

**RESOLUTION TO  
APPROVE RDA CITYWIDE SIGN GRANT PROGRAM AND DESIGNATE  
SOURCE OF FUNDING**

**SPONSOR: MAYOR STOCKS  
FROM: FINANCE COMMITTEE**

**WHEREAS**, the City of Watertown recognizes the benefit of successful businesses operating in this community, and wants to encourage the opening of new businesses and expansion of existing businesses; and,

**WHEREAS**, the cost of new, quality, exterior signage can be significant for business owners; and,

**WHEREAS**, inadequate or temporary signage can be detrimental to the appearance of commercial properties within the City, and contribute to a state of blight or disrepair; and,

**WHEREAS**, the Board of the Redevelopment Authority of the City of Watertown (RDA) wishes to introduce and administer a Citywide Grant Program; and,

**WHEREAS**, the Board of the RDA has approved the Program Application drafted by RDA members and reviewed by the City Attorney; and,

**WHEREAS**, \$25,000 is to be allocated to fund the Citywide Sign Grant Program through closeout funds from Tax Increment District #4.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF WATERTOWN, WISCONSIN:**

That the proper City Officials are authorized to approve the Citywide Sign Grant Program to be administered by the Redevelopment Authority of the City of Watertown and directs the Finance Director to designate \$25,000 to fund the Citywide Sign Grant Program through closeout funds from Tax Increment District #4.

That this Resolution shall be in full force and effect upon its passage and adoption.

	YES	NO
DAVIS		
LAMPE		
BERG		
BARTZ		
BLANKE		
SMITH		
ARNETT		
WETZEL		
MOLDENHAUER		
MAYOR STOCKS		
TOTAL		

ADOPTED August 19, 2025

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CITY CLERK

APPROVED August 19, 2025

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MAYOR