



**TWO  
RIVERS**  
WISCONSIN

**COMMUNITY DEVELOPMENT**

1717 E. Park Street  
P.O. BOX 87  
Two Rivers, WI 54241-0087



**Report To:** City Council  
**From:** Elizabeth Runge, Community Development Director/Planner  
**Re:** City Façade Improvement Grant Applications Awards

*Background*

The City Council approved the development of a Façade Improvement Program in 2022. The goal of the program is to encourage business owners to invest in exterior building improvements by providing financial assistance in the form of a grant. The grant is a maximum of \$10,000 requiring a 50% match investment by the applicant. The program is also reimbursement based.

The first round of applications closed April 15, 2022. Two applications were received from:

- |   |                             |
|---|-----------------------------|
| 1. High Lift LLC with expenses of \$29,328.       | Façade grant award \$10,000 |
| 2. Renee Chocolates LLC with expenses of \$3,700. | Façade grant award \$1,850  |

The review of the applications was conducted by the Main Street Design Committee. The committee approved both application requests. Attached to this memo is material from both applications.

**The request of City Council is:** To approve the application awards in the amounts listed above.

If approved, staff will facilitate the grant award by verifying work is complete and that the documentation is provided for reimbursement of the expenses incurred.



[www.two-rivers.org](http://www.two-rivers.org)



920.793.5564



920.793.5512

Deadline April 15, 2022



**Façade Improvement Program (FIP)Application**

Applicant Name: Emilee Rysticken Business Name: The High Lift LLC

Business Address: 1207 Madison St.

Phone: (920) 645 - 3597 E-Mail: emileerysticken@gmail.com

Property Owner (if different than above): \_\_\_\_\_ Phone: \_\_\_\_\_

Names of all owners on title of property: (all owners must sign application)  
Emilee Rysticken

Proposed project start date: 4/18/2022 Proposed project completion date: 5/30/2022

Description of project:

Reviving the entire block! New paint on every single surface, new signage, garage doors and doors. Both doors and garage doors will be essentially all windows with black frames (like you see on breweries).

The color scheme will be very neutral and dark hoping the large amount of grass and windows will really pop. Black shingles, black awning, gray building, black sign posts, black framing on windows and doors.

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

Item <u>Garage Doors</u>	Cost <u>12,500</u>
Item <u>Doors</u>	Cost <u>5,328</u>
Item <u>Signage</u>	Cost <u>3,000</u>
Item <u>Paint</u>	Cost <u>2,500</u>
Item <u>Flashing</u>	Cost <u>1,000</u>
Item <u>patio</u>	Cost <u>5,000</u>
Item _____	Cost _____
Item _____	Cost _____

**Total Cost:** 29,328

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: Emilee Rysticken Date: 4/10/22

High Lift LLC  
1207 Madison Street

Existing Building photos - before work began





High Lift LLC  
1207 Madison Street

Renderings with new garage door in place and other exterior improvements



High Lift LLC  
1207 Madison Street

Sign Designs





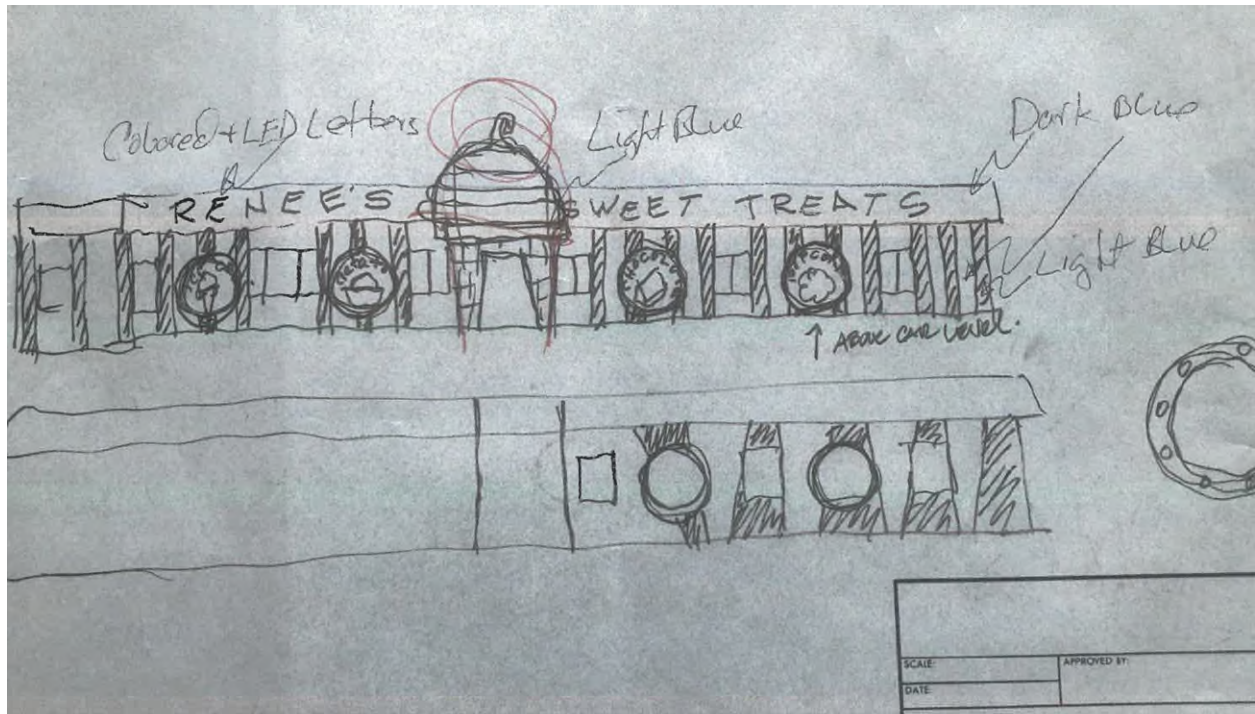


Renee's Specialties LLC  
2716 Memorial Drive

Existing Business photo



Grant Request is to Paint the Exterior of the Building



Proposed paint colors



SW 6239

**Upward**

Interior / Exterior

Location Number: 224-C1



COORDINATING COLORS

SIMILAR COLORS

DETAILS



SW 6244

**Naval**

Interior / Exterior

Location Number: 253-C6



COORDINATING COLORS

SIMILAR COLORS

DETAILS