

City of Watertown Introduces Sign Grant Program to Support Local Businesses

Watertown, WI – March 1, 2026 – The City of Watertown Redevelopment Authority (RDA) is excited to announce the launch of the Citywide Sign Grant Program, a new initiative designed to help local businesses offset the cost of installing or upgrading signage.

This program underscores the RDA's commitment to strengthening Watertown's business community, enhancing curb appeal, and driving economic growth citywide. Through the program, eligible businesses can receive a 50% matching grant up to \$1,000 for sign installation and improvements.

"This program is about investing in our businesses and our community," said Ryan Wagener, RDA Board Chair. "Attractive, visible signage helps businesses succeed and, in turn, contributes to a more vibrant, welcoming city."

Eligibility Requirements:

- Businesses must be located outside the downtown historic district, which is already served by the Façade and Sign Grant Program managed by the Watertown Main Street Program.
- Applicants cannot be part of a regional or national chain.
- Signage must be permanent, visible from a public street, and comply with city regulations.

How to Apply: Applications open March 1, 2026, and will be accepted on a rolling basis while funds remain available. Funding for this program comes from the closeout funds of Tax Increment District (TID) 4.

Signage improvements made possible through the grant program are expected to deliver long-term community benefits, including increased property values and strengthened business visibility.

Businesses can download the application and review full program details at watertownredevelopment.org.