

## BUSINESS RESOURCES

### DEPT. OF CITY DEVELOPMENT

[milwaukee.gov/BusinessToolbox.htm](http://milwaukee.gov/BusinessToolbox.htm)

### KIVA

[city.milwaukee.gov/kiva](http://city.milwaukee.gov/kiva)

### MILWAUKEE ECONOMIC DEVELOPMENT CORP.

[medonline.com](http://medonline.com)

Wisconsin Women's Business Initiative Corp.

[wwbic.com](http://wwbic.com)

BizStarts Milwaukee

[bizstartsmilwaukee.com](http://bizstartsmilwaukee.com)

UW-Milwaukee Small Business Development Cntr.

[sce-sbdc.uwm.edu](http://sce-sbdc.uwm.edu)

### SCORE

[scoresewisconsin.org](http://scoresewisconsin.org)

Milwaukee Public Library- Business Resources

[mpl.org/other\\_resources/business.php](http://mpl.org/other_resources/business.php)

Wisconsin Entrepreneurs' Network

[wenportal.org](http://wenportal.org)

Startup MKE

[startupmke.org](http://startupmke.org)

Office of Small Business Development

[milwaukee.gov/osbd](http://milwaukee.gov/osbd)

Wisconsin Manufacturing Extension Partnership

[wmep.org](http://wmep.org)

Milwaukee Area Workforce Investment Board

[milwaukeeewib.org](http://milwaukeeewib.org)

### WHITE BOX GRANT

The White Box grant may be used on certain expenditures to prepare a vacant commercial space for tenancy. Eligible expenditures may include electrical, plumbing, HVAC, carpentry, among others. For any work on a project to be eligible for reimbursement, an application must be submitted and approved. Applicants who are approved for a white box grant must secure a tenant to receive reimbursement for the work completed as part of the project.

### COMMERCIAL CORRIDOR TEAM

The Dept. of City Development's Commercial Corridor 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 Commercial Corridor Team is responsible for technical assistance related to the administration of the City-Wide Facade Grant program, City-Wide Signage Grants, the Retail Investment Fund (RIF) and White Box programs.

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/businessstoolbox.htm](http://www.milwaukee.gov/businessstoolbox.htm)

You may also visit us at:  
Department of City Development  
809 North Broadway  
Suite 104

Commercial Corridor Team  
809 North Broadway  
Suite 104  
Milwaukee, WI 53202

Phone: 414.286.8201

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## CITY OF MILWAUKEE BUSINESS RESOURCES

### GUIDE TO BUSINESS TOOLBOX

- FACADE GRANTS
- SIGNAGE GRANTS
- RETAIL INVESTMENT FUNDS
- WHITE BOX GRANTS





## FAÇADE GRANT PROGRAM

The Façade Grant Program was established by the Department of City Development to improve the physical appearance of properties in 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
- Windows and door repair or replacement
- Awnings
- Façade restoration of brickwork and masonry\*
- Landscaping and fencing\*
- Painting or cleaning of the façade exterior\*

(\*if part of a larger project)

## 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) or visit [city.milwaukee.gov/facade](http://city.milwaukee.gov/facade).

## SIGNAGE GRANT PROGRAM

The Signage Grant Program was established to provide business owners financial incentives 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 will 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 Signage 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) or visit [city.milwaukee.gov/facade](http://city.milwaukee.gov/facade).

## 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 be 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 [facadegrants@milwaukee.gov](mailto:facadegrants@milwaukee.gov) or visit [city.milwaukee.gov/RIF](http://city.milwaukee.gov/RIF).