



Downtown Decorating Grant

\$250 Per Business



The holiday season is a vital time for downtown businesses, and it provides an opportunity to attract visitors and boost commerce within the WDA district. Festive decorations and well-lit storefronts can create a warm and inviting atmosphere, which encourages more people to visit and shop in our downtown area.

1. **Proposal:** This program will provide a one-time reimbursement of \$250 per eligible business, with the following conditions listed below.
2. **Eligibility:** Any business located within the WDA district that decorates their storefront by either of the dates listed below. The decorations should be visible to the front, street-facing side of the building. It is encouraged to have decorating completed before the **Ugly Sweater Wine Walk on Saturday, November 16, 2024**. Otherwise, to be eligible for reimbursement, the storefront must be decorated **before Shop Small Saturday on November 30, 2024**. The decorations must remain in place through January 1, 2025, to be eligible for reimbursement. The WDA executive director may, at her discretion, waive the date requirements if sufficient extenuating circumstances are present.
3. **Use of Funds:** The grant funds will be used to reimburse business owners for the cost of purchasing holiday decorations including lights, window displays, and any other items that enhance the festive appeal of the storefront. Proof of purchase required. Funds will be allocated on a first come, first served basis until the maximum sum of \$7,500 is reached.

4. **Application Process:** Business owners interested in applying for the grant must submit the electronic application provided by the WDA (click on the link below).
5. **Approval Process:** The WDA Executive Director will review grant applications and approve funding based on the above guidelines and available funds.
6. **Inspection/Disbursement:** Upon notification by a business owner that a holiday display has been completed, the business will be inspected by the WDA Staff. If the installed display is consistent with the above guidelines, and proof of purchase is submitted, the WDA will reimburse the owner in the amount of the purchase, up to the \$250 limit.
7. **Reporting:** The WDA Executive will photograph the decorated storefronts as evidence of the proper use of funds.
8. **No Religious, Political or Obscene Content:** No portion of any holiday display funded by the WDA shall contain any religious or political content, including but not limited to, messaging or symbols (e.g., political candidates or parties; menorahs, crosses, nativity scenes). Additionally, no holiday display shall contain any content that would, from the standpoint of a reasonable observer within the community, be considered obscene. Business owners agree that a holiday display funded by the WDA shall not be modified after reimbursement to include any such content.
9. **Failure to Follow Program Requirements:** Business owners who fail to follow program requirements, including, but not limited to, the dates of installation and removal, or the prohibition on certain content, will not receive reimbursements or, if reimbursements have already been received, may be ineligible to receive any future grants from the WDA.

Benefits:

- Promoting and enhancing the downtown area's visual appeal during the holiday season, attracting more visitors and potential customers.
- Demonstrating the WDA's commitment to supporting local businesses during a critical time of the year.
- Strengthening the sense of community and collaboration among downtown business owners.

Application Link:

[Click Here for the Holiday Decorating Grant Reimbursement Link!](#)