



**UPTOWN  
CROSSING**  
WHERE CULTURE & COMMERCE CONNECT

## **BID #16 Signage Reimbursement Grant Application**

The Uptown Crossing Business Improvement District (BID) #16 has established a Signage Reimbursement Grant to assist commercial property owners and businesses in BID 16 with improvements to their signs, with the goal of improving the aesthetics of the business corridor.

Matching funds are available to business applicants that have already applied for and have been approved for a signage grant from the City of Milwaukee's Commercial Corridor Team. BID 16's reimbursement program provides up to \$2,500 toward the cost of an approved signage grant, not to exceed 50% of the eligible project costs (learn more at [Milwaukee.gov/businessstoolbox](http://Milwaukee.gov/businessstoolbox)).

For instance, if you install a new sign that costs \$5,000, you can receive reimbursement from the city of Milwaukee as well as up to \$2,500 from BID 16. This is a reimbursement grant, which means businesses must front the initial cost and then fill out the application to be reimbursed.

Here are some additional specifics on the BID #16 Signage Grant process:

- Grant awards will only be given to properties that are not delinquent on tax payments to the City.
- Grant awards will only be awarded to projects which have completed a façade grant application with the City of Milwaukee and have been approved for said projects.
- Improvements must not have a negative impact on the aesthetics of the property or surrounding area and must be in compliance with all zoning requirements and City of Milwaukee ordinances.
- Each address in BID 16 is eligible to receive one grant per calendar year.
- Only work begun after approval by the City of Milwaukee is eligible for a grant. Applications must be submitted within one month of approval from the City.
- If the applicant is not the property owner, the property owner must either sign the application or provide a letter to accompany the application granting permission for such improvements.
- Following approval, the applicant has 90 days in which to use the funds allocated. Failure to request reimbursement within 90 days will mean the money allocated will go back into the program for reallocation to another applicant.

The Uptown Crossing BID 16 board reserves the right to end this program and/or to amend the guidelines at any time.

Completed applications should be submitted to:  
Uptown Crossing BID #16  
Tracy Staedter  
Executive Director  
[tracy.staedter@gmail.com](mailto:tracy.staedter@gmail.com)



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## BID #16 Signage Grant Application

### Applicant Information

Name: (Please Print) \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

Applicant's Relationship to the Property: \_\_\_\_\_ Property Owner \_\_\_\_\_ Tenant \_\_\_\_\_ Both

Business or Property Name: \_\_\_\_\_

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

Property Owner (if different than Applicant): \_\_\_\_\_

Business (es) Currently Located at Property Address: \_\_\_\_\_

Years Current Tenant (s) have Been in Business at Above Address: \_\_\_\_\_

Total Estimated Project Cost: \$ \_\_\_\_\_ Total Award from DCD: \$ \_\_\_\_\_

Amount Requested from BID 16: \$ \_\_\_\_\_

**Please provide a complete copy of the application that was submitted to the City of Milwaukee's Citywide Signage Grant program as well as a copy of the certification of the award given by the City or a copy of the check received from the City of Milwaukee.**

Once all information is submitted, a BID 16 committee will review. Approval is based on all information being submitted and scheduled committee meetings.

I have read the Grant Guidelines. I understand that approval of this application is subject to meeting eligibility requirements and the availability of funds. I will need to provide evidence that improvements have been completed, including documentation of project expenses incurred, prior to receiving any grant funds.

Applicant Signature \_\_\_\_\_ Date: \_\_\_\_\_

Property Owner's Signature \_\_\_\_\_ Date: \_\_\_\_\_  
(If different than Applicant)

### Uptown Crossing BID 16 OFFICE USE ONLY

Date Received: \_\_\_\_\_ Reviewed: \_\_\_\_\_ Approved/ Denied: \_\_\_\_\_