



CITY OF MANITOWOC
WISCONSIN, USA
www.manitowoc.org



December 4, 2018

To: Finance Committee
From: April Kroner, Community Development Director
Subject: **Downtown Façade Program**

Dear Finance Committee:

The following summarizes/highlights the program basics for the proposed Downtown Façade Program. This program has been discussed by the City for several years, however was never actually implemented. With the momentum beginning to grow in the downtown, and the upcoming adoption of the Downtown Master Plan, the City is positioned to implement this program in 2019.

Highlights

- Dollar-for-Dollar (50%) Matching Grant (no repayment). City contributions: Minimum \$1,000, Maximum \$25,000.
- Initial funding for program: \$100,000. 2019 funds from undesignated reserves; future funding to be from TID #19 or other District sharing prior to closure (i.e., TID#15 funds). I will work on determining future funding for the program in 2019 and bring forth a recommendation for consideration at a future date.
- Staff will track any funds used for this program in 2019, and will research if there is an ability to pay back any funds used from increment that is generated in TID #19.
- The Program Area that includes the eligible properties is the area identified as the “Downtown Core” in the Downtown Master Plan (attached).
- The Draft Program Guidelines will require some revisions, as follows:
 - Page 1: Grant Administrator: Remove Paul Braun. This will be replaced with the contact information for the new Associate Planner – Business & Housing which we are currently recruiting for.
 - Page 2: Program Funding: \$25,000 will be amended to \$100,000; Eligible Properties: the Program Area map will be the map from the Downtown Master Plan.
 - Page 3: Application Review: Paragraph #2 will be modified to only include the first and last sentences.

- All pages: All references to ‘Mainly Manitowoc’ will be removed (through entire document); Planning and Building Inspection will be amended to Community Development.

Respectfully Submitted,

April Kroner
Community Development Director

Granicus #18-1236

