



## REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, MAY 17, 2023 AT 5:30 PM

CITY HALL, LOWER LEVEL ROOM 0041, 106 JONES STREET

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### IN-PERSON/VIRTUAL MEETING

**By Phone or GoToMeeting:** <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend **by calling:** (US)+1 (872) 240-3412

**Access Code:** 471-703-029

1. **PLEDGE OF ALLEGIANCE**
2. **ROLL CALL**
3. **DETERMINATION OF QUORUM AND CALL TO ORDER**

4. **APPROVAL OF PRIOR MEETING MINUTES**

A. RDA meeting minutes from April 19, 2023

B. RDA meeting minutes from April 20, 2023

5. **OPENING FOR PUBLIC COMMENT**

*Each individual who would like to address the Committee will be permitted up to three minutes for their comments*

6. **INTRODUCTION OF PROGRAMMING EVENT COORDINATOR - STEPHANIE JUHL**

7. **STATUS REPORTS**

A. Community Support/Communication – Mueller

B. Common Council Update – Bartz/Lampe

C. Executive Director Update

1. Town Square Construction

a. Work in progress update

b. Historic Art Wall update

2. Town Square

a. Grand Opening update

3. T. Wall Update

4. Revolving Loan Fund update

a. Application Update – Zastrow/Becker

5. Discussion of RDA education efforts

6. Discussion and possible approval – Beltz Community Grants

8. **ADJOURN**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@CityofWatertown.org](mailto:mdunneisen@CityofWatertown.org), phone 920-262-4006*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*

## CITY OF WATERTOWN MEETING NOTICE

TO: Daily Times, Alderpersons, Department Heads and Public

DATE: April 20, 2023

**REDEVELOPMENT AUTHORITY OF THE CITY OF WATERTOWN****Thursday, April 20, 2023****12:00 PM IN-PERSON/VIRTUAL MEETING****Lower Level Room 0041, City Hall 106 Jones Street****By Phone or GoToMeeting:** <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend by calling: (US)+1 (872) 240-3412  
 Access Code: 471-703-029

Chair Nate Salas called the meeting to order at 12:05 PM.

1. Pledge of Allegiance
2. Roll Call – Present: Becker, Bartz, Salas, Wagner.  
 Virtual: Zastrow, Zimmermann  
 Absent: Kuenzi, Lampe  
 Also Present: Mayor McFarland, Atty. Chesebro
3. Determination of Quorum and Call to Order – Quorum was confirmed.
4. New Business
  - a. Approval of amended Property Management Agreement between the City of Watertown and the Watertown RDA.

Following discussion, a motion was made by Zimmerman to approve the amended Property Management Agreement as presented. Seconded by Bartz. Motion carried unanimously.

5. Adjournment – Motion to adjourn at 12:50 PM by Bartz, seconded by Zastrow. Motion carried.

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@CityofWatertown.org](mailto:mdunneisen@CityofWatertown.org), phone 920-262-4000*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*

# Watertown Redevelopment Authority Social Media Report - May 10

Section 7, Item A.

<b>Facebook</b> (last 28 days)	<b>April</b>	<b>Mar</b>
Post Reach:	7,414	681
Post Engagement:	3,767	50
Shares:	36	0
Followers:	26	1,383
New Followers:	26	5
Link Clicks	447	5

## Definitions:

Post Reach: The post appeared on user's News Feed.

Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)

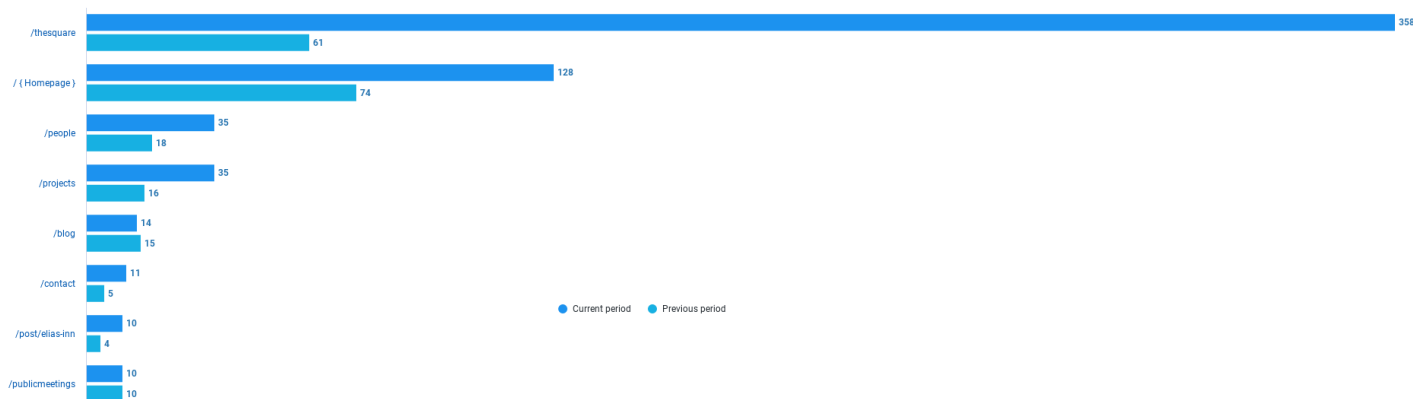
Followers: People who click "follow" to receive posts in their News Feed.

<b>Top Posts (Last 28 days)</b>	<b>Reach</b>	<b>Engage</b>			
5-9: Riverhouse on the Rock	8,140	3,424	2-28: John David	3,854	1,122
3-22 Grand Opening	6,453	--	5-3: Create Town Square Event	806	221
5-5: Sneak Peek / Town Square	3,873	870			

## Website (Last 30 days - End Date April 12)

	April	March	February
Page Views - Site Sessions (# site page was visited/refreshed):	469	135	370
Unique Visitors (A person visited at least once):	413	111	310
Clicks to Contact	1	2	4
New Visitors:	361	96 (86%)	263 (85%)
Returning:	52	15 (14%)	47 (15%)
Av. Session Duration:	4m 25s	5m 50s	5m 47s

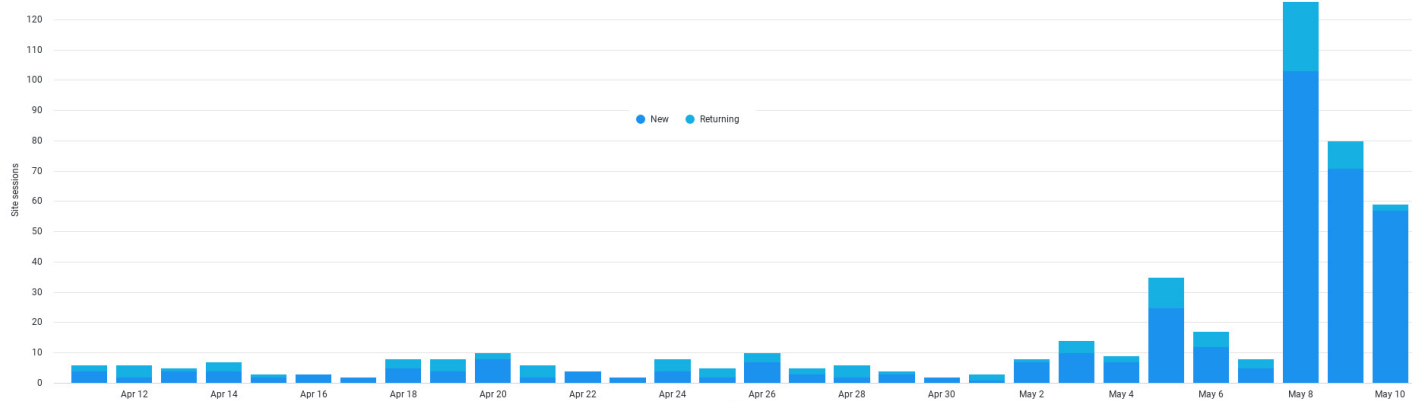
## Page Visits:



Traffic by Entry Page:	Page	Visits
	The Square	358
	Home Page	128
	Projects	35
	People	35

Traffic Sources: Facebook 194 ↑ 1840%, Google 111 ↑ 61%, Direct 70 ↑ 70%, fisherbarton.com 30

## Site Session: Traffic over Time





# RIBBON CUTTING



# GRAND OPENING

You are cordially invited as our

## HONORED GUEST

**Saturday, May 20 | 10:30 AM**

Bentzin Family Town Square

1 W. Main Street, Watertown



– CEREMONY –

**Fisher Barton Plaza**

Welcome

Comments/Recognitions

Ribbon Cutting

– PRIVATE RECEPTION –

**Community Room-Watertown Public Library**

*Immediately following the ceremony.*

Light Refreshments



– PUBLIC GRAND OPENING EVENTS –

**Bentzin Family Town Square**

11:00 AM - 5:00 PM

Music | Food & Beverages

Family Friendly Activities

RSVP for Ceremony and Private Reception

by May 15, 2023 to Stephanie Juhl

920-262-8080 | [sjuhl@cityofwatertown.org](mailto:sjuhl@cityofwatertown.org)



**To:** Watertown RDA Board  
**CC:** Mayor McFarland  
**From:** Mason Becker, Strategic Initiatives and Development Coordinator  
**Date:** May 17, 2023  
**Re:** Beltz Community Grant Program

Watertown RDA board members,

Some time ago, John Beltz, who has been a generous contributor to both the Bentzin Family Town Square and the Future Fund, approached the RDA with the idea of funding an additional grant program to support and encourage activity within the downtown area. Mr. Beltz had some initial discussions with Alex Allon in 2022, but the plans were put on hold temporarily when Mr. Allon left employment with the City of Watertown for a new position.

I have recently met with Mr. Beltz, and we came up with the attached grant concepts. This grant would essentially consist of two different parts: a Downtown Business Grant Program, and a Downtown Special Events Grant Program. These programs would be funded by a total donation of \$50,000 per year, for three years, from Mr. Beltz. The funds will be held with the Watertown Community Foundation. Mike Hoppenrath has confirmed with me that they would be able to facilitate this, much as they have with donated funds for the Town Square project.

The following documents outline the general format and details of the program. I am recommending that the RDA board approve participating in this program, as this grant program falls in line with our mission to support and enhance economic activity in the downtown area. Should the board approve, I will work with John Beltz to finalize and move forward with this grant program.

Sincerely,

Mason T. Becker  
Strategic Initiatives and Development Coordinator



## Downtown Watertown Special Events Grant Program

### Program Overview

The Redevelopment Authority of the City of Watertown (RDA) established its Special Events Grant Program to support special vents located within the Downtown Watertown Redevelopment District Target Area. The program offers grants up to \$10,000 to organizations conducting events that will positively impact the Area and meet the RDA and City of Watertown's goals, as set forth in the Economic Development Chapter of the City's Comprehensive Plan.

The RDA defines special events as those public events which attract more than 150 attendees and take place within the Target Area, meet economic development goals, contribute to the unique identity of Downtown Watertown, make the City core a compelling destination, provide economic impact, and promote business and community involvement. Special events do not include conferences, grand openings or ribbon cuttings, social parties or open houses, or events not open to the public.

This is a competitive grant program. Applications are reviewed quarterly by the RDA Grant Program Committee. Deadlines for submission are March 31, June 30, September 30, and December 31 each year. Recommendations are presented to the RDA Board of Directors for final approval and awarding of funds.

**Please note that applicants must complete the application process before incurring eligible expenses through the Special Events Grant Program. Any expenses incurred before a Grant Agreement is executed will be ineligible for reimbursement through the grant program.**

### Available Awards

The RDA has committed a total of \$50,000.00 from the Dr. John Beltz Charitable Foundation to the program, with a maximum grant award of \$10,000 per special event. Applications will be reviewed, and funds will be awarded on a quarterly basis.

### Eligibility Requirements

- Event must occur entirely within the Target Area (If an event has multiple locations, the RDA will only consider funding the event portion occurring within the Target Area)
- Event must be open to the public
- Event must meet the objectives of the City's plans and the special event definition stated above
- Have anticipated attendance of over 150 people
- Occur after approval of any funding under this program

### Eligible Applicants/Organizations

- Must be a registered entity with the State of Wisconsin, Department of Revenue

- Must not have any outstanding fees with the City of Watertown at the time of application

#### Eligible Expenses

- Event related marketing and promotion
- Rentals for the event such as equipment, tents, chairs, tables, facilities, and portable toilets
- Vendor, performer, or exhibitor fees

Please note that if awarded funding, the reimbursement amount will be based on receipts submitted.

#### Program Goals and Priority Criteria

- Support events that promote activity and foot traffic in the downtown area.
- Preference will be given to events that generate positive economic impact for the community, promote and grow downtown businesses, and attract visitors to the City of Watertown.
- Involve members of the community in event planning and participation.

#### Application Process

##### Pre-Application Consultation

Applicant should review all program guidelines to ensure eligibility before beginning the application process. After reviewing all program documents, interested applicants must contact the RDA Executive Director before beginning the application. The prospective applicant may be asked to set up a time with the Executive Director to review the program guidelines and discuss the proposed Special Event. The Executive Director may provide the prospective applicant with information as to whether the proposed event may fit within the guidelines of the program. Any such information provided by the Executive Director and any opinions or suggestions that may be conveyed as to the suitability of the event are preliminary only and are not binding on the RDA or Grant Program Committee and should not be relied upon by the applicant as a final determination of award status. At the Pre-Application Meeting, if it seems that the proposed event may fit within the guidelines of the program, the potential applicant will be encouraged to complete the application and return it with the required additional materials for review.

##### Application Contents

An application for the program must include all of the following:

- Special Events Grant Application Form
- Event Budget with expenses and any revenue
- If applicant is a nonprofit organization: Articles of incorporation, bylaws and any other relevant documents describing the structure, mission and vision of the organization
- If applicant is a for-profit organization: Last three years of business income statements and most recent balance sheet
- Detailed event plan/information

##### Submission of Application

The application and all required materials must be submitted to the RDA Executive Director in either print or digital form. Applications are reviewed on a quarterly basis. Applicants are encouraged to submit materials as soon as completed.

## Review process

### Time of Review

Applications are reviewed on a quarterly basis and reviewed by the RDA Grant Program Committee.

### Substantive Criteria

The RDA Grant Program Committee will screen each application based on the following criteria before making a recommendation regarding the application to the RDA Board of Directors:

- Completeness of application
- Type of special event
- Organization history and experience
- Potential economic impact on the business community in Downtown Watertown

### Notification of Recommendation

The applicant will be notified of the RDA Grant Program Committee's recommendation regarding the requested grant to the RDA Board of Directors. The applicant will also be notified of the date, time and location of the RDA Board of Directors meeting at which the committee's recommendation regarding the application will be discussed. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The committee may postpone a recommendation on an application if additional information is requested or the application is incomplete.

### Board of Directors Approval

After the RDA Grant Program Committee makes a recommendation regarding the application, the recommendation will be placed on the next RDA Board of Directors meeting agenda. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The RDA Board meets regularly on the third Wednesday of the month. The applicant will be notified of the RDA Board of Directors decision regarding their application.

### Conflict of Interest

Members of the RDA Board of Directors or any of its committees who are in a position to influence decisions regarding grants awarded under this program shall not have a financial interest, either directly or indirectly, in any person or entity applying for a grant through this program, unless that interest has been fully disclosed in writing and the board member/committee member involved has removed him/herself from the decision-making process, including all deliberations.

### Denial of Applications

Following the recommendation of the denial of an application by the RDA Grant Program Committee, the RDA Executive Director shall so notify the applicant, stating reasons for the recommendation as communicated by members of the Committee, and including, if applicable:

- Requests for additional documents or other information which, if submitted by the applicant, may result in a grant award based on a future application; or,
- Suggestions as to changes in the proposed application which may result in a grant award based on a future application.



## Post Award Process

### Grant Agreement

Upon approval of the grant award by the RDA Board of Directors, the applicant will be notified and will be sent a Grant Agreement that will need to be signed by the applicant before project expenses can be incurred. Any expenses incurred before the Grant Agreement is executed will be ineligible for reimbursement through the grant program.

### Post-award amendments to Project

Following the award of an RDA Special Events Grant, if the applicant desires to make any changes or modifications from what was approved in their application, the applicant must submit to the RDA Grant Program Committee for review:

- Written description of the changes proposed

NOTE: Failure to obtain approval for any changes in the proposed event after awarding of the original grant will result in disqualification of the applicant from the program and the loss of the entire grant funding.

## Distribution of Grant Funds

### Payment Request

The applicant may request payment of funds in one payment upon completion of the special event. To request payment of funds the applicant must submit the following to the RDA Executive Director:

- Affidavit that all event activities match what was included in the submitted application
- All receipts from eligible expenses seeking to be reimbursed

### Compliance with Approved Application

If all submitted documentation is in compliance with applicant's approved application and the program parameters, the RDA Executive Director will issue a reimbursement check. Checks will be issued within 15 days of request.

### Non-compliance

If any of the relocation activities are found to be in non-compliance with the approved application or the program requirements, the applicant will be ineligible to receive grant funding or liable to pay back grant funding already received.

Redevelopment Authority of the City of Watertown  
Special Events Grant Application

Applicant Information

Application Date: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Organization Sector: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Role at Organization: \_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

Total Amount Requested: \_\_\_\_\_ Total Event Cost: \_\_\_\_\_

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Anticipated Timeline (estimated start and end dates): \_\_\_\_\_

Organization Information

How long has your organization been established? \_\_\_\_\_

Please describe your organization, including services offered and a brief history of operations.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Materials

The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

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



## Downtown Watertown Business Grant Program

### Program Overview

The Redevelopment Authority of the City of Watertown (RDA) established its Downtown Watertown Business Grant Program to encourage unique businesses to relocate or expand into the Downtown Watertown Redevelopment District Target Area. The program provides grants totaling up to \$50,000.00 per year that can be used towards eligible expenses such as capital improvements, renovations, and signage to their new location in Downtown Watertown.

This is a competitive grant program. Applicants must demonstrate prior, relevant business experience and meet minimum program eligibility requirements. Preference will be given to applicants that add to the diversity of businesses located in Downtown Watertown and fall in categories that align with the program goals.

Applications are reviewed on an as-needed basis by the RDA Grant Program Committee. Deadlines for submission are set at the time the grant applications are opened. Recommendations are presented to the RDA Board of Directors for final approval and awarding of funds.

**Please note that applicants must complete the application process before incurring eligible expenses through the Business Grant Program. Any expenses incurred before a Grant Agreement is executed will be ineligible for reimbursement through the grant program.**

### Available Awards

The RDA has committed a total of \$50,000.00 per year from the Dr. John Beltz Charitable Foundation to the program. Applications will be reviewed and awarded based on quality of application and general merit of the proposed use.

### Eligibility Requirements

- Applicant must demonstrate relevant business experience.
- Must be entering a minimum one-year lease or purchasing property within the Target Area.
- Business must be open and accessible to the public for a minimum of 48 hours/week unless an exception is sought.
- Preferences will be given to businesses that fall into the following categories:
  - Entertainment/Family
  - Full Service / Fine Dining, Grab and Go Lunch Stop, Craft Beer
  - Food store, organic foods and gourmet foods
  - Retail establishments offering quality merchandise
  - Non-chain/non-franchised businesses

### Eligible Expenses

- Signage and awnings for new location (must be reviewed by the Historical Preservation and Downtown Design Commission)
- Leasehold / capital improvements in new location, including construction costs and fixtures

Please note that if awarded funding, the reimbursement amount will be based on receipts submitted.

### Program Goals and Priority Criteria

#### Property Considerations

- Will the project positively contribute to the City's redevelopment efforts?
- Will the project ameliorate a blighting influence?
- Will the project substantially leverage more investments than the grant funds?
- Will the grant result in an improvement that would not be made otherwise?
- Is the project in an historically designated building?

#### Business Considerations

- Is the business in a preferred program category?
- Does the business add to the unique mix in Downtown Watertown?
- Can the applicant demonstrate success in prior business activities?
- Can the applicant demonstrate community involvement through prior businesses?

### Application Process

#### Pre-Application Consultation

Applicant should review all program guidelines to ensure eligibility before beginning the application process. After reviewing all program documents, interested applicants must contact the RDA Executive Director before beginning the application. The prospective applicant may be asked to set up a time with the Executive Director to review the program guidelines and discuss the business' expansion or relocation into Downtown Watertown. The Executive Director may provide the prospective applicant with information as to whether the proposed project may fit within the guidelines of the program. Any such information provided by the Executive Director and any opinions or suggestions that may be conveyed as to the suitability of the project are preliminary only and are not binding on the RDA or Grant Program Committee and should not be relied upon by the applicant as a final determination of award status. At the Pre-Application Meeting, if it seems that the proposed project may fit within the guidelines of the program, the potential applicant will be encouraged to complete the application and return it with the required additional materials for review.

#### Application Contents

An application for the program must include all of the following:

- Downtown Business Grant Application Form
- Project Expenses Worksheet
- A copy of a lease agreement or proof of purchase of property
- Two years of Income Statement projections

- If applicant is existing business: Last three years of business income statements and most recent balance sheet
- If applicant is new business with prior business experience: Last three years of business income statements and most recent balance sheet of prior business
- Renderings, mock-ups, or architectural plans for the new location,
- Business plan.

#### Submission of Application

The application and all required materials must be submitted to the RDA Executive Director in either print or digital form. Applications are reviewed on a quarterly basis. Applicants are encouraged to submit materials as soon as completed.

#### Review process

##### Time of Review

Applications are reviewed on a quarterly basis and reviewed by the RDA Grant Program Committee.

##### Substantive Criteria

The RDA Grant Program Committee will screen each application based on the following criteria before making a recommendation regarding the application to the RDA Board of Directors:

- Completeness of application,
- Type of business (preference will be given to businesses that add to the diversity of businesses downtown and align with the RDA's strategic priorities)
- Business history and experience
- Viability of expansion into Downtown Watertown
- Proposed location in Downtown Watertown (visibility and plans for improvement)
- Economic viability of business' expansion or relocation based on financial information submitted and reviewed by the committee

##### Notification of Recommendation

The applicant will be notified of the RDA Grant Program Committee's recommendation regarding the requested grant to the RDA Board of Directors. The applicant will also be notified of the date, time and location of the RDA Board of Directors meeting at which the committee's recommendation regarding the application will be discussed. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The committee may postpone a recommendation on an application if additional information is requested or the application is incomplete.

##### Board of Directors Approval

After the RDA Grant Program Committee makes a recommendation regarding the application, the recommendation will be placed on the next RDA Board of Directors meeting agenda. The applicant will be invited to attend the meeting and address the Board of Directors regarding their application. The RDA Board meets regularly on the third Wednesday of the month. The applicant will be notified of the RDA Board of Directors decision regarding their application.

### Conflict of Interest

Members of the RDA Board of Directors or any of its committees who are in a position to influence decisions regarding grants awarded under this program shall not have a financial interest, either directly or indirectly, in any person or entity applying for a grant through this program, unless that interest has been fully disclosed in writing and the board member/committee member involved has removed him/herself from the decision-making process, including all deliberations.

### Denial of Applications

Following the recommendation of the denial of an application by the RDA Grant Program Committee, the RDA Executive Director shall so notify the applicant, stating reasons for the recommendation as communicated by members of the committee, and including, if applicable:

- Requests for additional documents or other information which, if submitted by the applicant, may result in a grant award based on a future application; or,
- Suggestions as to changes in the proposed application which may result in a grant award based on a future application.

### Post Award Process

#### Grant Agreement

Upon approval of the grant award by the RDA Board of Directors, the applicant will be notified and will be sent a Grant Agreement that will need to be signed by the applicant before project expenses can be incurred. Any expenses incurred before the Grant Agreement is executed will be ineligible for reimbursement through the grant program.

#### Post-award amendments to Project

Following the award of an RDA Business Grant, if the applicant desires to make any changes or modifications from what was approved in their application, the applicant must submit to the RDA Grant Program Committee for review:

- Written description of the changes proposed
- Any updated renderings, mock-ups, or architectural plans for the new location.

NOTE: Failure to obtain approval for any changes in relocation activities after awarding of the original grant will result in disqualification of the applicant from the program and the loss of the entire grant funding.

### Distribution of Grant Funds

#### Payment Request

The applicant may request payment of funds in one payment upon completion of relocation or request up to three reimbursement payments as relocation is occurring. To request payment of funds the applicant must submit the following to the RDA Executive Director:

- Affidavit that all work completed and expenses incurred match what was included in the submitted application
- All receipts from eligible expenses seeking to be reimbursed

Compliance with Approved Application

If all submitted documentation is in compliance with applicant's approved application and the program parameters, the RDA Executive Director will issue a reimbursement check. Checks will be issued within 15 days of request.

Non-compliance

If any of the relocation activities are found to be in non-compliance with the approved application or the program requirements, the applicant will be ineligible to receive grant funding or liable to pay back grant funding already received.



**Redevelopment Authority of the City of Watertown**  
**Downtown Business Grant Application**

Applicant Information

Application Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Type of Business/Industry: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Role at Business: \_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

Total Amount Requested: \_\_\_\_\_ Total Project Cost: \_\_\_\_\_

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Anticipated Timeline (estimated start and end dates): \_\_\_\_\_

Business Information

How long has your business been established? \_\_\_\_\_

Please describe your business, including products and services offered and a brief history of operations.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Additional Materials

The following materials must be included with your application:

- ✓ A copy of your lease agreement or proof of purchase of property
- ✓ Project Expenses Worksheet
- ✓ Two (2) years of Income Statement projections
- ✓ Last three (3) years of business income statements and most recent balance sheet
- ✓ Renderings, mock-ups, or architectural plans for new location
- ✓ Business plan (if opening/expanding business)

### Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Downtown Business Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

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

Landlord Signature (if lease) \_\_\_\_\_ Date \_\_\_\_\_