



## Business Grant Resources

Presented by: Ken Little

Department of City Development  
Commercial Corridor Team

## City Grant Programs



### Signage Grant

50% up to \$2,500

### Façade Grant

50% up to \$5,000



### Whitebox Grant

50% up to \$25,000  
\$10 per Square Foot

### Retail Investment Fund

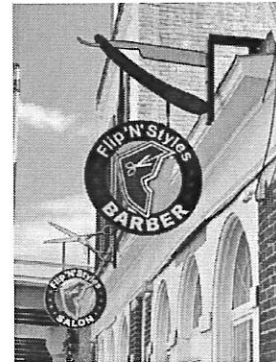
20% up to \$50,000  
\$5,000 per Full Time Job Creation



# Signage Grant



- 50% of Eligible Expenses
- **Minimum** Project Cost = \$2,000.00
- **Maximum** = \$2,500.00
- Restrictions: Internally Lit Box Signs are not Eligible



817 West National Avenue (Flip N' Styles)

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# Signage Grant

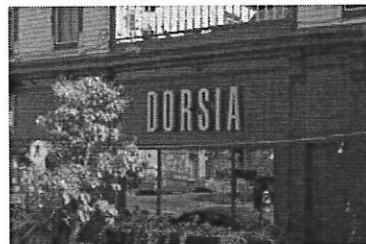


## Eligible Signs

Channel Letter Sign

Awning Sign

Monument Sign



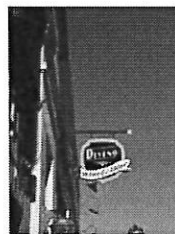
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# Signage Grant



## Eligible Signs

- Neon Sign
- Custom Sign
- Hanging Sign

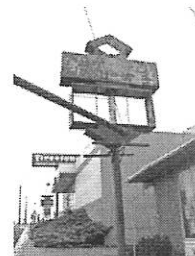


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# Signage Grant

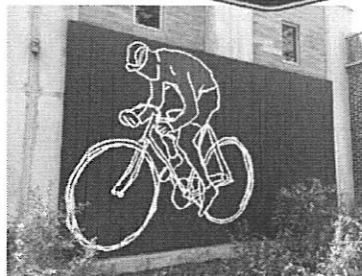


## Ineligible Signs: Internally Lit Box Signs (No Grants)



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## Signage Grant



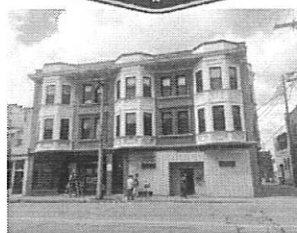
2943 North Humboldt Boulevard (Fixation Bicycle Company)

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## Façade Grants



- 50% of Eligible Expenses
- **Minimum** Project Cost = \$2,000.00
- **Maximum** = up to **\$5,000** per storefront or public street facing facade
- Eligible expenses: Windows, Doors, Awnings, and Major Façade Alterations
- If part of a larger project: lighting, fencing, awnings and landscaping



524 West National Avenue

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## Façade Grants



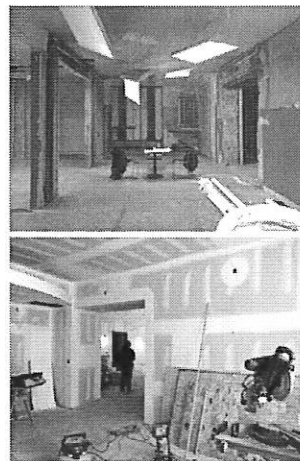
1617 West North Avenue

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## White Box Grants



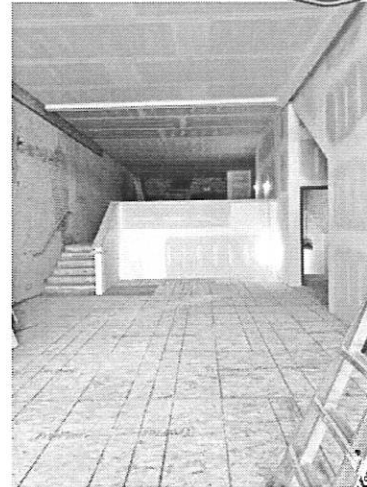
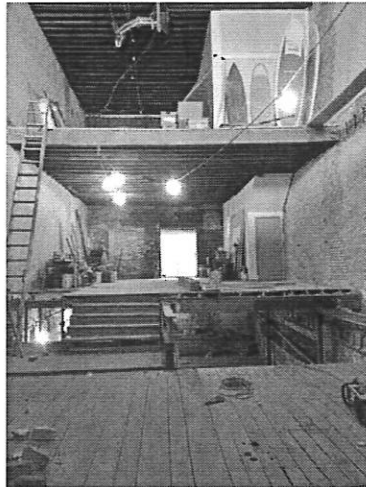
- 50% of Eligible Expenses
- Limit of \$10 per square foot
- **Maximum** of \$25,000.00
- Eligible Expenses: Ceiling, Base Flooring, Rough Carpentry, Drywall, Electric, Plumbing, HVAC
- Restrictions: Cannot be combined with RIF Grant and must be an existing commercial space



1018 East Historic Brady Street (Glorioso's)

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# White Box Grants



219 S 2<sup>nd</sup> Street

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# General Information



- All grants are **REIMBURSEMENTS\***
- Any work on a project that starts before an application is approved **is not eligible for reimbursement**
- Applicants are encouraged to consult the Development Center on their projects

*\*The Commercial Foreclosure Renovation Fund is the exception as last money in*

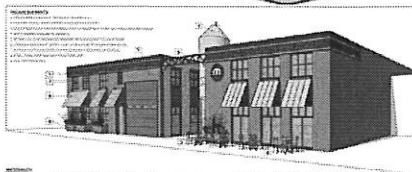


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## Submission Requirements



- A completed application
- Lease / written consent from owner
- Documentation to illustrate visual impact of the proposed project
- *Two (2) competitive proposals*
- Site visit conducted by DCD to verify existing conditions
- Code violations and taxes checked by DCD
- W9 Form



3524 W. Burnham

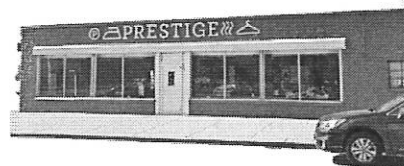


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## Retail Investment Fund (RIF)



- 20% of Eligible Expenses
- For-Profit Retail projects in commercial corridors
- Applicant may OWN or LEASE
- Reimbursement program
- Eligible expenses: Buildout, Architecture, Engineering, Furniture, Fixtures and Equipment
- **\$5,000.00** per Full Time or Full-Time Equivalent up to a Maximum of **\$50,000.00**

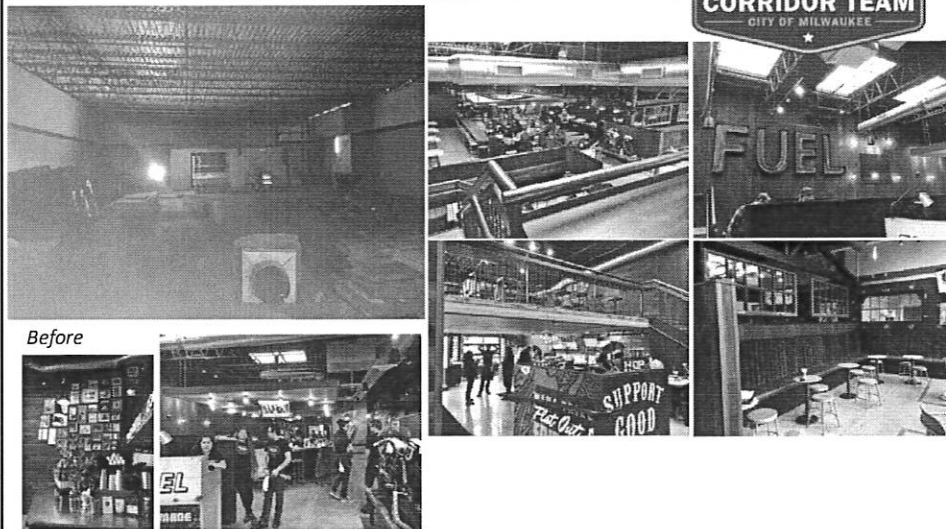


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4076 W Fond Du Lac Avenue (Prestige Cleaners)



## Retail Investment Fund (RIF)



Before



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644 South 5<sup>th</sup> Street (Fuel 5<sup>th</sup> Street Café)

## Ineligible Properties



- Tax delinquent
- Code Violations
- Property in litigation, condemnation or receivership
- Property owned by religious groups
- Properties, on which taxes are being paid, but have nonprofit use
- Exclusively residential buildings



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## Ineligible Organizations & Businesses



- Non-profit agencies, entities or businesses
- Schools, day care centers
- Currency exchanges including check cashing agencies and some non-bank financial retail outlets
- Taverns, liquor stores
- Gun shops, pawnshops
- Cash for Gold businesses



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## Commercial Foreclosure Renovation Fund



- Up to 1/3 of Eligible Expenses
- For-Profit Retail projects in commercial corridors
- Building must be a commercial City owned tax-foreclosed property
- Last in money
- Maximum of **\$75,000.00**, not typically combined with other programs



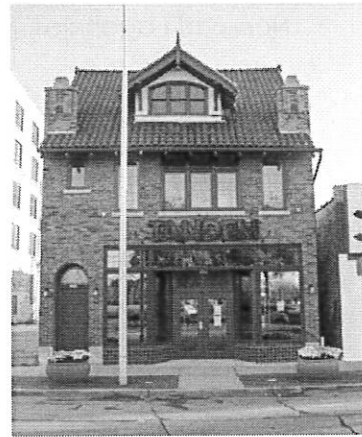
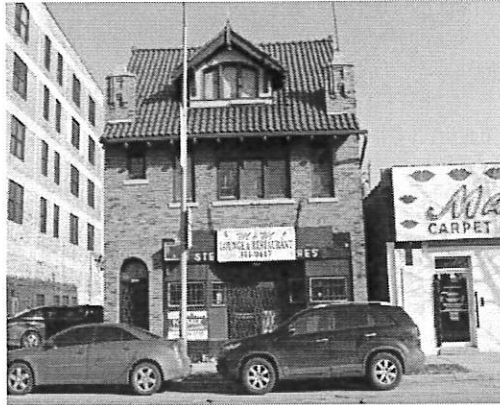
5601 West Vliet Avenue (Wy'East Pizza)

*\*Additional restrictions and guidelines apply, contact CCT staff for additional details*



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## Commercial Foreclosure Renovation Fund



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1848 W Fond Du Lac Avenue (Multiple Businesses)

## Additional Information Online



Applications and Guidelines are available online:

- Visit [Milwaukee.Gov/DCD](http://Milwaukee.Gov/DCD)
- Click on Business Toolbox

**Facade Hotline**  
 414-286-8201  
[FacadeGrants@milwaukee.gov](mailto:FacadeGrants@milwaukee.gov)



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## Other Business Resources



- Financing
  - Milwaukee Economic Development Corporation
  - KIVA Milwaukee
  - Chambers of Commerce
  - Wisconsin Women's Business Initiative Corporation
  - Legacy Redevelopment Corporation
- Business Technical Assistance
  - Chambers of Commerce
  - BizStarts
  - Small Business Administration (SBA)
  - SCORE
  - Wisconsin Women's Business Initiative Corporation



U.S. Small Business Administration

Strategic Urban Lending



