



The Downtown Beloit Association (DBA) has developed a sign grant program to help downtown business owners to design and install appropriate signage for their business. Essentially, the DBA will provide a matching grant up to \$500 for the first 4 approved projects or until all the funds run out.

PURPOSE OF THE GRANT PROGRAM

Signs are as much a part of Main Street as the buildings themselves. Their primary function is to identify businesses to customers. For this reason, almost every business, professional and public office has at least one, and many have more than one. In addition to locating businesses for customers, signs also:

- Make an image statement of their respective businesses.
- Contribute to the overall look of the individual buildings on which they are located.
- Contribute to the overall look of the downtown.

Because signage serves such an important functional task for businesses and such an important aesthetic function for the downtown, this grant program has been established. The purpose of the sign grant program is to encourage and stimulate the introduction of quality signage into the downtown.

Signage projects that receive grants will comply with the design standards established by the DBA and will be approved by the DBA's Design Committee.

CHARACTERISTICS OF A GOOD SIGN

Signs need not be large, over-illuminated, or be expensive to be effective, but should have the following characteristics:

- **LEGIBILITY:** signs must be readable with simple lettering style.
- **CLARITY OF WORDING:** the message should be clear and simple so the reader can easily absorb it.
- **PLACEMENT:** the sign should be placed where it is easily seen.
- **ATTRACTION:** some element of the sign should catch the eye and hold it long enough to get the message across.
- **DURABILITY:** the materials and construction of a sign should weather well to present a positive, well-kept image.
- **ELIGIBILITY:** All business and property owners who are located within the DBA's Business Improvement District (BID) boundaries are eligible.



Name and address of applying business: _____

Name of person applying: _____

Date: _____

Will you be using the services of a graphic artist or professional sign crafts person for this project?

Yes No

Who: _____

What is the total estimate cost of the project: _____

Please provide the cost breakdown by major category (design, materials, labor, etc.)

ITEM

COST

ITEM	COST
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Proposed starting date: _____

Proposed completion date: _____

What is the existing use of the storefront on which the sign will be mounted? _____

Who owns the property on which this sign will be mounted? _____

Please attach copies of the proposed project design and cost estimates showing compliance with design guidelines.

The undersigned applicant(s) affirms that:

The information submitted herein is true and accurate to the best of my (our) knowledge. I (we) have read and understand the conditions of the DBA's Sign Grant Program and agree to abide by its conditions and guidelines.

Signed: _____

Signed: _____