



Sign Grant Guidelines

Montgomery Economic Development Corporation

Goal: To establish a framework for evaluating sign grant applications that are eligible for MEDC financial participation.

Background: Signage plays an important role in helping businesses attract customers. The MEDC has contributed to several commercial business signs in the past with the goal of supporting local businesses as they grew. MEDC financial participation was on a case-by-case basis without a defined policy of what type of projects are eligible or what level of financial contribution could be applied for.

Objectives:

- Establish sign categories eligible for MEDC financial support
- Establish project criteria for MEDC financial support
- Establish levels of financial support, including a maximum amount

Categories:

- New signs and replacement/modification of existing signs: MEDC recognizes signage is an ordinary business expense. General sign expenses are not eligible for MEDC participation.
- Off-site advertising/billboards: Incorporation of design elements that enhance the City's image may be eligible for MEDC grant funding. Final artwork/content subject to approval by MEDC.
- Murals/public art installation: Projects that further the MEDC's goal of increasing tourism through photo opportunities that encourage users to share City locations on social media through subject matter-only photographs or interactive photographs such as "selfies" or posing in front of the mural/artwork. Murals and artwork may include business branding.

Project Criteria:

Applicant must demonstrate how the project achieves more than the minimum standard. Examples can include:

- A stone veneer or other durable material that is consistent with the City's identity
- A design style that compliments the City's focus on local history
- The project includes specific elements that enhance the City's identity as The Birthplace of the Texas Flag.

Financial Contribution Levels:

The MEDC will contribute to direct expenses that enhance the City's branding and identity. Maximum award not to exceed \$5,000 (or other amount). Examples include, but are not limited to:

- Montgomery, Texas wording or approved use of logo
- The Birthplace of the Texas Flag
- Texas flag graphic representation (colors, lone star element, etc.)

Additional Information:

- All City approvals (i.e., Historical Preservation District) and/or sign permits must be obtained by the applicant prior to submission of grant application. *An issue that could arise from this in the event that the applicant is not awarded the grant and elects to change the design. Consider award of grant prior to permit or P&Z approval.*
- MEDC financial participation shall only be in the form of reimbursement. The project must be complete before any reimbursement is given. Request for reimbursement must include detailed invoices showing the cost of MEDC approved elements separate from the rest of the work.
- Use of City or MEDC logos require a supplemental agreement to ensure the applicant understands and acknowledges the logo(s) shall not be used in advertising that is obscene, indecent or immoral in character which reasonably offends public morals or decency.