



2026

**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 2026 Building Revitalization Grant funds have been designated by the City of Marshfield, Wood County, and with program oversight by Main Street Marshfield. **Applicants should discuss projects with Main Street Marshfield Wisconsin Executive Director Carter Howe (executivedirector @ mainstreetmarshfield.com) 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 the 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 \$16,000.
- All projects must follow the requirements of the Municipal Code as well as the guidelines and recommendations of the Downtown Design Guidelines, and Downtown Master Plan, where applicable.
  - Design Guidelines can be found on the Main Street website at: <https://mainstreetmarshfield.com/resources/design-resources/>
- 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/programs/historic-preservation-tax-credit/>

**Eligible Properties**

- Are located within the boundaries of BID

- 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.

### **Ineligible Properties**

- Properties that are solely used as residences
- 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 end of day **Friday May 1, 2026**. 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 **Friday, May 29, 2026**. 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. It is the responsibility of the applicant to communicate any concerns about project completion. Please reach out to Main Street Marshfield Executive Director at [executivedirector@mainstreetmarshfield.com](mailto:executivedirector@mainstreetmarshfield.com) to discuss.

### **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. Funding reimbursement will be contingent on project completion and should match the original application submitted. **Email or mail the following to Main Street Marshfield for reimbursement by Friday, October 30, 2026:**

- 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
- Before and after photos
- The Design Committee will review and approve reimbursements at their monthly meeting. Main Street Marshfield will then write a remittance to the City of Marshfield for a release of funds. This process could take 4-6 weeks.

**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 Friday, November 13, 2026

### **Grant Timeline**

- **Deadline for Applications:** Friday, May 1, 2026
- **Grant Recipients Notified:** Friday, May 29, 2026
- **Mid Project Check In:** Friday, August 7, 2026
- **Project Completion & Reimbursement Request Deadline:** Friday October 30, 2026.

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

Executive Director

[executivedirector@mainstreetmarshfield.com](mailto:executivedirector@mainstreetmarshfield.com)

Main Street Marshfield

% Downtown Building Revitalization Program

211 South Central Ave, Suite A

Marshfield, WI 54449



**Checklist for Applicants:**

---

## Phase 1: Eligibility & Pre-Planning

Before you apply, ensure your project fits the criteria.

- **Location Check:** Is the property within the Business Improvement District (BID)?
  - **Property Status:** Confirm the property is **not** tax-exempt and has **no outstanding taxes** owed to the City of Marshfield.
  - **Usage Check:** Is the building a commercial property? (Residential-only properties are ineligible).
  - **Owner Consent:** If you are a tenant, obtain written authorization from the property owner to perform the work and apply for the grant.
  - **Review Design Standards:** Review the *Downtown Design Guidelines* and *Downtown Master Plan* found on the Main Street Marshfield website.
  - **Historic Credits:** If your building is historic, check eligibility for Federal/State Historic Preservation Tax Credits.
  - **Budget Match:** Do you have the funds to cover the full project? (Remember: The grant is a **50/50 match** up to \$16,000, reimbursed *after* completion).
  - **Consultation:** Have you contacted the **Main Street Marshfield Executive Director** to discuss the plan? (Highly recommended) ([executivedirector@mainstreetmarshfield.com](mailto:executivedirector@mainstreetmarshfield.com))
- 

## Phase 2: Project Planning

*Define your scope to ensure all planned work is "Eligible."*

- **Verify Eligible Improvements:** Does your project fall into one of these categories?
    - **Facade:** Painting, wall treatments, doors, windows, awnings, lighting, or rear accessibility.
    - **Housing:** Converting upper floors into new residential units.
    - **Restaurant/Ent.:** Converting space into a new eating, drinking, or entertainment establishment.
  - **Source Locally:** Identify local contractors and products to use for the project (encouraged whenever possible).
  - **Avoid Ineligible Work:** Ensure your grant request does **not** include:
    - Work already started (only work done *after* approval is eligible).
    - Landscaping, furniture, or routine maintenance.
    - Removal of architecturally significant features.
- 

## Phase 3: Application Submission

**Deadline: Friday, May 1, 2026**

- **Mural Approval:** If doing a mural, have you submitted the design for pre-approval to the Design Committee?
- **Photos:** Take "Before" photos of the current area.
- **Application Form:** Complete the full application including project description and cost estimates.
- **Submit:** Email to [excivedirector@mainstreetmarshfield.com](mailto:excivedirector@mainstreetmarshfield.com) by end-of-day May 1, 2026.

## Phase 4: Approval & Construction

**Award Notification: Friday, May 29, 2026**

- **Sign Agreement:** If awarded, sign and return the grant agreement to Main Street Marshfield.
  - **Permits & Zoning:** Obtain all necessary building permits before starting work.
  - **Start Work:** Ensure work only begins **after** you receive grant approval.
  - **Maintain Records:** Save all original, paid invoices and receipts.
  - **Execution:** Complete the project exactly as described in your approved application. (Deviations may disqualify you from reimbursement).
- 

### Phase 5: Mid Project Check In

**Deadline: Friday, August 7, 2026**

- **Check In:** Talk with or email Main Street Executive Director to discuss progress and/or complications with the project ([executivedirector@mainstreetmarshfield.com](mailto:executivedirector@mainstreetmarshfield.com))
- 

### Phase 5: Reimbursement Request

**Deadline: Friday, October 30, 2026**

- **Final Photos:** Take "After" photos of the completed work.
  - **Written Request:** Write a formal request to release funds (email preferred).
  - **Documentation Bundle:** Gather the following:
    - Copies of all **paid** invoices/receipts.
    - Copies of all **closed/finalized** permits.
    - Before and After photos.
  - **Submit:** Send the bundle to Main Street Marshfield via email before the November 30 deadline.
- 

## 2026 Key Dates to Remember – Building Revitalization Grant

Milestone	Date
Application Deadline	May 1, 2026
Award Notification	May 29, 2026
Mid Project Check In	August 7, 2026
Project Completion & Paperwork	October 30, 2026