

Legal Entity

* Legal Entity Type

City Government ▼

* Tax ID

Enter the FEIN of the business (XX-XXXXXXX format).

39-6005640

* W-9 [Download Blank W-9](#)

Upload a signed copy of the entity's form W-9.

Read Only



FY25-W-9-SBDG-Watertown, City of.pdf

Chartering Document

Chartering Document

Upload a copy of the entity's chartering document (i.e., articles of incorporation/organization; governing statute; charter), if applicable.

Read Only



FY25-Chartering Document-SBDG-Watertown, City of.WA3515[1]

Initial Eligibility (SBDG)

* Is the primary applicant a member-based organization?

Only local and regional economic development organizations, municipalities, tribal governments, and counties are eligible to apply for this grant. Member-based small-business centric organizations, such as Chambers of Commerce, are ineligible, but are encouraged to be collaborative partners with eligible applicants.

No ▼

Applicant Information (SBDG)

* Legal Name

City of Watertown

Trade Name

* Mailing Street Address

106 Jones St

* Mailing City

Watertown

* Mailing State

Wisconsin ▼

* Mailing Zip Code

53094

* Mailing County

Jefferson ▼

Fiscal Year End Date

Website Url

watertownwi.gov

* Phone

9205678181

Non-profit Description

If applicable, provide a description of non-profit credentials for the organization.

Non-profit Credentials

If applicable, provide the non-profit credentials for the organization.

Read Only

Entity Roles

Role	First Name	Last Name	Title	Email
Principal Dire	Mason	Becker	Developer	mbecker@

Project Roles

Role	First Name	Last Name	Title	Company
Project Conta	Jody	Purtell	Executive Di	Watertown
Legal Contac	Steven	Chesebro	City Attorney	City of Wa
Financial Cor	Mark	Stevens	Finance Dire	City of Wa
Performance	Mason	Becker	Developer	City of Wa
Contract Sign	Emily	McFarland	Mayor	City of Wa

* Will you be working with an external collaborator on this project?

Please indicate if you are working with another entity as an external collaborator on this project. If so, please provide contact information for the relevant members of the collaborating organization.

Yes

External Collaborator

Role	First Name	Last Name	Title	Company
Project Conta	Jody	Purtell	Executive Di	Watertown

Project Narratives (SBDG)

Project location is the same as Mailing Address.



* Proposed Project Start Date

01/01/2025

* Proposed Project End Date

01/03/2028

* Project Description

Provide an overview of your project. Additional details will be provided in subsequent questions.

The Back Door Accessibility Grant is a program designed to enhance accessibility and safety in Watertown's back alleys and business spaces ahead of the 2028 Main Street Reconstruction project. Administered by the Watertown Main Street Program, the grant offers matching funds to business and building owners who commit to improving the functionality and appearance of their back door areas.

By focusing on both accessibility and aesthetic appeal, the program aims to create a more welcoming and inviting environment for both residents and visitors. The improved back door areas will not only be more accessible to individuals with disabilities but will also contribute to the overall visual appeal of the city's business district.

* Detailed Project Description

[Download Small Business Development Grant Quick Guide](#)

If not already available, please download a copy of the Small Business Development Grant quick guide. Upload a project description that addresses each of the Evaluation Criteria in the quick guide as they relate to the proposed project and the applicant. Please address each criteria, even if they do not apply directly to the proposed project.

Read Only



FY25-Detailed Project Description-SBDG-Watertown, City of.pdf

* Background and Structure of the entity.

Describe the background and structure of the entity; its experience and capacity in providing small business support through grants, loans, rent assistance, mentorship, education or other services; and any existing partnerships or collaborative efforts with other small business support organizations in the community. Outline how the organization will grow and expand the small business ecosystem of the project’s geographic area.

Organization Background and Structure

The Watertown Main Street Program (WMSP) is a non-profit organization dedicated to revitalizing Watertown's historic downtown district. Established in 2000, WMSP has been instrumental in fostering a vibrant and thriving business community through various initiatives. WMSP operates under a Board of Directors/Advisory Committee structure, ensuring strategic guidance and community engagement. The organization has a proven track record of successful project implementation, including façade improvement grants, sign grants, public art installations, events and more.

Small Business Support Experience and Capacity

WMSP has a strong history of supporting small businesses in Watertown through a variety of programs and services.

Grants: The organization has awarded numerous grants to small businesses for capital improvements, inventory purchases, and marketing efforts.

Education: The organization hosts workshops and seminars on topics such as financial management, social media marketing, and regulatory compliance.

Partnerships and Collaborative Efforts:

WMSP has established strong partnerships with other local organizations to enhance its impact on the small business ecosystem.

Watertown Tourism: Collaboration on joint marketing campaigns and events.

Watertown Area Chamber of Commerce: Sharing resources and expertise on workforce development programs.

~Expanding the Small Business Ecosystem: To further grow and expand the small business ecosystem in Watertown, WMSP will implement the following strategies:

~Business Incubator: Establish a business incubator to provide affordable workspace, mentorship, and resources to startup businesses.

~Small Business Resource Center: Create a centralized hub for small businesses to access information, training, and networking opportunities.

~E-commerce Initiative: Support small businesses in developing online stores and expanding their reach through digital marketing.

~Entrepreneurship Education: Partner with local schools and universities to offer entrepreneurship education programs for students.

~Community Engagement: Organize events and activities to promote local businesses and foster a sense of

Organizational Leadership

Please provide bios/resumes of organizational leadership that includes name, title, organizational role, term start and end dates.

Read Only



FY25-Organizational Leadership-SBDG-Watertown, City of.pdf

Project Curriculum or Technical Services Offered

Provide a detailed description of the programming, curriculum, or technical services being offered through the program.

Program Overview:

The Watertown Main Street Program is a comprehensive initiative designed to revitalize and enhance the downtown core of Watertown, Wisconsin. By focusing on four key areas – organization, promotion, design, and economic vitality – the program aims to create a vibrant, attractive, and thriving downtown district.

Programming and Curriculum:

Organization:

Downtown Management: Providing training and support to local businesses and property owners on best practices for managing downtown businesses.

Partnership Development: Fostering partnerships between local businesses, organizations, and government agencies to promote downtown revitalization.

Community Engagement: Organizing community events and activities to increase public awareness and involvement in downtown initiatives.

Promotion:

Marketing and Branding: Developing a distinctive brand identity for downtown Watertown and implementing effective marketing campaigns to attract visitors and residents.

Public Relations: Managing media relations and public outreach to promote downtown events, businesses, and amenities.

Social Media: Utilizing social media platforms to engage with the community and share information about downtown happenings.

Design:

Façade Improvement: Offering grants and technical assistance to property owners for façade improvements that enhance the visual appeal of downtown buildings.

Public Space Development: Planning and implementing projects to improve public spaces, such as parks, plazas, and streetscapes.

Historic Preservation: Promoting the preservation of historic buildings and landmarks within the downtown district.

Economic Vitality:

Business Development: Providing technical assistance and resources to local businesses to help them start, grow, and succeed.

Retail Recruitment: Attracting new businesses, particularly retailers, to fill vacant storefronts and enhance the downtown shopping experience.

Entrepreneurship Training: Offering entrepreneurship workshops and mentoring programs to support local entrepreneurs.

Technical Services:

Market Research: Conducting market research to identify opportunities for new businesses and identify consumer trends.

Design Services: Offering design services for façade improvements, public space development, and historic preservation projects.

Sustainable Operations Strategy

Provide the strategy for your organization's ongoing and sustainable operations funding.

Watertown Main Street Program, requires a consistent and reliable funding source to sustain its operations and achieve its goals. This strategy aims to diversify revenue streams, minimize reliance on any single source, and ensure long-term financial stability.

Proposed Funding Strategy

Fundraising Events:

Organize annual or bi-annual fundraising events such as ticketed walks, bingo nights, auctions, and more.

Partner with local businesses and organizations to increase event attendance and sponsorship.

Create unique and memorable experiences that attract both locals and visitors.

Grants and Partnerships:

Actively seek grants from foundations, government agencies, and corporations that support community development and economic revitalization.

Collaborate with other organizations, such as local chambers of commerce or economic development agencies, to share resources and funding opportunities.

Develop strong relationships with potential funders to increase the likelihood of successful grant applications.

Corporate Sponsorships:

Promote sponsors through signage, event promotions, and social media.

Explore opportunities for in-kind donations or services from local businesses.

Investment Income:

Establish a small endowment fund to generate investment income.

Consider seeking donations or grants specifically for endowment purposes.

Work with a financial advisor to develop a prudent investment strategy.

Budgeting and Financial Management: Develop a detailed annual budget and track expenses closely.

Implement a robust financial management system to ensure accountability and transparency.

Donor Stewardship: Recognize and thank donors for their contributions.

Provide regular updates on the impact of their support.

Cultivate strong relationships with donors to encourage repeat giving.

By diversifying revenue streams and actively seeking funding opportunities, Watertown Main Street can establish a solid financial foundation and ensure its long-term success in revitalizing downtown Watertown.

Application/Funding Process

Provide a description of eligibility requirements for companies applying to the program; describe the application process and the criteria that will be used to (1) approve funding and program participation (2) select the type and amount of funding and program participation to approved applicants.

Grant Eligibility:
 Business and building owners located within the Watertown Main Street district.
 Projects must focus on improving the accessibility, safety, or appearance of back door spaces, alleyways, or loading zones.

Eligible expenses may include:
 Repairing or replacing existing doors and windows.
 Installing new lighting or security cameras.
 Painting or upgrading the exterior of buildings.
 Resurfacing or improving alleyway surfaces.
 Adding landscaping or other aesthetic enhancements.

Grant Matching Funds:
 ~The Watertown Main Street Program will provide a match up to \$10,000 to the total project cost, depending on the project's size and scope.
 ~Grant recipients must submit a completed application, including detailed project plans and cost estimates.
 ~Upon approval, grant funds will be disbursed after project completion and verification of expenses.

Application Process:
 ~Interested applicants can obtain a grant application from the Watertown Main Street Program office.
 ~Completed applications must be submitted by [deadline date].
 ~A review committee will evaluate applications and select eligible recipients.
 ~Grant recipients will be notified of the decision and provided with instructions for project implementation.

Additional Information:
 ~Grant funds may be combined with other funding sources to support larger projects.
 ~Grant recipients are encouraged to consult with the Watertown Main Street Program staff for technical assistance and guidance.
 ~For more information, please contact [contact name] at [contact phone number] or [email address].

Anticipated Impact:
 The Back Door Accessibility Grant is expected to have a significant positive impact on Watertown's Main Street district. By improving accessibility and safety in back alleyways and business spaces, the grant will create a more welcoming and inviting environment for customers and employees. This, in turn, will help to attract new businesses, increase foot

Sample Application

Provide a sample application for companies applying to the program.

[Read Only](#)



[FY25-Sample Application-SBDG-Watertown, City of.pdf](#)

Collaborative Partner

Check the box if the applicant is collaborating or partnering with any other entities to manage this project? (e.g. Chambers of Commerce, Economic Development Organizations, Nonprofits, or local private companies)

*** Collaborative Partner Information**

Please provide the name, address, and a brief description of the entity/entities collaborating with the applicant.

Jody Purtell
Executive Director
519 E. Main Street Watertown Wisconsin 53094

Watertown Main Street is a community-driven organization committed to revitalizing downtown Watertown. We collaborate with local businesses, property owners, and the city to enhance the area's aesthetics, promote economic growth, and preserve its historic character. Our mission is to create a vibrant and thriving downtown that benefits residents, visitors, and businesses alike.

*** Collaborative Description**

The Main Street Program: A Collaborative Partner, the Watertown Main Street Program plays a vital role in the city's development and revitalization efforts. The program works closely with local businesses, property owners, and city officials to improve the accessibility and walkability of the downtown area. By

*** Collaborative Letter of Support**

[Read Only](#)



[FY25-Collaborative Letter of Support-SBDG-Watertown, City of.pdf](#)

Budget (SBDG)

* Budget [Download Budget Template](#)

Download and complete your budget, then upload the document.

Read Only



[FY25-Budget-SBDG-Watertown, City of.xlsx](#)

Financial Statements

Provide the last 3 years of complete financial statements, which includes a profit and loss, balance sheet, and cash flow statement for each year, including interim financials, if applicable. If the organization has been in operation for less than three years, provide complete financial statements for as many years as it has been in operation including interim financials.

Read Only



[FY25-Financial Statements-SBDG-Watertown, City of.pdf](#)

Information on Legal Proceedings

Check the box if applicant has been involved in a lawsuit in the last 5 years.

Check the box if applicant has been involved in a bankruptcy or insolvency proceeding in last 10 years, or any such proceedings are pending.

Check the box if applicant has been charged with a crime, ordered to pay or otherwise comply with civil penalties imposed, or been the subject of a criminal or civil investigation in the last 5 years.

Check the box if applicant has any outstanding tax liens.

State Requests for Bid or Proposal

Check the box if you are aware of any State of Wisconsin request(s) for bid or request(s) for proposal to which the applicant intends to respond, or to which the applicant has recently responded.

Certification Statement

THE APPLICANT CERTIFIES TO THE BEST OF ITS KNOWLEDGE:

1. The information submitted to the Wisconsin Economic Development Corporation (WEDC) in this application, and subsequently in connection with this application, is true and correct.

2. The applicant is in compliance with laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

3. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.

4. WEDC is authorized to obtain background checks including a credit check on the applicant and any individual(s) with 20% or more ownership interest in the applicant company.

5. The applicant has disclosed, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

THE APPLICANT UNDERSTANDS:

1. This application and other materials submitted to WEDC may constitute public records subject to disclosure under Wisconsin's Public Records Law, § 19.31 et seq. The applicant may mark documents "confidential" if the documents contain sensitive information.
2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.
3. Authorization to Receive Confidential Information. The applicant hereby authorizes the Wisconsin Economic Development Corporation ("WEDC") to request and receive confidential information that the applicant has submitted to, including any adjustments to such information by, the Wisconsin Department of Revenue ("DOR") and the Wisconsin Department of Workforce Development ("DWD"), and to use such information solely for the purposes of assessing the applicant's performance for the duration of the economic development project and ensuring that WEDC is properly administering or evaluating economic development programs. With regard to the information contained in the DWD unemployment insurance files, WEDC may access the following for the 8 most recent quarters: the quarterly gross wages paid to the applicant's employees; the monthly employee count; and the applicant's FEIN, NAICS code, and legal and trade names. The applicant also authorizes WEDC to share information submitted to WEDC by the applicant with the DOR and DWD and to redisclose to the public the information received from the DOR and DWD used to evaluate the applicant's performance under their specific economic development program and the impact of WEDC economic development programs. Records exempted from public records law by Wis. Stat. § 19.36(1) will be handled by WEDC in accordance with that law.

THE APPLICANT ATTESTS that the signatory/individual identified below is authorized to complete this application and affirm the statements and materials provided therein on behalf of the applicant.

* I agree with the above Certification Statement.



* Full Name

Mason T Becker

* Title

Strategic Initiatives and Deve

* Company Legal Name

City of Watertown

I certify that incentive assistance is needed to ensure this project will happen in Wisconsin.



[Return to Questions](#)

Submit Application