



Beltz Foundation Downtown Watertown Business Grant Program

Program Overview

The Redevelopment Authority of the City of Watertown (RDA) established its Beltz Foundation Downtown Watertown Business Grant Program to encourage unique businesses to relocate or expand into the Downtown Watertown Redevelopment District Target Area. The program provides grants totaling up to \$50,000.00 per year that can be used towards eligible expenses such as capital improvements, renovations, and signage to their new location in Downtown Watertown.

This is a competitive grant program. Applicants must demonstrate prior, relevant business experience and meet minimum program eligibility requirements. Preference will be given to applicants that add to the diversity of businesses located in Downtown Watertown and fall into categories that align with the program goals.

Applications are reviewed on an as-needed basis by the RDA Grant Program Committee. Deadlines for submission are set at the time the grant applications are opened. Recommendations are presented to the RDA Board of Directors for final approval and awarding of funds.

Please note that applicants must complete the application process before incurring eligible expenses through the Business Grant Program. Any expenses incurred before a Grant Agreement is executed will be ineligible for reimbursement through the grant program.

Available Awards

The RDA has committed a total of \$50,000.00 per year from the Dr. John Beltz Charitable Foundation to the program. Applications will be reviewed and awarded based on quality of application and general merit of the proposed use.

Eligibility Requirements

- Applicant must demonstrate relevant business experience.
- Must be entering a minimum one-year lease or purchasing property within the Target Area.
- Business must be open and accessible to the public for a minimum of 48 hours/week unless an exception is sought.
- Preferences will be given to businesses that fall into the following categories:
 - Entertainment/Family
 - Full Service / Fine Dining, Grab and Go Lunch Stop, Craft Beer
 - Food store, organic foods and gourmet foods
 - Retail establishments offering quality merchandise
 - Non-chain/non-franchised businesses

Eligible Expenses

- Signage and awnings for new location (must be reviewed by the Historical Preservation and Downtown Design Commission)
- Leasehold / capital improvements in new location, including construction costs and fixtures

Please note that if awarded funding, the reimbursement amount will be based on receipts submitted.

Program Goals and Priority Criteria

Property Considerations

- Will the project positively contribute to the City's redevelopment efforts?
- Will the project ameliorate a blighting influence?
- Will the project substantially leverage more investments than the grant funds?
- Will the grant result in an improvement that would not be made otherwise?
- Is the project in an historically designated building?

Business Considerations

- Is the business in a preferred program category?
- Does the business add to the unique mix in Downtown Watertown?
- Can the applicant demonstrate success in prior business activities?
- Can the applicant demonstrate community involvement through prior businesses?

Application Process

Application Contents

An application for the program must include all of the following:

- Beltz Foundation Downtown Watertown Business Grant Application Form
- Project Expenses Worksheet
- A copy of a lease agreement or proof of purchase of property
- Two years of Income Statement projections
- If applicant is existing business: Last three years of business income statements and most recent balance sheet
- If applicant is new business with prior business experience: Last three years of business income statements and most recent balance sheet of prior business
- Renderings, mock-ups, or architectural plans for the new location,
- Business plan.

Submission of Application

The application and all required materials must be submitted to the RDA Executive Director in either print or digital form. Applications are reviewed on a quarterly basis. Applicants are encouraged to submit materials as soon as completed.

Review process

Time of Review

Applications are reviewed after each announced application deadline by the RDA Grant Program Committee.

Substantive Criteria

The RDA Grant Program Committee will screen each application based on the following criteria before making a recommendation regarding the application to the RDA Board of Directors:

- Completeness of application,
- Type of business (preference will be given to businesses that add to the diversity of businesses downtown and align with the RDA's strategic priorities)
- Business history and experience
- Viability of expansion into Downtown Watertown
- Proposed location in Downtown Watertown (visibility and plans for improvement)
- Economic viability of business' expansion or relocation based on financial information submitted and reviewed by the committee

Notification of Recommendation

The applicant will be notified of the RDA Grant Program Committee's recommendation regarding the requested grant to the RDA Board of Directors. The applicant will also be notified of the date, time and location of the RDA Board of Directors meeting at which the committee's recommendation regarding the application will be discussed. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The committee may postpone a recommendation on an application if additional information is requested or the application is incomplete.

Board of Directors Approval

After the RDA Grant Program Committee makes a recommendation regarding the application, the recommendation will be placed on the next RDA Board of Directors meeting agenda. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The RDA Board meets regularly on the third Wednesday of the month. The applicant will be notified of the RDA Board of Directors decision regarding their application.

Conflict of Interest

Members of the RDA Board of Directors or any of its committees who are in a position to influence decisions regarding grants awarded under this program shall not have a financial interest, either directly or indirectly, in any person or entity applying for a grant through this program, unless that interest has been fully disclosed in writing and the board member/committee member involved has removed him/herself from the decision-making process, including all deliberations.

Denial of Applications

Following the recommendation of the denial of an application by the RDA Grant Program Committee, the RDA Executive Director shall so notify the applicant, stating reasons for the recommendation as communicated by members of the committee, and including, if applicable:

- Requests for additional documents or other information which, if submitted by the applicant, may result in a grant award based on a future application; or,
- Suggestions as to changes in the proposed application which may result in a grant award based on a future application.

Post Award Process

Grant Agreement

Upon approval of the grant award by the RDA Board of Directors, the applicant will be notified and will be sent a Grant Agreement that will need to be signed by the applicant before project expenses can be incurred. Any expenses incurred before the Grant Agreement is executed will be ineligible for reimbursement through the grant program.

Post-award amendments to Project

Following the award of an RDA Business Grant, if the applicant desires to make any changes or modifications from what was approved in their application, the applicant must submit to the RDA Grant Program Committee for review:

- Written description of the changes proposed
- Any updated renderings, mock-ups, or architectural plans for the new location.

NOTE: Failure to obtain approval for any changes in relocation activities after awarding of the original grant will result in disqualification of the applicant from the program and the loss of the entire grant funding.

Distribution of Grant Funds

Payment Request

The applicant may request payment of funds in one payment upon completion of relocation/expansion or request up to three reimbursement payments as relocation/expansion is occurring. To request payment of funds the applicant must submit the following to the RDA Executive Director:

- Affidavit that all work completed and expenses incurred match what was included in the submitted application
- All receipts from eligible expenses seeking to be reimbursed

Compliance with Approved Application

If all submitted documentation is in compliance with applicant's approved application and the program parameters, the RDA Executive Director will issue a reimbursement check. Checks will be issued within 15 days of request.

Non-compliance

If any of the relocation activities are found to be in non-compliance with the approved application or the program requirements, the applicant will be ineligible to receive grant funding or liable to pay back grant funding already received.

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Business Grant Application

Applicant Information

Application Date: 3/19/24

Business Name: Bentzin Family Town Square

Type of Business/Industry: City Park/Entertainment Venue

Contact Name: Stephanie Juhl

Role at Business: Program Coordinator

Contact Phone: 920-262-8080 Contact Email: sjuhl@watertownwi.gov

Business Mailing Address: 514 S. 1st Street Watertown, WI 53094

Total Amount Requested: \$10,000 Total Project Cost: \$38,559.00 Band costs only. This does not include activities at each event, portos, labor, etc. Please keep band costs confidential.

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses)

Saturday, May 18 2024	5-7 p.m.	11 One Louder	-	\$ 1,750
Saturday, June 08 2024	7-9 p.m.	Boy Band Night		\$ 5,000
		Essential Details, LLC		\$ -
		A.G. Entertainment, LLC		\$ -
		Proline Entertainment, LLC	\$ 2,500	\$ -
Saturday, June 15, 2024	7-9 p.m.	Conscious Pilot	-	\$ 2,500
Special: Friday, June 21, 2024	7-10 p.m.	Mallrats: Special	-	\$ 5,000
Thursday, June 27, 2024		Thursday Night Market #1		
Saturday, June 29, 2024	6-9 p.m.	Dueling Pianos	-	\$ 4,200
Saturday, July 13, 2024	7-9 p.m.	PanCromatic Steel	-	\$ 2,000
Saturday, July 20, 2024	7-9 p.m.	33RPM	-	\$ 4,000
Thursday, July 25, 2024		Thursday Night Market #2		
Saturday, August 17, 2024	7-9 p.m.	Ask Your Mother	-	\$ 3,000
Thursday, August 22, 2024		Thursday Night Market #3		
Saturday, August 24, 2024.	7-9 p.m.	Bootjack Road Band	-	\$ 2,400
Saturday, September 7, 2024	7-9 p.m.	Last Bees	-	\$ 800
Saturday, September 14, 2024	7-9 p.m.	Back Bay Band	-	\$ 1,250
Thursday, September 26, 2024		Thursday Night Market #4		

Band		\$	31,900.00
Audio		\$	1,959.00
Lighting and Power		\$	2,500.00
Management (Essential Details)		\$	550.00
Marketing (Essential Details)		\$	1,400.00
Hospitality		\$	250.00
Total		\$	38,559.00

Anticipated Timeline (estimated start and end dates): Summer Concert Series May 18-September 14

Business Information

How long has your business been established? 1 year

Please describe your business, including products and services offered and a brief history of operations. Bentzin Family Town Square is a vibrant entertainment venue that caters to families and individuals seeking a variety of experiences. The square is centered around providing a range of entertainment to ensure an enjoyable and memorable visit for all visitors.

Products and Services Offered:

1. Entertainment Events: a diverse range of entertainment events, including live music performances, art, décor and exercise classes, night markets, food trucks and cultural festivals.
2. Family Activities: Offers a host of family-friendly activities including several specific family events throughout the season.
5. Event Spaces: Bentzin Family Town Square also provides event spaces for personal celebrations, corporate gatherings, and community events.

Brief History of Operations:

Bentzin Family Town Square was established in [year of establishment] by the Bentzin family, who envisioned creating a vibrant hub for entertainment and leisure in the heart of the city. Over the years, we have evolved into a premier destination known for our diverse entertainment offerings, excellent dining experiences, and engaging activities for visitors of all ages. Our commitment to providing exceptional service and memorable experiences has made us a beloved part of the community, attracting locals and tourists alike to enjoy everything our venue has to offer.

Additional Materials

The following materials must be included with your application:

- ✓ A copy of your lease agreement or proof of purchase of property
- ✓ Project Expenses Worksheet
- ✓ Two (2) years of Income Statement projections
- ✓ Last three (3) years of business income statements and most recent balance sheet
- ✓ Renderings, mock-ups, or architectural plans for new location
- ✓ Business plan (if opening/expanding business)

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Business Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature *Stephanie Juhl*

Date 3/19/24

Landlord Signature (if lease) _____ Date _____