



## **Town of Cedarburg 2010 Five Corners Matching Grant Program Summary**

### **Purpose**

The purpose of this grant program is to give businesses within the Five Corners area an incentive to plan and complete a project that will enhance the appearance of their business. These projects can be oriented toward the beautification of a building façade or business entrance, including construction of flower beds, planting trees, retention pond rehabilitation, adding/modifying entrance signs; constructing/repairing sidewalks; or other such related improvements. *Reoccurring or nonpermanent items such as mulch or annuals are not eligible, as well as any other maintenance items.* Any physical improvement project, other than facade enhancements, must be located on the perimeter of the business.

### **Grant Making Policies**

1. Eligible applicants include businesses located along STH 60 between Horns Corners Rd. and CTH I and those located approximately a half mile north and south of STH 60.
2. Priority is given to programs which are expected to have the greatest positive effect on the Five Corners area.
3. This grant will be a matching grant and will require that the business participate in a portion of the project funding. The amount awarded will be paid directly to the applying business.
4. Grants are given for specific purposes and will not be awarded to provide annual operating expenses. The dollars are to be used toward costs of a project which involves design, construction or installation costs. If a grant is funded, that business must wait for a period of not less than two years to reapply for funding. Projects which have not been funded in the past will be given priority.
5. Grants will be competitive and will be awarded on the basis of need and quality of the project.
6. Grants are made with the understanding that the Town is in no way obligated to provide further financial assistance to ensure that a project is completed.

7. The Town of Cedarburg will disburse the awarded amount to the business (not the contractor) upon proof of payment of the business's cost and proof of completion of the project. The project must be completed in the year in which the grant is awarded.
8. Grant project funding may not exceed 50% of the total cost of the project or a maximum amount of **\$5,000**. If the funding from the Town and the portion provided for by the receiving business is not sufficient to complete the project, then the receiving business is responsible for raising the difference. The intent of this grant is not to completely fund projects, but to assist with as many projects as possible throughout the Five Corners area.

## **Grant Selection Criteria**

Five Corners Matching Grant applications must meet program criteria or their application will be rejected. In reviewing grant applications, the Town gives careful consideration to:

1. The potential impact of the grant and the number of people who will benefit from the project.
2. An imaginative and creative approach to solving an existing problem or deficiency.
3. The commitment and capacity of the requesting business to carry out the project and to give an accounting of how the money was spent.
4. The amount of matching dollars that the business has and is willing to contribute.
5. The ability of the business to see the project through to completion.

## **Evaluation Process**

The evaluation process will be conducted by the Plan Commission, the Director of Public Works and the Town Administrator. The evaluation will be scored on a 100 point system, being divided into the following three categories:

1. **Project Need** – This will be an evaluation of how much the project is needed (50 points possible).
2. **Community Enhancement** – How well the project improves the quality of life in the Five Corners area (25 points possible).
3. **Overall Community Impact** – How the project affects the whole community. The project's consistency with existing development guidelines for the Town and Five Corners area (25 points possible).

The results of the evaluation process will be submitted to the Town Board. The Town Board will consider the evaluations and determine if and how many matching grants are to be awarded.

## Attachment and Submission Requirements

Submit **nine (9) master copies** of your proposal including items 1 to 5 listed below, in the order listed. Please be as specific as possible. *The grant will be awarded according to your planning and vision for the project.*

1. Town of Cedarburg Five Corners Matching Grant Proposal Application (attached).
2. Project Description (should not exceed 2-3 paged, typed) and justification for the project. This should be a *brief* description of the project, including why the project is needed. Additionally, please answer the following questions regarding the project for which you are requesting funding.
  - a. Explain the project and the impact that it will have on your business and the Five Corners area.
  - b. How did you become aware of, or identify the need for this project?
  - c. How do you plan to evaluate the success of your project?
  - d. Where will you get your required matching funds for this project?
  - e. If your request for funds is not approved, what then will you do with the project?
  - f. If the granted dollar amount is less than you expected, how will you fund the difference?
  - g. Who will be involved with the implementation of the project?
  - h. Is there anything else that you would like us to know regarding your project?
3. Photographs of project area or problem area to be addressed.
4. Detailed budget for proposed project justifying the amount requested. *This budget must show a detailed breakdown of all costs.*
5. Any additional supporting information.

The proposal should be typed and mailed or delivered in an envelope, no later than <b>June 4, 2010</b> to:	<b>Town of Cedarburg Five Corners Matching Grant Program 1293 Washington Avenue Cedarburg, WI 53012</b>
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## Town of Cedarburg Five Corners Matching Grant Program Application

\_\_\_\_\_  
Name of Business

\_\_\_\_\_  
Date

\_\_\_\_\_  
Address

\_\_\_\_\_  
Name of Contact

\_\_\_\_\_  
Telephone

General objectives or mission statement of business: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Total Cost of Project: \$ \_\_\_\_\_

Date the funds from this grant would be needed: \_\_\_\_\_

How long has the business been functioning? \_\_\_\_\_

Other funding for the proposed project: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Chief Officer of Requesting Business

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Zip

**Applications due June 4, 2010**