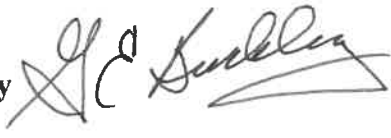


--MEMORANDUM--

TO: City Council

**FROM: Gregory E. Buckley
City Manager**



DATE: March 28, 2024

SUBJECT: City Funding Support for Façade and Sign Grants

As we discussed at the work session on March 25, there is \$100,000 included in the 2024 City Budget for sign and façade grants.

These funds are budgeted in three “buckets,” as indicated in the table below.

2024 BUDGETS WITH FUNDS FOR BUSINESS FAÇADE AND SIGN GRANTS

Fund 291, Ec Dev Loan Fund	\$ 20,000	No restrictions on where used
Fund 237, TID 8 Old High School	\$ 30,000	Must be within half mile of TID 8 boundaries, contracted by August 20, 2024 (see attached map)
Fund 242, TID 13, Culvers	\$ 50,000	Must be within half mile of TID 13 boundaries (see attached map)
GRAND TOTAL	\$ 100,000	

Since 2021, the City has provided funds to supplement Two Rivers Main Street’s funding for façade and sign grants to businesses in the downtown area (Business Improvement District). Typically, the City and Main Street have split the cost of such grants, 50/50.

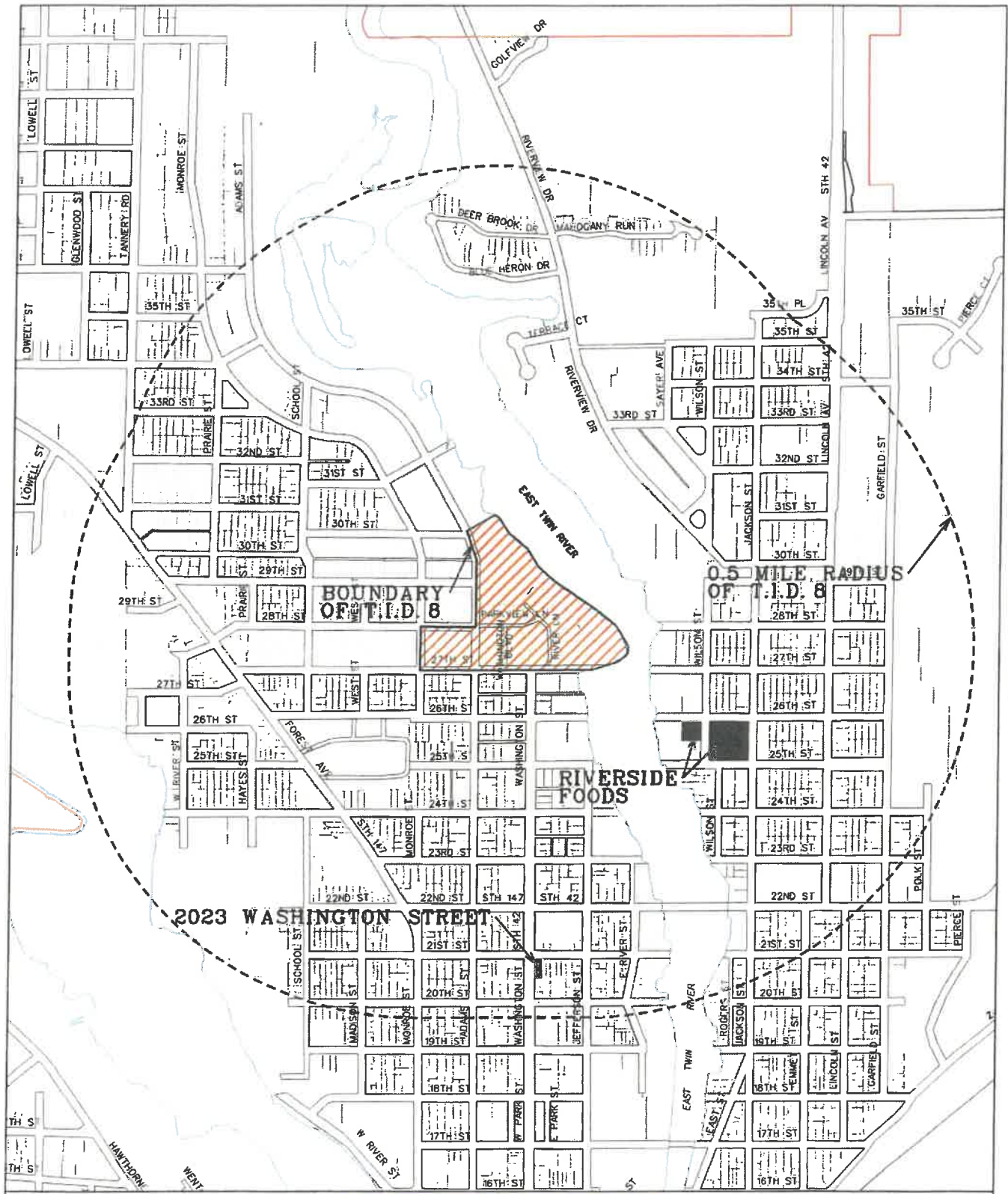
Recent years’ grants in this area have included Weichert Realty façade (completed), Cool Brewing façade (completed), Lakeshore Rock and Gem sign (completed), Lakeshore Restoration sign (completed), and The Hook Lanes and Games façade (initial grant commitment).

Main Street’s Design Committee has reviewed applications for such grants to downtown area businesses, with final approval by the Main Street board. The City has effectively delegated this work to Main Street, and they have handled it well. When downtown area projects are completed and approved for grant payout by Main Street, the City provides a check for its share of eh grant.

For areas outside of the BID, the City has made funds available, with no match from Main Street. A recent grant by the City, to a business outside of the downtown area, was to High Lift Coffee. Main Street’s involvement is not required in these locations.

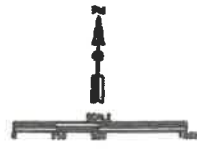
Based on the 2024 City funding identified above, I recommend that the Council authorize the following:

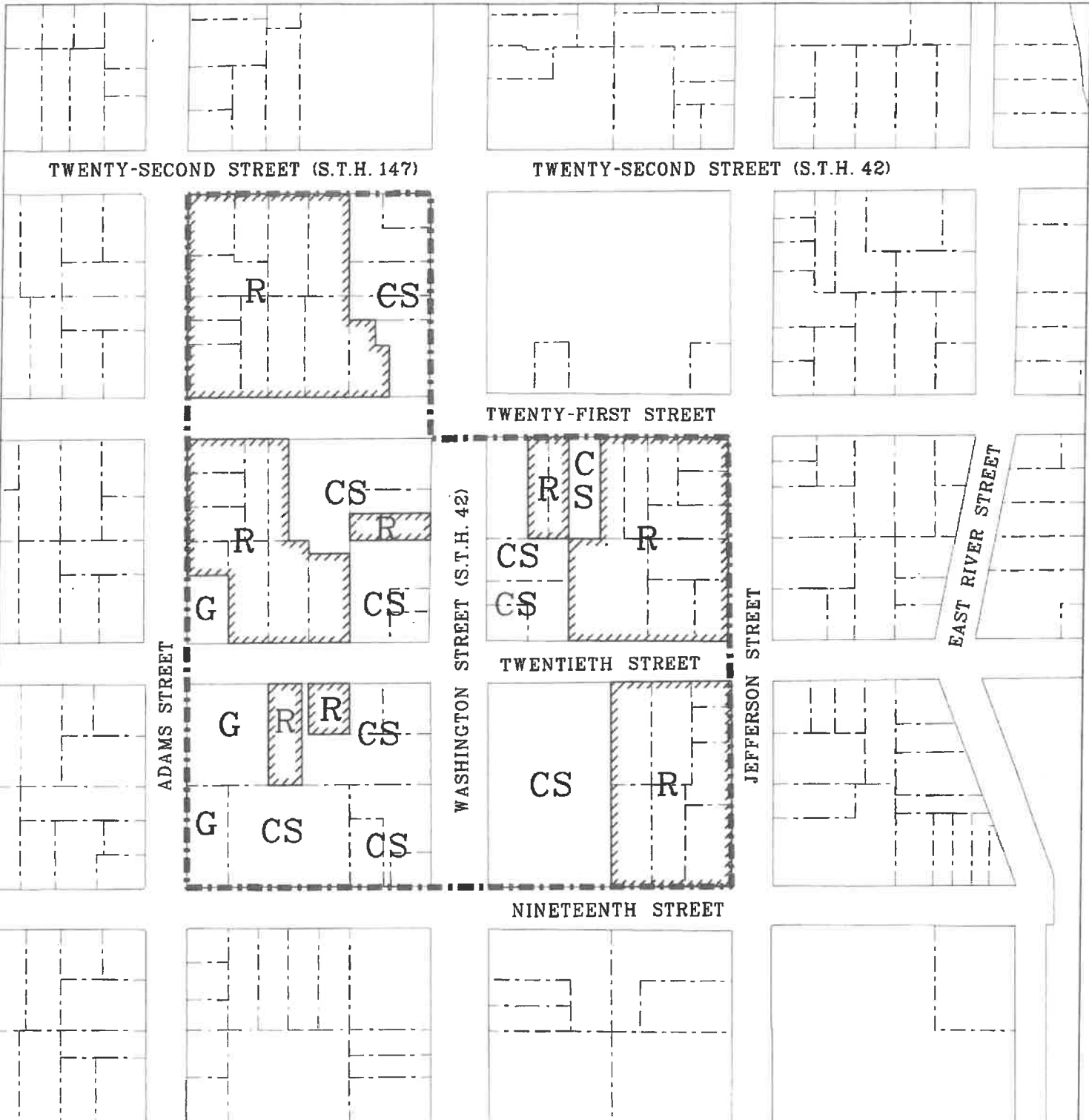
1. Making \$11,000 available to Two Rivers Main Street from the TID 8 or TID 13 budgets, whichever is appropriate, for sign and façade grants to projects in the BID. This amount includes \$5,000 as the City's share of a \$10,000 grant previously committed to The Hook Lanes and Games, 1916 Washington Street. \$6,000 of City funds would then be available for other downtown façade and sign grants, to be awarded by Main Street, consistent with Main Streets' grant program guidelines. Main Street would have to match that \$6,000 50/50
2. Making \$5,000 available to Two Rivers Main Street from TID 13 as City match, on a 50/50 basis, for funding downtown area murals on private properties.
3. Reserving all other TID 7 and TID 13 funds (\$64,000) to the City, to fund façade and sign grants 100 percent by the City, whether located in the BID or elsewhere. Commitment of these funds for downtown area projects would still run through Main Street's intake, review and approval process, but also be subject to approval by the Community Development Director and reported to City Council. (NOTE: this "bucket" would also be the source for a possible increase in the façade grant for The Hook Lanes and Games, as has been discussed recently with the City Council.)
4. Reserving the \$20,000 budgeted in Fund 291 for projects authorized by action of the City Council, with the City's Community Development Office as point of contact for applications.



T.I.D. No. 8

City of Two Rivers
Manitowoc County, Wisconsin





LEGEND

R - RESIDENTIAL

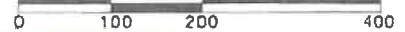
CS - COMMERCIAL SERVICE

**G - GOVERNMENTAL/INSTITUTIONAL/
UTILITIES**

- - - - BOUNDARY OF T.I.D. No. 13



SCALE



MAP No. 3 EXISTING LAND USES IN T.I.D. No 13