

# 2024 CREATIVE SIGN GRANT



The 2024 Downtown Fond du Lac Creative Sign Grant is designed to incentivize property owners to undertake creative sign projects that add to the uniqueness and character of Downtown Fond du Lac.

## Program Details:

The Creative Sign Grant is specifically for unique, handcrafted pendant signs. The goal of this grant program is to make business signs as unique as our downtown businesses. The grant reimburses up to 75% of the cost of the sign design, manufacturing and installation.

Property owners may apply for up to 75% of total project cost. For example, if your total project cost is \$4,000, you may apply for a grant of \$3,000. The maximum grant award is \$3,000.

Applications will be accepted until all funding is exhausted for the year.

## Eligibility:

- ⇒ Property must be located within the Downtown Fond du Lac Business Improvement District.
- ⇒ The applicant must own or have plans to purchase the real estate - or - If the applicant is a business owner leasing a property, the property owner must provide written support of the project.
- ⇒ All projects applying for the Creative Sign Grant require the City of Fond du Lac Downtown Architectural Review Board (DARB) approval. DARB meets the first Tuesday of each month and applications are due 10 days prior to the meeting date. Properties that are locally designated as historical properties may require approval from the Historic Preservation Commission. Questions regarding DARB, application submittals or historic status may contact the City of Fond du Lac Community Development Department at 920-322-3440.
- ⇒ No application will be reviewed or presented to the committee for consideration on behalf of an individual or entity that is delinquent in property taxes or any payments to the City of Fond du Lac or the Downtown Fond du Lac Partnership.
- ⇒ Projects cannot be started prior to grant approval.

## Use of Funds:

- ⇒ Funds are to be used for labor or materials associated with sign design, manufacturing and installation.
- ⇒ All work must be completed by professional licensed contractors.

### Recommended Sign Characteristics:

- Cohesive with the style of the building
- Decorative brackets that are appropriate for the size of the sign
- Unique, creative shapes, dimensional, carved
- Tie in the elements of the existing building design
- 3D Lettering
- Stationary mounted, not hanging on chain link
- Down lit with shepherd hook lighting



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## Project Start Up:

Ideally, projects should be completed within a six-month window. However, project completion dates will be determined on a case-by-case basis.

## Reimbursement Process:

The grantee will be reimbursed for eligible pre-approved grant-related expenses. Grant funds cannot be disbursed until all conditions have been met. These conditions include:

- ⇒ The entire project has obtained the necessary permits from the City and all required inspections have been approved.
- ⇒ The entire project complies with all conditions of approval by the Downtown Architectural Review Board.
- ⇒ All contractors have been paid in full.

## Contingency:

All projects will be required to post a sign in a visible location stating "This project was funded in part by the Downtown Fond du Lac Partnership." Success stories must be available to the DFP to further promote the grant programs.

## Approval Process:

1. DFP Staff Review: Applications are reviewed by staff for completeness and accuracy. Applicants will be notified whether their application is complete or if additional information or corrections are necessary.
2. Grant Review Committee: The committee reviews applications on the third Monday of each month until funds are exhausted for the year. Applicants must be present at the meeting to answer questions. Recommendations made by this committee serve as the basis for funding approvals.
3. All applicants will be notified in writing of the DFP's decision. An agreement form must be signed and submitted to DFP staff before the start of the project.

## To Apply:

Please contact: Amy Hansen, Executive Director, Downtown Fond du Lac Partnership, 131 S. Main Street, Suite 101, Fond du Lac, WI 54935, 920-322-2007 [amy@downtownfdl.com](mailto:amy@downtownfdl.com)





IDEA  
GALLERY

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Applicant Name: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

Property Owner/Owners: \_\_\_\_\_

Property Address: \_\_\_\_\_

Sign Project Cost: \_\_\_\_\_ Grant Amount Requested (cannot exceed 75%): \_\_\_\_\_

Date of design approval from the City of Fond du Lac Downtown Architectural Review Board: \_\_\_\_\_

Desired timeline for the start and completion of your project: \_\_\_\_\_

## Required Attachments:

1. Design rendering of proposed sign
3. Copies of estimates or quotes from contractor
4. Written letter of support from property owner (if not the applicant)

Applications will not be reviewed until all paperwork is received.

For questions or to apply for the 2024 Creative Sign Grant Program, please contact:

Amy Hansen

Executive Director

Downtown Fond Lac Partnership

131 S. Main Street, Suite 101, Fond du Lac, WI 54935

920-322-2007 or [amy@downtownfdl.com](mailto:amy@downtownfdl.com)

**White Area:**

**Downtown Business Improvement District**

Properties within this area are eligible for the Building Improvement Grant.

