



## BUSINESS RESOURCES

**MILWAUKEE ECONOMIC DEVELOPMENT CORP.**  
medonline.com

**MILWAUKEE AREA WORKFORCE INVESTMENT**  
milwaukeeib.org

**OFFICE OF SMALL BUSINESS DEVELOPMENT**  
milwaukee.gov/osbd

**ADDITIONAL RESOURCES**  
Wisconsin Women's Business Initiative Corp.  
wwbic.org

BizStarts Milwaukee  
bizstartsmilwaukee.com

UW-Milwaukee Small Business Development Ctr  
sce-sbdc.uwm.edu

SCORE  
scoresewisconsin.org

Milwaukee Public Library- Business Resources  
mpl.org/file/business\_index.htm

Wisconsin Manufacturing Extension Partnership  
wmep.org

Wisconsin Entrepreneurs' Network  
wenportal.org

medonline.com/Other\_AssistanceOMQ2.html

milwaukee.gov/BusinessToolbox.htm#Tools5

### NEIGHBORHOOD AND BUSINESS DEVELOPMENT

The Dept. of City Development's Neighborhood and Business Development (NBD) team provides support, technical assistance and business development resources to commercial and retail businesses, and designated commercial districts such as Business Improvement Districts (BIDs).

In addition to working with BIDs, the Neighborhood and Business Development team is responsible for technical assistance related to the administration of the City-Wide Facade Grant program, City-Wide Signage Grants, and the Retail Investment Fund (RIF) program.

If you are interested in learning more about any of these programs please call our the Business Resource Hotline at (414) 286.8201.

Applications are also available for download at [www.milwaukee.gov/businesstoolbox.htm](http://www.milwaukee.gov/businesstoolbox.htm)

You may also visit us at:  
Department of City Development  
809 North Broadway  
P.O. Box 324  
Milwaukee WI 53202



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Milwaukee, WI 53202  
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[milwaukee.gov/BusinessToolbox.htm#Tools5](http://milwaukee.gov/BusinessToolbox.htm#Tools5)

## CITY OF MILWAUKEE BUSINESS RESOURCES



## GUIDE TO BUSINESS TOOLBOX

- FACADE GRANTS
- SIGNAGE GRANTS
- RETAIL INVESTMENT FUNDS



## FAÇADE GRANT PROGRAM

The Façade Grant Program was established by the Department of City Development to enhance the physical appearance of commercial corridors by providing financial assistance for building enhancements to eligible property owners and leasees. Applicants' total project cost must exceed \$2,000 for eligibility. Larger buildings with multiple storefronts may be considered for larger grants.



## ELIGIBLE IMPROVEMENTS

All eligible improvements that may be considered are as follows:

- Complete façade renovation
- Exterior lighting
- New sign (must adhere to façade design guideline)
- Windows and door repair or replacement
- Awnings
- Façade restoration of brickwork and masonry
- Landscaping and fencing
- Painting or cleaning of the façade exterior

## ADDITIONAL INFORMATION

This is a reimbursement program. For more information regarding required materials for the application, eligibility requirements, and application review process, see the Façade Grant application and guidelines, or call the Business Resource Hotline at (414) 286-8201. You may also email [facadegrants@milwaukee.gov](mailto:facadegrants@milwaukee.gov).

## SIGNAGE GRANT PROGRAM

The Signage Grant Program was established to provide business owners financial incentive to add signage to commercial buildings in order to better promote their business to patrons and potential customers. This program provides up to \$2,500 towards the cost of approved signage.

## SIGNAGE TYPES

Signs eligible for reimbursement through the program include:

- Sign Boards
- Awning Signs
- Display Window Lettering
- Hanging Signs
- Transom Signs
- Neon Signs

As with the Façade Grant, work done prior to approval of the grant by the Business Resource Committee may be ineligible.



## ADDITIONAL INFORMATION

This is a reimbursement program. For more information regarding required materials for the application, eligibility requirements, and application review process, see the Façade Grant application and guidelines, or call the Business Resource Hotline at (414) 286-8201. You may also email [facadegrants@milwaukee.gov](mailto:facadegrants@milwaukee.gov).

## RETAIL INVESTMENT FUND (RIF) PROGRAM

The Retail Investment Fund (RIF) Program assists retail development projects by providing grants to businesses in commercial districts that create jobs. The businesses cannot be home based. The size of the RIF grant is determined by the number of jobs created and the amount of private investment, among other factors. Only eligible, pre-approved grant related expenses will be reimbursed to the grantee.

## ELIGIBLE USES OF FUNDS

Activities RIF funds can used for following approval of the application include:

- Architecture and Engineering (A&E) costs
- Purchase of furniture, fixture and equipment
- Start-up inventory

## MATCHING FUNDS REQUIRED

This program requires a 100% matching of funds. The RIF program will not invest more in a project than the owner/applicant and the award is generally not more than twenty percent (20%) of the project budget (i.e. \$125,000 budget, grant \$25,000.)



## ADDITIONAL INFORMATION

This is a reimbursement program. For more information regarding required materials for the application, eligibility requirements, and application review process, see the RIF Program Guidelines and Requirements, or call the Business Resource Hotline at (414) 286-8201. You may also send an email to [rhonda.manuel@milwaukee.gov](mailto:rhonda.manuel@milwaukee.gov).