

St. Paul Avenue Exterior Enhancement Grant Program Program Eligibility Requirements and Guidelines

Program: St. Paul Avenue Exterior Enhancement Grant Program

Goal: The program is designed to provide targeted financial incentives to increase the vitality of the St. Paul Avenue business district and complement a variety of district improvement initiatives undertaken by the Menomonee Valley Business Improvement District No. 26 ("BID No. 26") to improve the Menomonee Valley as a business location.

Target Area: The program will focus on businesses within BID No. 26 that are located along St. Paul Avenue west of the 6th Street Viaduct and east of 27th Street, as well as those properties on Mount Vernon Avenue or Greves Street that have facades visible from St. Paul Avenue.

Business Incentives: The St. Paul Avenue Exterior Enhancement Grant Program will make available a new incentive for exterior improvements in the St. Paul Avenue business district. Businesses and property owners within the target area will be eligible for exterior improvement grants to assist in planned improvements to building facades and landscapes.

The City of Milwaukee and BID No. 26 will jointly fund the incentives described below. For every \$1 contributed by a business toward its exterior improvements, the combined funds of the City of Milwaukee and BID No. 26 will contribute \$1 in matching funds through this grant program, for a 50/50 match. The grants will range from a minimum of \$5,000 to a maximum of \$40,000, subject to funding availability and the number of eligible projects applying per year. Businesses and property owners may apply only once per year. Both the City of Milwaukee and BID No. 26 will be represented on the grant application review and awards committee.

Program Guidelines:

- Applicant must be the property owner or business owner (certified affidavit from property owner is required)
- Eligible improvements are limited to street facing building exteriors and landscapes
- Exterior improvements must comply with the Menomonee Valley Sustainable Design Guidelines (<http://www.renewthevalley.org/categories/11-development/documents/30-sustainable-development-guidelines>)
- Applicant must adhere to all requirements in the St. Paul Avenue Exterior Enhancement Grant Program application form