



2nd Round Notification - Façade Improvement Program

The City of White Cloud is pleased to announce Round 2 of the Façade Improvement Program. Funded by the Fremont Area Community Foundation, this program will offer property owners and business owners a 50% match of project costs, up to \$5,000, for specific façade improvement projects. The program guidelines and application provide additional information regarding who is eligible, what projects are allowed, and how to apply. Before applying for project funding, **please read the program guidelines entirely and carefully.**

This 2nd round is going to be first come- first serve based on the date the application was received!

This program is a reimbursement match grant program, meaning funding for a project will be given after the work is completed and all invoices are returned to the city. The Planning Commission will review applications, and only eligible properties and projects will be awarded funding. Important dates to be aware of are:

Application Period: July 1- August 30, 2024

Review and Awarding: September 30, 2024

Project work: Following grant notifications/Project must be complete by April 1, 2025

Last day for reimbursement: April 30, 2025

If questions regarding the program arise after reading the program guidelines, please contact April at (231)-689-1194 or citymanager@cityofwhitecloud.org. The City is very excited to finish this year's façade grant program and looks forward to receiving applications for eligible projects.



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Façade Improvement Grant- 2nd Round

Program Objective

The City of White Cloud has created the Façade Improvement Program to promote private investment in White Cloud's Central Business District and Commercial Business District. The Grant Program will help enhance and preserve the physical appearance and historic character of the structures located in these districts. By assisting applicants financially, the city intends to stimulate projects that may not have been considered otherwise.

Program Description

This program is a match grant opportunity for business owners and commercial landowners in the City of White Cloud. The city has granted \$15,000 of \$30,000 in allocated projects in Round One. We have an additional \$5,000 of funding to utilize for Round Two. While able, the city will match awarded applicants 50% of total project cost up to \$5,000. (Minimum project being \$1,000/ \$500 match) Final decisions on funding will be determined by the Planning Commission. Final decisions cannot be appealed.

Program Target Area

The Façade Grant Program is meant to target the Central Business District and Commercial Business District in the City of White Cloud. This can be businesses on Wilcox St. or M-37. This program is reserved for small-business owners and commercial landowners in these districts. Residential properties and franchise businesses will not be considered.

Program Timeline

- **Application Period:** July 1 – August 30, 2024
- **Review and Awarding:** September 30, 2024
- **Project work:** Following grant notification/Project must be complete by April 1st, 2025.
- **Last day for reimbursement:** April 30, 2025

Applicants must submit a complete and valid application before the end of the listed application period. Projects that are awarded funding in Round Two will be announced on September 30, 2024.