



Two Rivers Main Street Sign and Façade Improvement Matching Grant Program

Introduction

The Sign & Façade Improvement & Restoration Matching Grant Program is a project of Two Rivers Main Street and is administered by the Design Committee in coordination with the Two Rivers Main Street Board of Directors.

The mission of the Two Rivers Main Street program is to improve the community's quality of life by strengthening the downtown as the heart of the community. One feature of that mission includes assisting businesses and building owners who want to restore the exterior appearance of their buildings.

The Two Rivers Main Street Sign & Façade Improvement & Restoration Matching Grant program provides financial assistance for that very purpose by providing money to commercial property owners or business owners (with property owner approval) to encourage historic restoration projects of building facades and to enhance the building's overall exterior appearance.

Historic Building Improvements

All structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings and projects should reflect and complement the character of downtown Two Rivers as much as possible.

Eligible Project Area

The eligible project area includes those buildings with street frontage within the Two Rivers Main Street Business Improvement District. Eligible improvements shall be visible from public right-of-way.

Available Funding - Total grant amount of \$20,000 may be distributed

Facade Improvements: A 50 percent reimbursement up to \$10,000 of the actual costs for the facade and/or related exterior rehabilitation expenses. Applicants must match the grant amount with funding from other sources, either public or private.

Sign, Awning, & Lighting: A 50 percent reimbursement up to \$1,250 of actual costs associated with the replacement of existing awnings, lighting, and/or signage or installation of new signage, awnings, or lighting.

Awards of up to \$1,250 for signs or \$10,000 for facades may be given. A split combination of lesser grant amounts equal to a maximum of \$10,000 for the 2024 grant year may be awarded instead.

Eligible Activities/Expenses

Items include, but are not limited to:

- Repair to building exterior facades
- Masonry repair
- Exterior painting
- Cornices, entrances, doors, windows, decorative detail, awnings, canopies
- Signs, window display areas
- Lighting or similar enhancements
- Outdoor dining areas
- Other repairs that may improve or restore the historic appearance of the building

Ineligible Activities/Expenses

Items include, but are not limited to:

- Interior improvements
- Roofing
- Additions to existing structures
- Sidewalks
- Parking lots
- Purchase of interior furnishings or equipment
- Improvements completed or in progress prior to notification of approval
- Repair or creation of features not compatible with original architecture
- Sweat equity

Rules and Requirements

1. Completed applications for the first round of grants this year will be accepted until Monday, April 8, 2024. Incomplete applications will be returned to the applicant.
2. Eligible businesses must be currently open or must open within six months of submitting the grant application. Any new business receiving grant money that is not open and operating within six months of the signed award letter may be subject to forfeiture of the grant funds awarded.
3. All work requesting grant assistance must be done on front façade of building, unless approved by the Two Rivers Main Street Design Committee during the application review process.
4. Property/business applying for grant assistance must be an independently owned business or not-for-profit 501(c)(3) based in Two Rivers, Wisconsin.
5. Work must be completed within six months of the signed award letter. An extension may be granted with approval of the TRMS Board of Directors.
6. Any property or business owner with proper authorization may apply for a facade grant if the building is located in the eligible project area.
7. All work must comply with existing zoning regulations and/or sign ordinances.
8. All work must receive design approval from the Two Rivers Main Street Design Committee to be eligible for a sign/facade grant. Applicant is responsible for ensuring compliance with city ordinances.
9. All exterior code deficiencies or violations and imminent health and safety hazards must be corrected in conjunction with the sign/facade renovation.
10. Applicants shall be responsible for all construction management and contracting work as well as obtaining any necessary building permits if necessary and comply with all applicable local, state, and federal codes. (Available through Two Rivers City Hall)
11. 4 year grant repayment plans if property is sold. Within the first year, 100%, second year, 75%, third year, 50% and fourth year, 25%.
12. Name of business, location, and/or before and after photos may be used on behalf of Two Rivers Main Street for advertisement or publicity.

Application Process

For assistance with the application process, contact the Two Rivers Main Street office. The following items are required for a complete application.

Application

The purpose of the application and required attachments is to provide the Design Committee with all relevant information needed to make an appropriate recommendation to the Two Rivers Main Street Board of Directors concerning funding. The application form is included in this document. The required attachments include:

- Completed application form.
- A minimum of two quotes from appropriately licensed and insured contractors or vendors where required by city codes (The Two Rivers Main Street Board of Directors reserves the right to require additional quotes).
- Only quotes submitted with application may be used for completion of job.
- A current photo of the project area.
- An illustration showing what the project area will look like after the proposed improvements are made.
- A rendering of the façade improvement provided by the WI Main Street office may be required for façade grants.
- Proof of payment for all applicable property taxes.
- Proof of ownership or documented authorization from owner.

Applicants may also wish to provide color swatches, material samples, and catalog photos etc. in order to illustrate the proposed work

Design Committee Recommendation

The Design Committee will review all completed applications at the April Design Committee meeting. The Design Committee will make a recommendation to the Board of Directors to award or decline the application based on the prior stated criteria.

Board of Directors

The Board of Directors has full fiscal authority for all funds of the Two Rivers Main Street and therefore makes all final decisions regarding fund expenditures related to the Sign & Façade Improvement & Restoration Grant Program. Decisions of Board of Directors regarding funding for Sign & Façade Improvement & Restoration Grant Program applications are final.

Award Letter

If an application is approved, the Board of Directors will provide the applicant with an Award Letter. The Award Letter will include a *maximum* dollar amount which will be reimbursed. Actual reimbursement may be 50% of the total costs up to the maximum amount in the Award Letter. No project work may be done prior to both parties signing the Award Letter. If work is begun prior to the final approval, no funds will be released. Notification will also be sent to applicants that were not selected for grant approval.

Project Work

Once a representative of Two Rivers Main Street and the applicant have signed the Award Letter, work on the project may begin. All work outlined in the grant application must be completed no later than six months following the date of the Award Letter.

If, at any time during the course of carrying out the project work, the applicant finds he/she is unable to substantially adhere to the work as described in the application, work should be halted as soon as is reasonable and the Design Committee should be informed immediately. Work should not be resumed until the Design Committee has provided written approval of the revised project.

A request for an extension of the project completion deadline may be made to the Design Committee in writing.

Reimbursement Process

A Request for Reimbursement form must be delivered to the Two Rivers Main Street office no later than six months following the date of the Award Letter unless the applicant has received an extension of the deadline for project work completion. This form **must** be accompanied by the following attachments.

- Copy of receipt or paid invoice for all items for which reimbursement is requested
- Photos of completed project area

All documents will be reviewed by the Design Committee at the next meeting following receiving the documents at the Two Rivers Main Street office.

No funds will be disbursed:

- Without a completed Request for Reimbursement form and all required attachments.
- If completed work does not accurately reflect the work outlined in the grant application.
- Until a Two Rivers Main Street board member has visually inspected the project area according to project criteria.

Applicants should submit the Request for Reimbursement form after completion of all work; no interim payments will be dispersed.

Please send your completed application and accompanying materials to:

Two Rivers Main Street, P.O. Box 417, Two Rivers, WI 54241

Or deliver your application to the Two Rivers Main Street office located at 1608 Washington St.

If you have any questions about this application, please contact:

Jason Ring

Director

Two Rivers Main Street

920-794-1482

director@tworiversmainstreet.com



Sign & Façade Improvement & Restoration Grant Program Application

Applicant Name: James Van Lanen Jr Business Name: Lighthouse Inn, Inc.

Business Address: 1515 Memorial Drive Two Rivers, WI 54241

Phone: 920-793-4524 E-Mail: jim@lhinn.com

Property Owner (if different than above): James & Barbara Van Lanen Phone: 920-793-4524

Names of all owners on title of property: (all owners must sign application)
James & Barbara Van Lanen

Proposed project start date: 5-15-2026 Proposed project completion date: 6-15-2026

Description of project:
Replace existing outdoor signage 1) 3' x 36' 2-sided LED lighted sign panels 2) 6' x 8' 2-sided front highway sign panels
3) 6' x 15' Back-lit restaurant sign 4) Re-paint bike trail sign / Replace existing LED flood lights and outdoor dining cans

Project Budget. List individual project elements (Awning, painting of trim, etc.)

Item <u>3' x 36' 2-sided lighted roof sign panels</u>	Cost <u>7,680.00</u>
Item <u>6' x 8' 2-sided front highway sign panels</u>	Cost <u>1,899.00</u>
Item <u>6' x 15' Back-lit restaurant sign panel</u>	Cost <u>2,263.00</u>
Item <u>Bike trail sign - repaint</u>	Cost <u>500.00</u>
Item <u>Replace existing outdoor flood lights with LED</u>	Cost <u>8,700.00</u>
Item _____	Cost _____
Item _____	Cost _____
Item _____	Cost _____
Total Cost: <u>21,042.00</u>	

The undersigned applicant affirms that information provided within this application form is true and complete to the best of the applicant's knowledge. The applicant further affirms an understanding of the sign & facade grant program and agrees to abide by its terms and conditions as outlined in the application packet.

Signature: *James Van Lanen Jr* Date: 3-26-2026
 Signature: *Barbara J. Van Lanen* Date: 3-26-2026

This application form must be fully completed *with the requested attachments*. Incomplete application forms will not be considered. All other forms and documents for this grant may be signed by the applicant and will not require additional owners' signature(s).

OPTION 1 - LIGHTS

Lighting Quote - Northern Lights Electric

3	400	1200	lake-pole
26	195	5070	roof
6	55	330	outside dining

35	60	2100	Installation
		8700	TTLS

OPTION 2 - LIGHTS

On-line SuperBrightLEDs.com

300W	3	241	723
150W	26	163	4238
Cans	6	40	240

Install	35	60	2100
			7301

OPTION 1 - SIGNS

Creative Signs	7680
Lucky Signs	1899
Lucky Signs	2263
Re-paint	500

12342

21042

Roof sign
Front sign
Back-lit sign
Beach sign

Sign Total

Project Total**OPTION 2 - SIGNS**

Lucky Signs	8550
Creative Signs	2900
Creative Signs	2650
Re-paint	500

14600

21901

Craig Smidel <luckysignsandgraphics@gmail.com>
To: James Van Lanen <jim@lhinn.com>

Tue, Nov 18, 2025 at 5:56 PM

Thanks for your patience on this. Here are some rough numbers for you.

1. (1) Backlit panel 6'x15' \$2145 + tax (I'll need the old sign as a pattern)

2. (2) 6'x8' Jbond sign \$900 each + tax

3. Fabric sign 3'x36' \$8550 + tax.

4. 8'x20' (Please call to discuss this one) These prices are for printing, lamination and wrapping only.

You will need a treated wood backer that is primed and cleared.

Full reflective print \$3600 - \$3800 plus tax

Regular print \$2500-\$2800

Thanks.

Craig Smidel

Lucky Signs and Graphics

[329 South State Street](#)

[Mishicot WI, 54228](#)

920-654-2233

PROOFS: PLEASE PROOFREAD AND CHECK FOR ERRORS. (Spelling, size, colors, ETC) Once a proof is approved, verbally or by email, it will go into production. *IN SOME CASES - IMMEDIATELY!*

Once approved, changes of any kind can no longer be made.

ONCE A PROOF IS APPROVED YOU ARE RESPONSIBLE FOR ANY MISTAKES FOUND AFTER PRODUCTION. NO REFUNDS ARE GIVEN.

Please note that we work on a first person to approve system. It is important to respond back in a timely manner to keep your project moving forward. Failure to respond timely, may delay your project.

Store front hours: Monday 10-4
Tuesday 10-6
Wednesday By Appointment Only
Thursday By Appointment Only
Friday By Appointment Only
Closed Saturday and Sunday
Available by Appointment



Quote No. 107334

March 18, 2026

Page 1 of 2



Accounts Lighthouse Inn

Reference Rooftop Face Replacement

Bill to
Lighthouse Inn
Mr. James Van Lanen
1515 Memorial Dr
Two Rivers, WI 54241
US
T: 920-793-4524
Email: jim@lhinn.com

Ship to
Lighthouse Inn
Mr. James Van Lanen
1515 Memorial Dr
Two Rivers, WI 54241
US
T: 920-793-4524
Email: jim@lhinn.com

Valid Until	04/17/2026	Revision Date	03/18/2026	Lead Time	5 - 6 weeks	SR	Kaitlyn Parsons
F.O.B.	N/A	Revision No		Ship Method	Install	PM	Kaitlyn Parsons
Terms	Down Payment Required						

No.	Item	Description	Qty	UOM	Unit Price	Extension
1.	Survey	On premise site survey and complete field verification.	1	Each	450.00	450.00
2.	Signage	(2)TWO 3'-0" x 36'-0" Flex Faces for (1)ONE D/F Illuminated Cabinet	2	Each	1,780.00	3,560.00
3.	Install	Installation of signage	1	Each	3,270.00	3,270.00
4.	Permit Fees	Permitting Fees: Final Price TBD	1	Each	0.00	0.00

The Quote amount may NOT include sales tax, permits, obtainment fees, parking, warning lights, engineering, primary wiring, or final electrical connection unless specifically stated. Engineering cost if required to be paid by customer. Unforeseen/difficult digging conditions will be billed to customer. If pre wiring is required additional charges may apply. All signs are wired at 120 volts unless otherwise specified in writing.

Subtotal 7,280.00

Payment Terms: 75% down payment is required, balance due upon completion. 1.5% interest on all balances over 30 days. Client agrees to reimburse Creative Sign Co. for the reasonable attorney's fees, costs, and necessary disbursements incurred by Creative Sign Co. to collect any amount client fails to pay to Creative Sign Co. Credit Cards are accepted and a 3% convenience fee will be charged for all credit card transactions.

Sign project will be placed into production after receipt of all the following: 1) Signed proposal acceptance, 2) signed drawing approval, 3) down payment, and 4) permit approval, if required. Approximately one week after receipt of these requirements, an estimated completion date will be communicated to the Client. No project will be started until down payment has been received, unless prior arrangements have been made. All material is guaranteed to be as specified. Two year warranty on all parts and labor on new signs excluding lamps on electric signs. All work to be completed in a professional manner according to standard practices. Any alteration or deviation from the above specifications will be executed only upon written change order(s) , and will become an extra charge, to be paid by the Client, over and above the proposal amount. All agreements contingent upon strikes, accidents or delays beyond our control. Final price of sign may increase due to site conditions, sizing requirements, and attachment method based on the field survey size taken prior to production upon sale of signage. Failure to tender final payment on due date may void guarantee. Our workers are fully covered by Worker's Compensation Insurance. All attorney and court fees to be paid by buyer if this is disputed in a court of law.

This proposal does not become effective until signed and dated by Creative Sign Co. and may be withdrawn

continued on next page

Quote No. 107334

March 18, 2026

Page 2 of 2



Accounts Lighthouse Inn

Reference Rooftop Face Replacement

if not accepted within thirty (30) days. The prices, specifications, terms, and conditions contained herein are satisfactory and are hereby accepted. Creative Sign Co. is authorized to do the work as specified. Payment will be made in accordance with the terms above.

Sales Tax (5.5 %)	400.40
Total (USD)	7,680.40

Quote Valid Until: April 17, 2026

By signing below, I approve and authorize this quote and acknowledge that I have read and agree to the attached terms and conditions.

Kaitlyn Parsons 03/18/2026
Submitted by **Date**

Approved by **Date**

Print Name



505 LAWRENCE DR. DE PERE, WI 54115
920.836.8900 CREATIVESIGNCOMPANY.COM

CLIENT: LIGHTHOUSE INN

LOCATION: 1515 MEMORIAL DR, TWO RIVER, WI

DRAWN BY: BILL V

SALESPERSON: KAITLYN P

DATE: 03/12/2026

LEAD #: 6097

PAGE: 1

REVISION LOG: INTL DATE DESCRIPTION

... 00/00/0000

NEW FACES FOR EXISTING SIGN

QUANTITY: (1) EXISTING D/F ILLUMINATE SIGN

LIGHTING: EXISTING

CABINET: EXISTING

RETAINER: EXTING BLEED

NEW FACE: FLEX

GRAPHICS: DIRECT DIGITAL PRINT, 1ST SURFACE

FONT: MVRAD PRO BLACK SEMIEXTENDED

INSTRUCTION: REMOVE & DISPOSE OF EXISTING FACES.

PRODUCE AND INSTALL NEW FACES

COLORS:

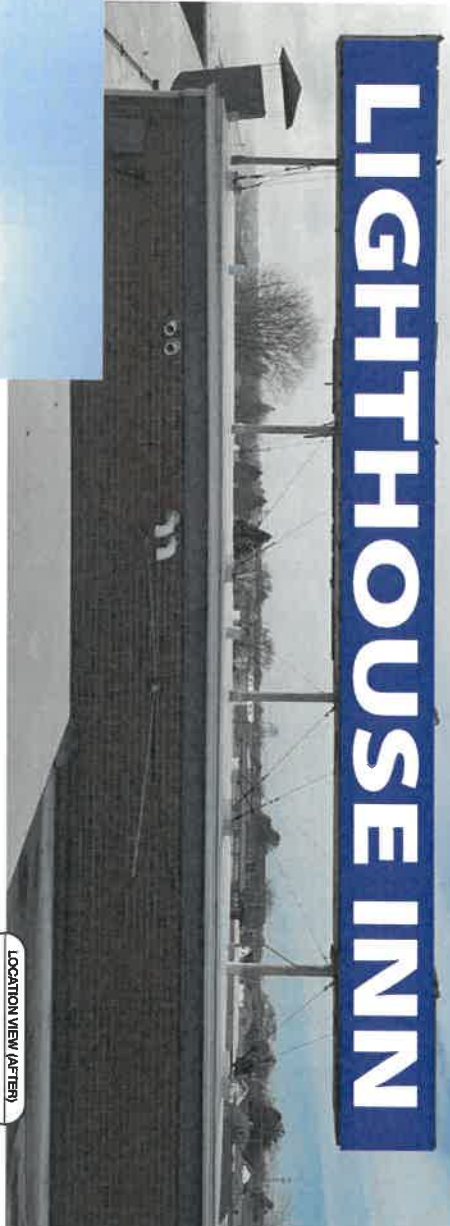
C-1 PMS 672C

C-2 WHITE

CUSTOMER SIGNATURE FOR DESIGN APPROVAL

SIGNATURE: _____ DATE: _____

**ALT-1: LOC-1
OPTION A**

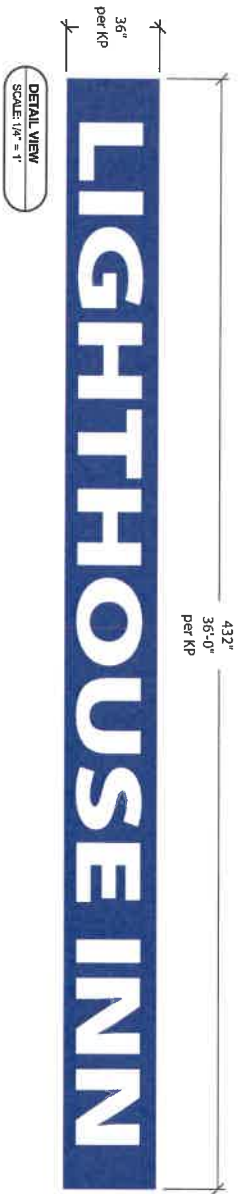


LOCATION VIEW (AFTER)
SCALE: 1/4" = 1'



LOCATION VIEW
SCALE: 1/4" = 1'

Remove & dispose of existing faces



DETAIL VIEW
SCALE: 1/4" = 1'

THIS DRAWING IS THE PROPERTY OF CREATIVE SIGN CO. INC.

This is an original, unduplicated drawing by Creative Sign Co., Inc. It is for your personal use, in conjunction with a contract for the manufacture of a sign. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or otherwise transmitted in any form without the written permission of Creative Sign Co., Inc. It is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. CONTACT YOUR SIGN CONSULTANT TO PURCHASE THE RIGHTS TO THIS DESIGN.

CONCEPTUAL DRAWING ONLY

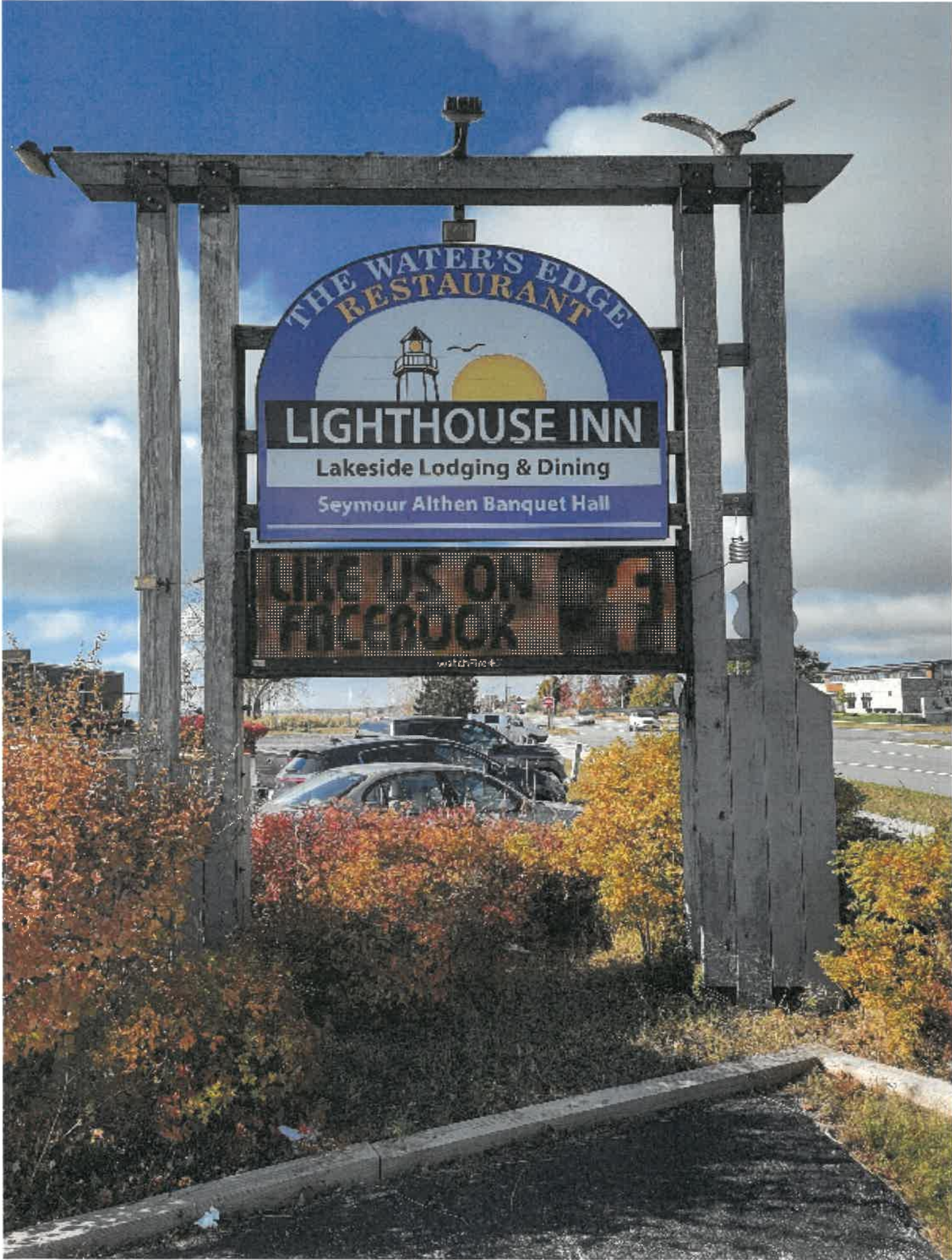
All sizes and dimensions are illustrated for client conception of the project and are not exact scale. Renditions, including lighting effects, graphics, and coloration, are an approximation.

CUSTOMER RESPONSIBILITIES

Please review all drawing details closely, as Creative Sign will produce signs as approved drawing indicates. Some changes may occur based on production needs. While Creative Sign will make every effort to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used.









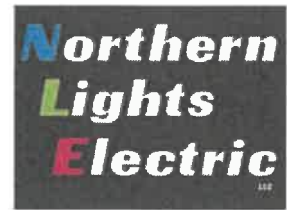


LIGHTHOUSE INN

on Lake Michigan



Northern Lights Electric
3393 Hempton Lake Rd
Cato, WI 54230
9209732754
northernliteselectric@gmail.com



Estimate

ADDRESS

The Lighthouse Inn
The Lighthouse Inn
1515 Memorial Drive
Two Rivers
WI
54241

ESTIMATE # 1666
DATE 03/25/2026

ACTIVITY	AMOUNT
Electrical	12,750.00
Remove and recycle existing exterior lighting	
Install 26 LED floodlight in existing floodlight locations	
Install two new LED fixtures on existing parking lot light pole	
Replace lakeside rooftop floodlight with equivalent flood, matching existing on rooftop	
Replace existing recessed can lights with new LED trims	
Permit fee included	
Price includes \$3300 fixture allowance to replace existing coach lights around building. Customer to use this allowance to provide coach lights., 1 @ \$12,750.00	

With acceptance of this estimate please sign and return with 50% down payment. Remaining Balance will be due at completion of job. 1.5% service fee will be added to all unpaid balances.	TOTAL \$12,750.00
	LESS: coach lights and installation of them. -4,050.00
Accepted By	Accepted Date \$8,700.00



150W LED Parking Lot Light - 400W Metal Halide Equivalent - 20,250 Lumens - 5000K - Type III-M Distribution - Knuckle Slipfitter Mount - Includes Photocell

Part Number: PLLD4-50K150W-ALT3BR1-SF-JL

Overview Specifications Accessories

Features

- Type III-M Light distribution
- Increase energy savings with optional photocell
- Multiple mounts available
- DLC 5.1 Premium

View more details
See our full selection of PLLD4 series parking lot lights.

Ask About This Product Get instant AI-powered answers
type your question... [Submit]

\$162.99 ea.

Photocell Options Includes Photocell

Includes Photocell No Photocell

Mounting Option

GET 10% OFF

PHOTOCELL METALLIZATION MOUNT OPTIONS HIGH METALLIC PHOSPHOR PROTECTION



300W LED Parking Lot Light - 1,000W Metal Halide Equivalent - 40,500 Lumens - 5000K - Type III-M Distribution - Knuckle Slipfitter Mount - Includes Photocell

Part Number: PLLD4-50K300W-ALT3BR1-SF-JL

★★★★★ (10) Overview Specifications Accessories

Features

- Type III-M Light distribution for sidewalk or perimeter applications
- Optional photocell for dusk-to-dawn operation
- Multiple mounts available
- DLC 5.1 Premium

[View more details](#)

See our full selection of PLLD4 series parking lot lights.

Ask About This Product Get instant AI-powered answers
Type your question...

\$240.99 ea.

Mounting Option

Knuckle Slipfitter Mount

Photocell Options Includes Photocell

Includes Photocell | No Photocell

Offline
Email Us Anytime

GET 10% OFF

PHOTOCELL INSTALLATION | MOUNT OPTIONS | PRE-INSTALLED PHOTOCELL



GET 10% OFF

6" LED Commercial Recessed Downlight - Selectable CCT - Selectable Wattage - Dimmable - Up to 2,970 Lumens

Part Number: CDL6D-SW5A-SP27W

[Overview](#) [Specifications](#) [Accessories](#)

Features

- Field-selectable CCT: 2700K, 3000K, 3500K, 4000K, or 5000K
- Field-selectable wattage: 13W, 19W, or 27W
- IC rated for direct contact with insulation
- Spring clips allow direct ceiling installation
- Versatile and energy-efficient replacement of CFL lamps
- 120-347 VAC standard input

[View more details](#)

Ask About This Product Get instant AI-powered answers

Type your question...

Ask

\$39.99 ea.

In Stock

- 1 + [Add to Cart](#)

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