



## REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, JUNE 21, 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. Approval of Meeting Minutes From 5.17.23

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. **STATUS REPORTS**

A. Community Support /Communication-Mueller

1. Social media and web analytics update

B. Common Council Update- Hartz/Lampe

C. Executive Director Update

1. Town Square Construction Update
  - a. Final Town Square Punchlist items
  - b. Transferred to City
2. T. Wall Update
3. Revolving Loan Fund Update
  - a. Application Update- Zastrow/Becker
4. Beltz Grant Status Update-Becker
5. Informational Presentation-Becker

7. **ADJOURN**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@watertownwi.gov](mailto:mdunneisen@watertownwi.gov), 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*



## Redevelopment Authority for the City of Watertown

Turning Opportunity into Results

**Wednesday, May 17, 2023**

5:33 pm

In-PERSON/VIRTUAL MEETING

Room 0041, City Hall

### By Phone or GoToMeeting:

<https://global.gotomeeting.com/join/471703029>

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Access Code: 471-703-029

All public participants' phones will be muted during the meeting except during the public comment period where applicable.

### RDA STRATEGIC PRIORITIES

- 1) ~~100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

### AGENDA

1. Pledge of Allegiance
2. Roll Call
  - a. Present: Becker, Salas, Zimmermann, Zastrow, Bartz, Kuenzi, Lampe, and Wagner
  - b. Absent: None
  - c. Also Present: Jeanne Mueller, Melissa Lampe, Barb Phelps, Stephanie Juhl, John Katsich, and Peg Checkai
3. Determination of Quorum and Call to Order at 5:40 pm
4. **Review/Approve:** Minutes of Previous Meetings – April 19, 2023 and April 20, 2023
  - a. **Kuenzi motioned to approve April 19. Zastrow seconded the motion.**
  - b. **Salas motioned to approve April 20. Zastrow seconded the motion.**
  - Both minutes were unanimously approved.**
5. Public Comment
  - a. Phelps is asking for a follow-up community Q & A conversation (and nearby residents) to hear concerns after the Town Square is open for a while. She cautioned, be very protective of the Library and all that was put into creating that building.
6. Introduction of Stephanie Juhl, Town Square Programming Director
7. Status Reports
  - a. Mueller reported on website, social media, Town Square Q & A, and showed final Town Square video.
  - b. Bartz reported Town Square commission was approved.  
Lampe reported Becker provided the Council with a report on what the RDA and Executive Director do.  
Lampe requested updates on Town Square funding sources and Future Fund balance.  
Lampe reported a no smoking policy for parks and Town Square is in process.
  - c. Executive Director Update - Becker
    - a. Town Square – Construction
      1. Punch list walk through this week with CM Tony Meyers, Mason, Stephanie, and Kristine.
      2. Update on History Wall – received a sketch which needs to be approved by Barton. Proceeding as fast as we can.

3. Town Square Ribbon Cutting and Grand Opening this Saturday, May 20.
  4. T Wall – Parking briefly discussed.
  5. Revolving Loan Fund report by Zastrow. Will have \$220,000 to lend.  
RDA will reopen applications June 1 with deadline July 15. Interest rate possibly 4.95% w/\$50 application fee.
  6. DNR is nominating the Town Square for a Brownfields award.
8. Salas Report
    1. Discussed the Bethesda property. Suggests the RDA partner with Watertown Health Foundation and THRIVE to amplify their message/efforts by developing/deploying a communication program.
  9. Beltz Community Grants
    - i. Dr. John Beltz Foundation donated \$50,000/year for 3 years (2023-2025 with renewal option). Business Grant Program and Event Grant. Decision makers (sub-group of RDA board members and Dr. Beltz) Possible to layer with the Main Street Program and RDA Revolving Loan Fund.  
**Salas motioned to accept the Dr. John Beltz Business and Event Grant Programs contingent on review by City Attorney. Wagner seconded the motion. Motion carried unanimously.**
  8. Future Agenda Focus: None
  9. Adjournment at 6:46 pm  
**Kuenzi motioned to adjourn, Bartz seconded the motion. Motion carried unanimously. Meeting adjourned.**

# Watertown Redevelopment Authority Social Media Report - June 14

Section 6, Item A.

| <b>Facebook</b> (last 28 days) | <b>May</b> | <b>April</b> |
|--------------------------------|------------|--------------|
| Post Reach:                    | 1,905      | 7,414        |
| Post Engagement:               | 1,124      | 3,767        |
| Shares:                        | 16         | 36           |
| Followers:                     | 1,439      | 26           |
| New Followers:                 | 14         | 26           |
| Link Clicks                    | 81         | 447          |

## 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.

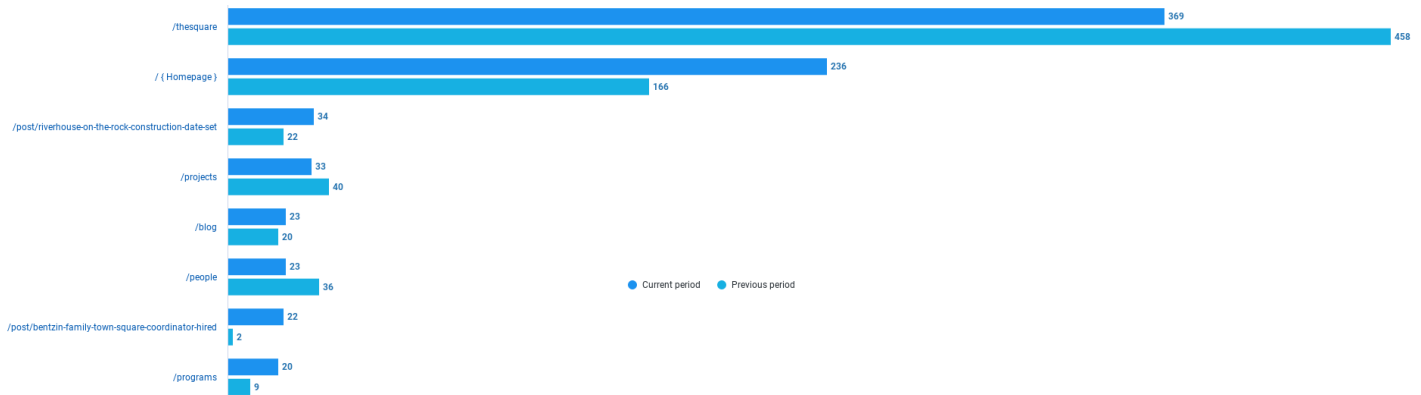
## Top Posts (Last 28 days)

|                               | Reach  | Engage |                             |     |     |
|-------------------------------|--------|--------|-----------------------------|-----|-----|
| 5-9: Riverhouse on the Rock   | 11,780 | 5,135  | 5-3: Town Square Event      | 850 | 225 |
| 5-5: Sneak Peek / Town Square | 4,196  | 950    | 6-7: Harbor Freight         | 789 | 423 |
| 5-12: Juhl named Coordinator  | 1,599  | 169    | 5-15: Tables Arrived        | 756 | 138 |
|                               |        |        | 5-17: Town Square Restrooms | 623 | 162 |

## Website (Last 30 days - End Date June 13)

|   | May       | April  | March    |
|---|-----------|--------|----------|
| Page Views - Site Sessions (# site page was visited/refreshed): | 524       | 469    | 135      |
| Unique Visitors (A person visited at least once):               | 415       | 413    | 111      |
| Clicks to Contact   | 2         | 1      | 2        |
| New Visitors:   | 373 (90%) | 361    | 96 (86%) |
| Returning:  | 42 (10%)  | 52     | 15 (14%) |
| Av. Session Duration:   | 3m 38s    | 4m 25s | 5m 50s   |

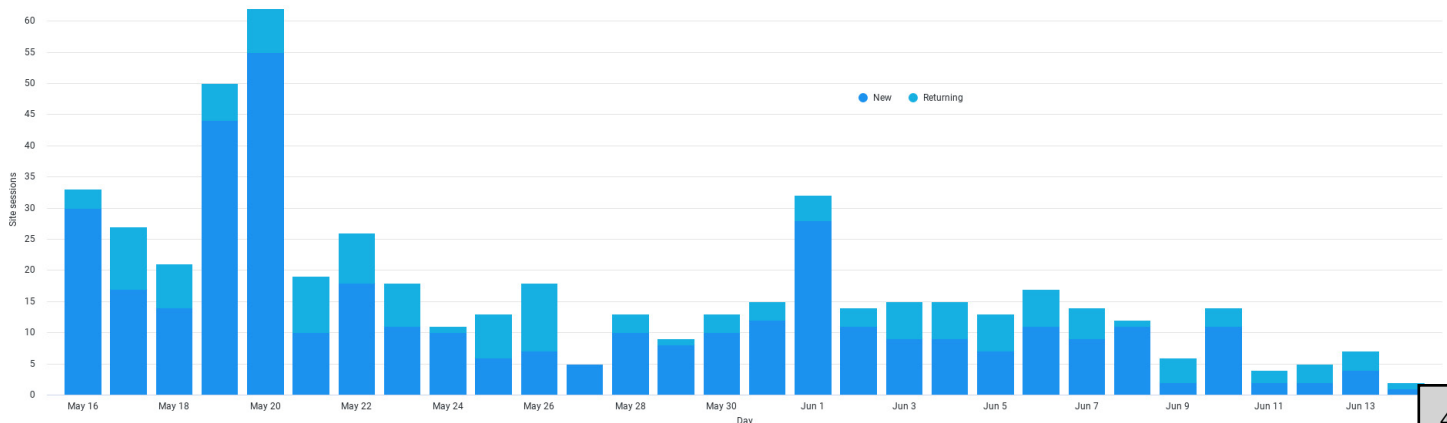
## Page Visits:



| Traffic by Entry Page: | Page                      | Visits |
|------------------------|---------------------------|--------|
|                        | The Square                | 274    |
|                        | Home Page                 | 199    |
|                        | Post: Bertram-Beltz Plaza | 10     |
|                        | Post: Riverhouse          | 10     |

Traffic Sources: Google 288 ↑ 113%, Direct 100 ↓ 7%, LinkedIn 22, channel3000.com 18 ↓ 44%

## Site Session: Traffic over Time



Nothing in the Social Media Report is too surprising.

Given this report covered the GRAND OPENING of the Town Square (May 20), an opportunity was lost to gain more traffic immediately after the event. The lag in posting a Grand Opening Ceremony video lost views and an opportunity to reinforce the positive energy created by the Grand Opening. The video is promised soon. I will post on the website (Town Square page and as a blog post) and Facebook.

The RDA is pivoting from its focus on the Town Square to supporting redevelopment with the goal of strengthening the business community (which has always been happening, the Town Square did take a central position for quite some time).

Website change: Under the Town Square tab all videos except one (Making of the Town Square) are gone. As well, forwarding links to Park & Rec Department and its Facebook page were added.

- At some point, the Town Square tab will be taken off the website.
- A “mention” of the Town Square project will be moved to Projects.

+++

What will fill the void of “easy” news?

- Revolving Loan Fund awards
- New Beltz Grants programs
- Case Studies (with video)  
Currently 2 are in the queue - Main Street Cafe and White Oaks
- Riverhouse (possibility to help promote the construction...highlight amenities as they are constructed - a mini-Town Square coverage - if they are open to it)
- Business economic growth stories to reinforce the Town Square’s goal of serving as a catalyst to increase economic activity in downtown Watertown.

+++

I have 2 1/2 years of Town Square history. I am organizing the files and will reach out to Melissa (Historical Society) to see if she wants the photos and videos. I have a few documents (research) and artwork of the Town Square that I will be passing along to Stephanie Juhl.

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#### **SIGN ART UPDATE**

- One plaque: Watertown Regional Medical Center Market Plaza had an error. I sent the updated (and approved) artwork to Luke at Sign Art on May 23. I reached out to him June 13 asking for a delivery date. One plaque (Grants) was damaged in shipping to Sign Art from the supplier. Sign Art promised to have that one remade quickly and sent. Not sure if that has been completed. They knew about the damage around May 8.
- Given the size of the images selected for the History Wall, I mailed a USB containing all the full size photos, copy, and “to size” layouts of the copy to Sign Art. They confirmed they received the USB on May 25. Earlier, prior to collecting the photos, I sent a sample to ensure the resolution of the photos was capable of producing large images needed for the wall. Luke approved the photo resolutions so I proceeded.

Jeanne Mueller



## 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 into 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

#### 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 after each announced application deadline 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/expansion or request up to three reimbursement payments as relocation/expansion 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 \_\_\_\_\_



## 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 events 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 downtown 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, ribbon cuttings, open houses, or private events not open to the public.

This is a competitive grant program. Applications are reviewed quarterly by the RDA Grant Program Committee. An application deadline will be announced whenever grant funds are available. 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 after each announced application deadline, and funds will be awarded on an ongoing basis, as long as funds are available in a given calendar year.

### 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 not have any outstanding fees owed 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.
- Events of a political, activist, religious, or controversial nature will not be approved.

### Application Process

#### 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 after each application deadline 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 ProcessGrant 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 \_\_\_\_\_

## WATERTOWN REDEVELOPMENT AUTHORITY (RDA) DOWNTOWN COMMERCIAL REHABILITATION LOAN PROGRAM

**Purpose:** The Watertown Redevelopment Authority (RDA) Downtown Commercial Rehabilitation Loan Program is a loan program designed to stimulate rehabilitation and redevelopment of commercial real estate within downtown Watertown, which will in turn, increase property values and improve the overall economy.

**Type of Funding:** The program provides low interest loans to be reviewed and approved by the Watertown Redevelopment Authority (RDA) Loan Review Committee. Rehabilitation projects that involve proposed exterior façade rehabilitation shall require review by the Watertown Historic Preservation and Downtown Design Commission. All projects will comply with applicable city codes and ordinances.

**Financing Terms:**

- Financing assistance shall be made as loans with a flexible amortization schedule based on project, at a 4.95% interest rate.
- Principal payments may be deferred through the construction/renovation phase of the project, with principal and interest payments required on a monthly basis thereafter.
- A promissory note shall be executed by and between the RDA and the borrower and the final estimated value of the rehabilitated building shall support all existing debt.
- Loan terms may be negotiated under special circumstances and approved by designated staff and the RDA Loan Committee. Typical loans will be payable within five years.
- Owner is required to contribute a minimum of 10% owner cash based on the total project.

**Eligible Expenditures:** Funds are to be used for physical improvements including, but not limited to, exterior facade and necessary structural, electrical, plumbing, and other building system components, including reactivation of upper-level residential units.

**Program Boundaries:** Eligible properties include those which are within and are immediately adjacent to the Watertown Main Street program boundary map, attached. Other commercial redevelopment projects outside this area will be considered on a case-by-case basis.

**Additional Guidelines:** Property must be in good standing with the City of Watertown, with taxes current and no outstanding code violations or citations (unless the applicant is seeking the loan to assist in remedying said code violations or citations).

**Application Process:** At the opening of a new round of applications (as determined by the RDA board), initial applications will be reviewed and considered based on the value of the project and the positive economic impact on the downtown area. An application fee of \$100.00 will be received from the applicant before the RDA can process the application. The RDA reserves the right to conduct a background and credit check on all applicants.

WATERTOWN REDEVELOPMENT AUTHORITY (RDA)  
DOWNTOWN COMMERCIAL REHABILITATION LOAN PROGRAM

Please provide information on the proposed project. Your signature below indicates your intent to apply for commercial rehabilitation loan funding and that you have received a copy of the program guidelines. **Please return to City Hall, 106 Jones Street, with your check in the amount of \$100.00 for the application fee.**

Applicant name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
Property Owner(s): \_\_\_\_\_  
Project Address: \_\_\_\_\_  
Project description (work to be done): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will this project benefit the business or property? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will this project impact the downtown? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated Timeframe for Project Completion: \_\_\_\_\_  
Loan amount requested: \_\_\_\_\_  
Property Mortgage Holder(s): \_\_\_\_\_

- INCLUDE WITH APPLICATION (please check each box):
- \_\_\_\_ Three years of business and personal income tax returns/financials
  - \_\_\_\_ Personal financial statement
  - \_\_\_\_ Available business financial reports such as profit/loss statement, balance sheet, inventory, receivables.

*\*Please note that other information may be requested during application review, as deemed necessary by the RDA Loan Review Committee.*

I certify that the information in this application is correct and accurate to the best of my knowledge.

|                                |               |
|--------------------------------|---------------|
| _____<br>Applicant             | _____<br>Date |
| _____<br>Loan Committee Review |               |

|                    |               |
|--------------------|---------------|
| _____<br>Signature | _____<br>Date |
|--------------------|---------------|

☐ (check box if reviewed by staff for completion and all supplemental documents included)

Watertown Main Street Program Boundary Map

