



2024

### **Program Description**

The Downtown Building Revitalization Program exists to restore downtown building exteriors, establish new restaurants, and create housing through quality redevelopment. Building improvements of this nature increase property value, preserve historic architecture, promote the attraction and retention of businesses, and beautify our city.

The 2024 Building Revitalization Grant funds have been designated by the City of Marshfield with program oversight by Main Street Marshfield. **Applicants are strongly encouraged to discuss projects with the Community Development Director (715-486-2075) and Commercial Building Inspector (715-486-2016) before submitting an application in order to increase likelihood of receiving an award. Awardees are required to obtain all necessary building permits, and to complete all required zoning approvals and building inspections in order to be eligible for reimbursement.**

### **General Program Requirements**

- If Applicant is the tenant, the application must include property owners' authorization to submit the application. Grant funding shall not exceed 50% of the eligible project costs with a maximum grant of \$40,000.
  - If the building improvement is considered an anchoring economic driver by Main Street Marshfield, additional funding may be considered.
- All projects must follow the requirements of the Marshfield City Code as well as the guidelines and recommendations of the Downtown Design Guidelines, and Downtown Master Plan, where applicable.
  - Email [executivedirector@mainstreetmarshfield.com](mailto:executivedirector@mainstreetmarshfield.com) to request copies of these.
- Applicants are required to use local contractors and products for their project whenever possible to support the local economy.
- May also be eligible for Historic Tax Credits
  - Historic property could qualify for Federal/State Tax Credits. Applicants should consider this early in project planning. Rehabilitation must be recommended by the State Historic Preservation Officer for approval by the secretary of the interior.
  - <https://wedc.org/wp-content/uploads/2023/09/Historic-Tax-Credits-Final-2023.pdf>

## Eligible Properties

- Are located within the boundaries of TID #4
- Meet all state and local building codes and zoning requirements

## Eligible Improvements

- Projects may Include:
  - Facade Improvement
    - Front, streetside, back alley façades or entrances
      - Wall treatments, acid washes, painting
      - Rear accessibility and paving
      - Doors and windows
      - Awnings
      - Lighting
      - Signage may be considered if part of a larger improvement project
  - Housing Conversion or Expansion
    - Converting underused space on the second story or above into new residential units.
    - Building additions used to add/expand new residential units on the second story or above.
  - Restaurant & Entertainment Conversion or Expansion
    - Converting office or personal/professional service spaces into a new entertainment, eating and/or drinking establishment.
    - Interior renovations related to new entertainment, eating and/or drinking establishments.
    - Building additions used to add/expand new entertainment, eating and/or drinking establishments.

Note: When applicable, these projects must align with the Downtown Design Guidelines

## Ineligible Properties

- Properties that are solely used as residences
- Properties that are tax exempt
- Properties with any outstanding taxes owed to the City of Marshfield

## Ineligible Improvements

- Work that is started prior to grant application approval
- The purchase of property, inventory or operating capital, government approvals, building permits, or taxes
- Removal architecturally significant features
  - All structural and decorative architectural elements should be repaired, replaced to match, and be compatible with original building materials. Design should reflect the original architecture of the building to the greatest extent possible.
- Work that is not associated with the building structure, such as landscaping, equipment, furniture, or

routine maintenance/repairs.

### **Application Process**

1. Complete and email or mail the Downtown Building Revitalization Program application to Main Street Marshfield by August 9th, 2024. Only applications containing all required information will be considered. Main Street Marshfield and City of Marshfield staff will review applications to confirm the proposed work complies with all city ordinances and then forward viable applications to the Main Street Marshfield Design Committee.
2. The Main Street Marshfield Design Committee will review applications to determine which projects best meet the program objectives. The Main Street Design Committee will approve, approve with conditions, or deny applications. The application process is competitive. Grant awards are based upon available funding. The committee may interview applicants to gather additional information about projects. Some projects may not be funded or may only be partially funded.
3. Applicants will be provided with a written agreement or denial of the grant award by August 16th, 2024. The agreement will detail the amount of funding approved, terms and/or conditions of the approval, and how the funds will be released. If a grant is awarded, the applicant will be required to sign the agreement and return it to Main Street.
4. If the application is denied, the applicant may appeal the Committee's decision to the Common Council. The applicant would have to submit a written appeal to the City Administrator, who would place the appeal on the next available Common Council agenda. In the event of an appeal, the Common Council will review the written appeal and make a final determination on the project application.
5. Should funds still be available after the review of first applications, a second application period will open with a deadline of September 6th, 2024. Interested applicants should contact Main Street Marshfield Executive Director Kaelie Gomez with inquiries.

### **Award Reimbursement**

Reimbursement is limited to no more than 50% of the total cost of eligible improvements. For example, if a total renovation project costs \$50,000, but only \$25,000 of the projects consists of eligible projects, the maximum award to be granted is \$12,500.

For approved grant funds to be released for reimbursement, approved applicants are required to submit a written request to release funds upon completion of the entire project along with supporting documents (paid invoices or receipts). Main Street Marshfield will write a remittance to the City of Marshfield for a release of funds and a check will be issued to the approved applicant. **Email or mail the following to Main Street Marshfield for reimbursement by Wednesday, December 31st, 2025:**

- A written request to release funds (email is preferred)
- Copies of all paid invoices and/or receipts for approved work done
- Copies of all applicable permits related to Downtown Building Revitalization Program improvements must accompany the request for release of funding

Main Street Marshfield and the City of Marshfield reserve the right to accept or reject any and all applications in whole or in part. **Refusal of reimbursement may include:**

- The project started prior to grant approval
  - Note that projects can begin prior to the application process, but any work started prior to approval is not grant eligible and cannot be reimbursed through the grant
- Work that does not conform to the proposal submitted with the application
- Work is not described in the grant agreement
- Work that is completed without a required building permit
- Not providing a paid invoice or receipt completely defining the work
- Work not completed by Wednesday, December 31, 2025

### **Grant Timeline**

- **Deadline for Applications:** August 9th, 2024
- **Grant Recipients Notified:** August 16th, 2024
- **Project Completion & Reimbursement Request Deadline:** Wednesday, December 31st, 2025

### **Applications should be emailed or mailed to Main Street Marshfield:**

Executive Director Kaelie Gomez  
[executivedirector@mainstreetmarshfield.com](mailto:executivedirector@mainstreetmarshfield.com)

Main Street Marshfield  
% Downtown Building Revitalization Program  
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Marshfield, WI 54449

