvements to the commercial, civic, and religious properties and the ground level commercial lease space.

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: exterior improvements to residential units in a mixed-use commercial and residential building (in designated zoning districts*) are eligible if paired with more significant improvements to the commercial façade component of the structure. Improvements only to the residential units are not eligible.

*Eligible zoning districts: CB Central Business, HB Highway Business, and NB Neighborhood Business Districts (see: <https://villageofeasttroy.zoninghub.com/zoningmap.aspx>) Residential Zoning Districts allowed for civic and religious organization use only.

INELIGIBLE IMPROVEMENTS

Projects and expenses such as the following are not eligible:

- ✗ Building or land acquisition
- ✗ Building expansion
- ✗ Conversion of first floor commercial space to residential use
- ✗ Demolition, including emergency or safety-related demolition expenses (with the exception of demolition that is required for larger

catalytic redevelopment opportunities)

- ✗ Energy conservation improvements
- ✗ Fire and security alarm systems
- ✗ Fire sprinkler system installation or upgrade, including any needed water service improvement
- ✗ Flood or water damage repairs
- ✗ Furnishings, equipment, or personal / business property not affixed to the real estate
- ✗ Heating, ventilation, and air conditioning
- ✗ Interior improvements supporting tenant occupancy
- ✗ Legal fees
- ✗ New building construction
- ✗ Parking lot resurfacing
- ✗ Permit fees
- ✗ Pest extermination
- ✗ Plumbing
- ✗ Restoration of historic or original interior architectural features, including ceilings, light fixtures, floors, and architectural detailing
- ✗ Structural repairs
- ✗ Utility service upgrades, including water, grease trap, or sewer connections
- ✗ Work begun prior to application submittal or done without a required building permit as part of an approved project
- ✗ Residential units, either multi-unit or single-family
- ✗ Properties with delinquent fees owed to the Village of East Troy or with an active code compliance matter
- ✗ Properties with real estate tax delinquencies, or in litigation, condemnation, foreclosure, or receivership

APPLICATION SUBMITTAL

Applicants are encouraged to meet with Village staff in advance of submitting a grant application to review grant requirements and to determine how the Façade Revitalization Grant can best work for their project. Applications for this grant program must be submitted to staff at Village Hall by 3:00 pm on **Friday, February 28, 2025**. Property owners are required to be co-applicants on any grant application for their business owner tenants.

To complete an application for the East Troy Square Revitalization Grant, prospective applicants shall provide the following:

- Completed Application Form (see page 10) including the following:
 - Project description
 - Property location and photo(s) of current conditions
 - Total anticipated budget
 - Total anticipated grant request
 - Estimated timeline and completion date
- Itemized List of proposed improvements
- For properties in the Village Square, confirm conformance with Downtown District Guidelines: <https://ecode360.com/27769421>
- Completed bids from at least two (2) contractors for work specified on the Itemized List. Qualified applicants may apply and serve as their own contractor, but only project materials will be reimbursed by the grant. The CDA may approve sole source bids for specialized work, if reasonable attempts to obtain a second bid have been unsuccessful.
- Digital photographs of interiors and exteriors where improvements will occur
- Drawings and/or modified photographs clearly showing proposed improvements
- Paint and material samples
- Proof of property ownership and any executed leases for commercial, civic, and/or religious spaces to be improved

Additional information will be required for joint property owner/business owner tenant applications. For business owners, the information and forms listed below shall be submitted as part of this application. *All background/credit check forms will be kept confidential to the extent allowed by public record laws.*

- Authorization to Conduct Credit and Background Check (Business Owner Only.)

EVALUATION PROCESS

During the initial evaluation process, staff will work with each applicant to ensure a complete grant application.

- Once complete, Village staff will initially review the applicant's project plan, credit and background checks, confirm any code violations, and summarize the project purpose, based upon discussions with the applicant.
- Village staff will then submit the completed application and summary to the Community Development Authority (CDA) for their consideration.
- Grant applications will be reviewed by the Village of East Troy's CDA.
- Grant applicants must attend the Community Development Authority meetings when their representation is requested to respond to any application and project-specific questions.
- All applicants will be required to execute a grant agreement and provide a W-9 with the agreement.
- If the CDA recommends approval of a grant in excess of \$10,000, staff will prepare the Revitalization Grant Agreement, and forward the agreement to the Village Board for approval.

If denied by the CDA, staff will inform the applicant in written form within five (5) business days of application decision with the reasons for the denial. Applicants receiving a denial may re-apply for a new project grant.

Village staff will maintain a record of each completed application and process recommendations.

Applicants should strive to maintain the property without changes or alterations to work funded by the Façade Revitalization Grant Program for a period of three (3) years from the date of completion. As part of any approval, the Village Board may require the owner of the subject property to consent to imposition of a lien on the property to ensure that the property continues to be maintained in accordance with the terms of the grant. A lien form is provided.

EVALUATION CRITERIA

The CDA and Village will evaluate applications based on:

- ✓ Is the project eligible?
- ✓ Is the application submission thorough and thoughtful?
- ✓ Will the potential improvements be beneficial to the community's appearance and business, civic, and/or religious growth?
- ✓ Will the project positively contribute to the community's revitalization objectives?
- ✓ Will the project leverage more investment than the required grant match by the applicant?
- ✓ Will the project enhance the building's exterior appearance and that of neighboring buildings?
- ✓ Is the project addressing a blighted building or visible maintenance issues?
- ✓ Is the project in reasonable proximity to other public and private investments, such as Village-involved catalyst projects, previously award façade grant projects, streetscape projects or location in commercial corridors?
- ✓ Will the grant result in an improvement that would not be made otherwise?
- ✓ Is the applicant's project plan viable, given their qualifications and established history of ownership?
- ✓ Are the proposed improvements durable and sustainable for the long-term (structural versus less permanent improvements)?
- ✓ Does the project comply with the Village's Downtown Design District Guidelines? *properties in the Downtown Village Square area only*
<https://ecode360.com/27769421>

AFTER THE APPLICATION PROCESS

After the Façade Revitalization Grant Agreement is signed by the applicant and/or the property owner and the Village of East Troy, applicants must apply for and receive all necessary building permits prior to undertaking any work requiring a permit under the Village's Building Code.

Project construction will proceed according to the approved plans and subject to periodic Village inspections. Construction must be completed within 1 year of the execution date of the Façade Revitalization Grant Agreement, unless a written extension is granted as described in the Grant Reimbursement section below.

GRANT REIMBURSEMENT

Grant reimbursements for approved applicants will be made within forty-five (45) days after the following documentation has been submitted:

- Copies of all paid invoices and cancelled checks for all of the work described in the approved grant. The total amount of paid project work must at least equal the grant recipient's required match amount plus the amount of the revitalization grant. All paid project expenditures must be acknowledged or signed and dated by the project contractors.
- W9 for entity applying and receiving grant funds.
- Copies of the signed contracts with the contractors that were chosen to do the work.
- Copies of lien waivers from all general contractors, sub-contractors, and major material suppliers.
- Photograph(s) of the completed project.

Village staff will inspect all work to ensure that it complies with the approved project plans. Any changes to the approved plan will require a written request from the applicant and approval by the CDA in order to retain the revitalization grant.

The Village of East Troy reserves the right to refuse reimbursement in whole or part through this revitalization grant program for either work or expenditures that:

- Do not conform to the project proposal(s) submitted with the application and approved by the CDA and East Troy Village Board (as applicable).
- Do not conform to the Village's Downtown Design District Guidelines (<https://ecode360.com/27769421>) - *for properties located in the Downtown Village Square area only.*
- Are not completed within 1 year from the CDA approval date (or Village Board for grants over \$10,000).

Since the CDA cannot reserve funds for a project indefinitely, a grant may be subject to cancellation if approved work has not been completed or significant progress has not been made by the progress deadline. Requests for extensions will be considered only if made in writing to the CDA, and significant progress toward completion has been demonstrated. Any request for extension should also specify the likely project completion date.

APPLICATION CHECKLIST

Applicant Name(s): _____

Project/Property Address: _____ Anticipated Project Budget: _____

Grant Request (50% of eligible costs with a maximum grant request of \$20,000): _____

Portion of Grant Request limited to 25% of the total project budget if applicable: _____

Estimated Project Completion Date: _____

The following should be included with your application:

- Completed and Signed Application Form
- Itemized List of Proposed Improvements
- Completed Bids from two (2) Contractors, applying Federal Labor Standards, if applicable
- Digital Photographs of the Building and Areas Proposed for Improvement
- Drawings and/or modified Photographs showing Proposed Improvements
- Paint and Material Samples
- Proof of Property Ownership
- Executed Lease (from tenant applicants)
- A Vision Statement for Results of Improvements if Building is Vacant

For business owners, the following information and forms should be submitted as part of this application. All financial information, proprietary information forms, and background/ credit check forms are confidential and used exclusively for grant review and will be returned to the applicant after the CDA completes its application review and Approval.

- Authorization to Conduct Background and Credit Check (Business Owner Only. See page 12.)
- The Village reserves the right to request tax records of the property owner.

APPLICATION

In submitting this application, the applicant(s) acknowledge and agree that they will comply with the terms and conditions of the Village of East Troy's Façade Revitalization Grant Program.

Applicant Information:

Business Owner/Applicant Name: _____

Business or Organization Address: _____

Phone Number: _____ Mobile Number: _____

E-mail: _____

Property Owner/Applicant Name: _____

Phone Number: _____ Mobile Number: _____

Project/Property Address (Please include a photo of the property): _____

Business Owner/Applicant Lease Expiration Date: _____

Project Information:

Project Description (Please use additional sheets if needed): _____

Proposed Timeline for Improvements to Occur: _____

Describe How the Proposed Project will Benefit the Business and/or Property: (Please use additional sheets if needed):

Financial Information:

Anticipated Project Budget: _____

Grant Request (50% of eligible costs with a maximum grant request of \$20,000): _____

Portion of the Grant Request limited to 25% of total project budget if applicable: _____

Who is the Preferred Bidder? Please Explanation Why they are Preferred: _____

What Will Receipt of the Grant Funds Enable You To Complete That Would Not Be Done Otherwise? _____

Do You Anticipate the Improvements Will Leverage More Investment Than the Required Match and How? _____

APPLICATION (CONT.)

Explain How the Proposed Project is Impactful to the Community: _____

Current Use of Property:

Tenants at Project/Property Address (Total): _____

Commercial Units: _____ # Civic/Religious Use Units: _____

Residential Units (grant only applies to a residential unit façade improvement if done in conjunction with a commercial structure façade improvement – see page 5 for further details): _____

Will There Be Any Changes to Current Uses at Property/Project Address? _____

Business Owner/Applicant Signature: _____ Date: _____

Property Owner/Applicant Signature: _____ Date: _____

**If building is vacant, please attach a vision statement for the anticipated results of improvements*

BACKGROUND & CREDIT CHECK AUTHORIZATION

I, _____ (print name), do hereby give permission for the Village of East Troy to conduct a background and credit check in relation to my application for a Façade Revitalization Grant. I will provide information that is necessary for the Village to conduct such investigations.

Signature: _____

Date: _____

LIEN AUTHORIZATION

(ONLY IF REQUIRED BY VILLAGE BOARD)

I, _____ (print name), as owner of the real property at
_____ (address) _____ (PIN)
described as (insert legal description) _____

_____;

do hereby grant to the Village of East Troy a lien on this property in the amount of \$_____ for a Façade Revitaliza-
tion Grant. Said lien shall run to the Village of East Troy, and shall be released at the end of the third year after which it is rec-
orded. Said lien may be foreclosed on by the Village, if the property is sold, the business closes, or if the business fails to pay
personal property taxes in any year, prior to the three (3) year term for a prorated amount from the original lien date on a cal-
endar year basis. Said lien shall be secondary to any primary mortgage lien on the property.

Owner Signature: _____

Date: _____

Printed Name: _____



The
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