



To: Watertown RDA Board
CC: Mayor McFarland
From: Mason Becker, Strategic Initiatives and Development Coordinator
Date: May 17, 2023
Re: Beltz Community Grant Program

Watertown RDA board members,

Some time ago, John Beltz, who has been a generous contributor to both the Bentzin Family Town Square and the Future Fund, approached the RDA with the idea of funding an additional grant program to support and encourage activity within the downtown area. Mr. Beltz had some initial discussions with Alex Allon in 2022, but the plans were put on hold temporarily when Mr. Allon left employment with the City of Watertown for a new position.

I have recently met with Mr. Beltz, and we came up with the attached grant concepts. This grant would essentially consist of two different parts: a Downtown Business Grant Program, and a Downtown Special Events Grant Program. These programs would be funded by a total donation of \$50,000 per year, for three years, from Mr. Beltz. The funds will be held with the Watertown Community Foundation. Mike Hoppenrath has confirmed with me that they would be able to facilitate this, much as they have with donated funds for the Town Square project.

The following documents outline the general format and details of the program. I am recommending that the RDA board approve participating in this program, as this grant program falls in line with our mission to support and enhance economic activity in the downtown area. Should the board approve, I will work with John Beltz to finalize and move forward with this grant program.

Sincerely,

Mason T. Becker
Strategic Initiatives and Development Coordinator