

## Community Identity Program (CIP) Community Assessment Project Micro-grant 2024

The purpose of the CIP Micro-grant is to continue the process of integrating the suggestions of the Community Assessment performed by Roger Brooks International, a project funded by Destination Lake Winnebago Region. These suggestions are small placemaking and welcoming assets to any business that will make the entrance inviting to consumers to spend more time at your business and spend money on your products.

This is a one-time grant of \$100 limited to 50 businesses located in Fond du Lac and Waupun. **Apply now!** Funds will be distributed on a first-come first-served basis beginning **March 1<sup>st</sup>, 2024 until funds are exhausted or October 31, 2024** whichever comes first. Applications will be reviewed once per week and checks will be sent upon Application Review Committee approval of projects.

Possible uses of funds are suggestions by Roger Brooks, but not an exclusive list: Benches, Tables, Chairs, Flowerpots/Planters and Flowers/Plants to fill them, Outdoor Décor. Funds cannot be used for wages, operational, or promotional expenses. The funds can only be applied to physical assets.

**Easy to apply to** [microgrant@fdl.com](mailto:microgrant@fdl.com) with the following information:

Contact Name

Contact Phone Number

Contact Email

Name of Business – the check will be made out to the name of the business

Business Mailing Address including city and zip code to send the check

What would you like to purchase with the microgrant for your business?

Will you be purchasing the items locally from fellow businesses?

**Easy to follow up to** [microgrant@fdl.com](mailto:microgrant@fdl.com) with a **photo of the items as proof of purchase** within 90 days of receiving the \$100 check made out to your business.

In applying for the microgrant you are agreeing to social media posts and publicity regarding your new welcoming look and placemaking efforts.

Microgrant administered and funded by: Destination Lake Winnebago Region  
23 S. Main Street, Suite 201, Fond du Lac, WI 54935 920-923-3010 fdl.com

