

CDBG Application Number:

CATEGORY:

For office use only

CITY OF WAUKESHA

PROGRAM YEAR 2022 (January 1 – December 31, 2022)

**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM APPLICATION FORM FOR CITY OF WAUKESHA
ALLOCATION**

**DEADLINE FOR SUBMISSION: March 26, 2021, 4:30 pm City Hall Room – Community Development or email to
rgrams@waukesha-wi.gov**

1. Project Title: Central City Façade, Awning, Sign, and Business Assistance Grant Program
2. Project Address (if different from Applicant’s address): N/A
3. Primary Contact Person/Title: Robin Grams
4. Telephone: 262-524-3749
5. E-Mail: rgrams@waukesha-wi.gov
6. Amount of CDBG 2021 Funds Requested: \$30,000
7. Total Project Costs: \$40,000
8. National Objective (check all that apply):
 - Benefiting low – and moderate – income persons
 - Preventing or eliminating slums or blight
 - Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.
9. Check One:
 - New Project
 - Continuing previously funded project
10. Provide a brief description of your experience in managing a similar project.

The City took over the Waukesha Business Improvement District’s Downtown Façade Grant Improvement program in the spring of 2013, after the property owners voted to disband the Business Improvement District. The City is now entering it’s seventh year of running this program and has expanded the boundaries and the scope of the program to include other areas outside of Downtown but still within eligible Low to Moderate Income census tracts in the Central City. For 2022 we are proposing expanding the program to include additional business assistance to new micro-enterprise (5 full time employees or fewer) business to aid in establishment, stabilization, and expansion of microenterprises owned by persons at or below 80% of the County median income level. This assistance may be in the form of grants or loans.

This program continues to be one of most important economic development tools we have to attract and retain businesses in our central city and low to moderate income areas.

11. Describe the role specific staff will have in this project. Who will be responsible for managing the project, reporting to Community Development, preparing invoices, etc.?

The Department of Community Development will be the project manager for this program. We will be the responsible for publicizing the program, working with the businesses on their proposals, reviewing grant applications, verification, and all reporting and invoicing.

12. Provide a concise description of the proposed project.

Over the past several years, many of our downtown properties, as well as the major gateways to downtown, and the area in the vicinity of W. Sunset Drive and S. West Avenue have been neglected and have not received adequate maintenance. In addition, many original facades downtown were redone with unattractive storefronts that do not blend well with the historical architecture still in place. This has created an unwelcome environment when attracting new businesses in this area. In addition, these areas tend to be where small, independent, and locally owned businesses tend to locate. This helps those owners by providing matching funds for upgrading building facades, awnings, and storefront signage. The program is designed to be a matching grant program, so we are leveraging private dollars into upgrading the buildings to enhance these areas. Owners are investing their money to make improvements, along with matching funds from the program.

In addition to the traditional scope of this program, focusing on facades, signs, and awnings, in 2022 we are proposing expanding the program to include additional business assistance to new micro-enterprise (5 full time employees or fewer) business to aid in establishment, stabilization, and expansion of microenterprises owned by persons at or below 80% of the County median income level. This assistance may be in the form of grants, revolving loans, or forgivable loans.

If the proposed project is a rehabilitation / ADA / historic rehabilitation of a facility or business, please answer the following:

13. Address of Facility: N/A

14. Year it was built N/A

15. Is the property on a local or national list and/or registered as a historic property?

Yes

No

Don't Know

16. Select how your project will serve Low and Moderate Income People (Choose one if applicable):

Benefit to LMI individuals (at least 51% of total beneficiaries of program must be LMI and income information must be gathered from all participants)

Presumed Benefit (all individuals served in the program qualify as low income because of the type of population served, i.e.: Elderly, Severely Disabled Adults , Abused Children, Battered Spouses, Homeless Persons, Illiterate Adults , Persons with AIDS, Migrant Farm Workers. Income information does not have to be collected.)

Benefit to an area that is primarily residential and is located in an eligible census tract (at least 30.34% of residents are LMI). See instructions for a list of eligible census tracts.) Provide list of census tracts:

[Click here to enter text.](#)

Housing units created to benefit LMI individuals or households (every CDBG funded unit must be occupied by and LMI individual or household)

Jobs created to benefit LMI individuals (1 job must be created for every \$35,000 of CDBG funds invested in project; 51% of all jobs created must be for LMI individuals)

Project serves residents of a **NRSA** and agency is a certified CBDO. Provide name of NRSA:
[Click here to enter text.](#)

Project addresses conditions of **Slum and Blight** on an Area or Spot Basis. Must provide designation of Slum and Blighted area from jurisdiction when contract is signed, and addresses of affected properties.

ADA Rehabilitation of a public facility or public improvement

Historic Preservation of residential or commercial properties. Must be designated on a spot slum and blight basis or homeowner or business must qualify as low income.

17. Describe the need filled for your program or project.

Over the years, many central city and Sunset Drive properties have been neglected and have not been properly maintained. In addition, in the mid-1900's, many of the original facades downtown were redone with unattractive storefronts that do not blend in cohesively into the historic downtown. Many businesses that are located downtown, tend to be small, independent businesses with limited resources and funds. Typically, the interior renovations and upgrades take priority when a new business moves in. This program provides funds to assist business owners so they can make improvements to the façade, awnings and signage.

Since the onset of the COVID-19 Pandemic some of the hardest hit businesses are independently owned businesses in and around our City. We think that providing business assistance in the form of loans or grants for microenterprises (5 or fewer FTE) that are owned by persons at or below 80% of the County median income level may help stabilize and expand existing businesses and may also assist LMI individuals who want to start up a new business in our eligible areas.

18. Describe two anticipated measurable outcomes for your proposed project and activities.

The two measurable outcomes are:

1. The number of businesses and buildings that are rehabilitated with the funding. This includes not only the façade, but awnings and signs that are installed.
2. The number of businesses assisted with the microenterprise assistance program.

19. Select the appropriate activity category below for your project.

Public Services	
	Homeless shelter and services
	Meals / Nutrition
	Youth / Childcare / Abused and neglected children
	Seniors and Disabled
	Substance Abuse / Mental Health / Healthcare
	Transportation
	Domestic abuse
	Education
	Employment training
	HIV / AIDS
	Other (list)

NRSA	
	Employment Training/Job readiness education
	Job creation
	Neighborhood revitalization housing efforts (rehab or new construction)
	Job retention programs
	Transportation to jobs
	Crime prevention
	Public Services
	Neighborhood revitalization non-housing efforts (beautification, parks, streets, etc.)
	Other (list)

Housing	
	Homeowner rehabilitation program loans
	Rental rehabilitation (special needs/transitional or permanent housing for very low income / supportive services and case management attached to units)
	Rental rehabilitation (multi-family projects, general low income population)
	Downpayment assistance
	Housing counseling
	Acquisition / site preparation of land for housing purposes (not construction)
	Residential historic preservation
	Other (list)

Public Facilities and Improvements (Rehab/construction costs--not operating costs) *the rehab may be for ADA compliance OR to benefit low-moderate income people for each activity	
	Homeless facilities
	Youth / Abused children facilities
	Senior / Disabled facilities
	Facilities for AIDS patients
	Neighborhood / Community centers
	Parks / Playgrounds / Recreational facilities
	Streets / Sidewalk improvements
	Water / Sewer improvements
	Flood drainage improvements
	Parking lots
	Other (list)

Economic Development	
*	Loans to small/medium businesses for low-moderate income job creation or retention
	Commercial / Industrial infrastructure development or improvements
*	Facade improvement loans to businesses
*	Non-residential historic preservation
	Other (list)

Administration and Planning	
	Housing rehab program administration
	Revolving Loan Fund administration
	Fair housing activities
	Planning for communities or NRSAs
	Other (list)

Appendix A: Results of Prior Year Projects

20. Was your department able to spend the CDBG allocation awarded within the calendar year? (Provide

explanation for any extensions into the next year for 2021).

Due to COVID-19 we have had very limited interest in this program in 2020 and 2021 so we have had to ask for extensions. We have received an extension, but have determined that by adding another facet to the program (Microenterprise assistance) we will be able to spend the money in the program year in which it is awarded for.

21. Has your department had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2021)

No.