

# Shawano Business Improvement District

## Blade Sign Grant Guidelines

1. Purpose

The purpose of the Business Improvement District (BID) Blade Sign grant is to encourage foot traffic into downtown businesses. A blade sign is a type of projecting sign mounted on a building façade, storefront pole or attached to a surface perpendicular to the normal flow of traffic. Blade signs are one of the most effective ways of attracting foot traffic into a business.

2. Grant amounts and participation

The maximum grant will be \$250 which will be reimbursed to the business owner upon satisfactory completion of the project.

Grants are being made available to businesses located in the BID, City of Shawano. Grant expenses include, but are not limited to: material for creating blade sign, blade sign bracket and installation.

Operators of an existing property are eligible. Tenants of a commercial property are eligible, but the application must include written approval and consent of the fee title owner.

3. Eligible Costs

Eligible costs include, but are not limited to, material for creating blade sign, blade sign bracket and installation.

4. Application Process

An applicant will complete an application provided by the BID Coordinator and deliver it with all necessary attachments to the BID Coordinator. The application will be review by the BID Coordinator who will notify the applicant whether or not the application meets the grant objectives and will be accepted for consideration.

The BID Coordinator will submit the application for approval to the Business Property Committee. The BID Coordinator will notify the applicant of the Business Property Committee's decision.

5. Final approval

The applicant will be notified of approval by the BID Coordinator. The applicant is responsible for obtaining all building, zoning and/or business permits.

6. Completion of work and funding

Upon completion of the work, the applicant will submit to the BID Coordinator a written request for reimbursement certifying that the work has been completed in accordance with the approvals and certifying the expenses were incurred and paid. Proof of payment must be submitted with reimbursement request. The BID Coordinator will submit the request for reimbursement of the approved grant amount to the City of Shawano, fiscal

agent for the BID, which should be paid within 15 to 30 days from the BID Coordinator's request for reimbursement.

7. Discretion of the BID Coordinator

Applicant understands the BID Coordinator may approve or reject any application or request modifications of the proposal. The BID Coordinator reserves the right to change these guidelines at any time to meet the needs and intent of the grant. The grant may be discontinued at any time at the BID Coordinator's discretion or when the funds are depleted.

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## Blade Sign Grant Application

Applicant Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Property Owner: \_\_\_\_\_

*(If different from applicant)*

*If the applicant does not own the property, please attach a letter from the building owner expressing approval.*

Property Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Required Attachments:

Architect/artist rendering of sign

### **Resources & Guidelines:**

- **Location:** Blade signs must be no lower than 7'. It is recommended they be no higher than 9'. It is also recommended they be no wider than 42".
- **Content:** The content of the sign should promote the lure of the business. For example, a business named Sunshine Shades that sells sunglasses should include 'Sunglasses' on their blade sign.
- **Text:** Avoid script text and outline on fonts; this is difficult to read.
- **Colors:** Use contrasting colors on sign.
- **Questions regarding zoning code for signs?** Contact Brian Bunke at 715-526-6150 or [bbunke@cityofshawano.com](mailto:bbunke@cityofshawano.com)
- **Who can create sign?** Any sign company can be used for this project. B&J Custom Graphics has blade sign options; contact them at 715-526-3933.