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To: Lathrup Village Downtown Development Authority
From: Tom Kennedy – Community & Economic Development/DDA Project Coord.
Date: April 17, 2026
RE: Façade and Sign Grant Program Update

Purpose:

The purpose of this memorandum is to request the Board’s review and feedback on updated guidelines for the Downtown Development Authority’s Façade Improvement Grant Program and Sign Improvement Grant Program.

These updates are intended to modernize the existing programs, improve clarity, and better align the programs with the DDA’s current economic development priorities.

Background

The DDA has historically offered grant programs to assist businesses and property owners with façade improvements and business signage. While these programs have been valuable tools for encouraging reinvestment in the business district, the DDA has not received much interest in the program this year. After speaking with local business owners and our Chamber of Commerce, it was determined that the guidelines would need to be rewritten.

Staff has prepared revised guidelines that:

- Modernize the language and structure of both programs
- Align the Sign Grant and Façade Grant programs for consistency
- Clarify eligibility and evaluation criteria
- Emphasize projects that create visible improvements within the commercial corridors
- Simplify program administration

The Board is asked to review the updated guidelines and provide any suggested revisions or feedback prior to formal adoption.

Fiscal Year Considerations

Due to the timing of these revisions and the limited time remaining in the current fiscal year, it may not be feasible to solicit, review, and complete grant-funded projects before the close of the fiscal year on June 30. As a result, the Board may wish to consider a budget amendment that would carry the currently allocated grant funding forward into the next fiscal year.

Deferring the funding to the next program year may provide several potential benefits, including:

- Allowing sufficient time to properly relaunch and promote the programs to the business community
- Allowing businesses and property owners adequate time to prepare applications and project proposals
- Providing the ability to fund either larger, higher-impact projects or a greater number of projects, depending on the level of participation

Requested Board Action

The Board is requested to:

1. Review the updated Façade Improvement Grant Program Guidelines and Sign Improvement Grant Program Guidelines
2. Provide any suggested revisions or feedback

Suggested Motion

“I move to approve the proposed updates to the Façade Improvement Grant Program and Sign Improvement Grant Program guidelines, as presented.”