



CURB APPEAL GRANT PROGRAM
Department of Community and Economic Development
100 N. Jefferson Street, Room 608
Green Bay, WI 54301



PROGRAM GUIDELINES

The City of Green Bay Curb Appeal Program is an assistance program for property owners to improve the appearance and quality of their property and enhance neighborhood aesthetic appeal.

PROGRAM OBJECTIVES

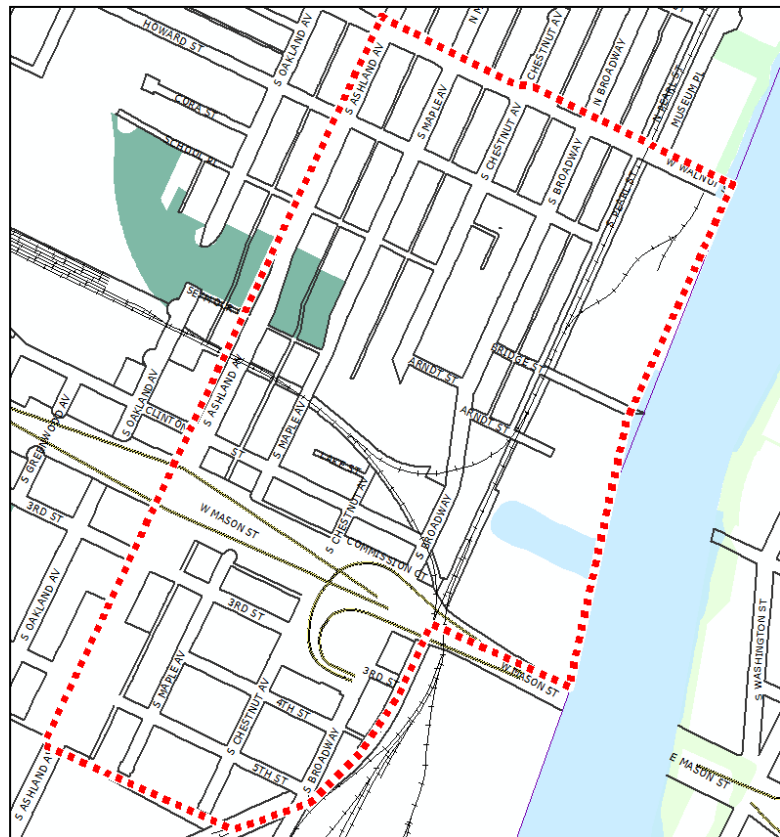
1. To assist in overall Shipyard Area revitalization and improve its appearance and image.
2. To help raise and improve the value of housing within the Shipyard Area Neighborhood.
3. To help provide property owners in the Shipyard Area Neighborhood resources to make improvements to the exterior of their homes and their property.
4. To help leverage larger improvement projects and investment that may not otherwise take place.
5. To create a positive influence on surrounding properties and encourage further investment by neighboring and nearby property owners.

PROGRAM OVERVIEW/APPLICABILITY

The Curb Appeal Program provides a matching grant as an incentive to property owners to enhance the exterior appearance / “curb appeal” of their property. The program is available to owners of residentially used properties within the Shipyard Area Neighborhood, which is bound by Walnut St. on the North, Ashland Ave. on the West, 6th St. on the South, and the Fox River on the East (see map). Participants in the program must provide a minimum of 25% matching funds. Maximum grant levels are tiered depending on the type of project(s) proposed as follows:

1. Landscaping - Maximum grant \$1,000 (75% of project cost up to \$1,000).
2. Exterior building rehabilitation - Maximum grant \$2,500 (75% of project cost up to \$2,500).
3. Site improvements - Maximum grant \$5,000 (75% of project cost up to \$5,000).

Participants are encouraged to go above the grant cap with improvements and to compliment funds from this program with other housing programs.



ADMINISTRATION

The Department of Community and Economic Development will administer the Curb Appeal Program. Representatives can be reached at the Department of Community and Economic Development, 100 North Jefferson Street, Room 608, Green Bay, WI 54301-5026 / 920-448-3400 / www.greenbaywi.gov.

PROGRAM ELIGIBILITY

This program is available to:

1. Residentially used owner-occupied or rental property within the Shipyard Area Neighborhood.
2. All projects must be visible from public sidewalk and/or street right-of-way (typically within the front or side yards).
3. If CDBG funds are utilized, the owner or tenant(s) must be low to moderate income and project include the Exterior Building Rehabilitation category with work done to the principal structure.

INELIGIBLE PROPERTIES

A property which has any of the following conditions is ineligible:

1. Not located within the limits of the Shipyard Neighborhood area.
2. Owner owes the City of Green Bay any money or debt such as delinquent property taxes and/or outstanding citations. This does not include loan balances associated with other City programs.
3. Has an open Correction Notice. Applications that are submitted for projects that will close a Correction Notice will be considered on a case-by-case basis.
4. Property that has received Curb Appeal Grant Program funds within any of the three categories are not eligible for another grant within the same category for a minimum of 12 months.
5. Properties owned by a current elected official of the City of Green Bay or by a government entity.

GRANT GUIDELINES

1. Applicants must submit a completed application packet, including “before” photos, prior to any work being completed in order to be considered for a Curb Appeal Grant Program.
2. The Curb Appeal Grant Program is for the most part a reimbursement grant. The applicant is required to pay all expenses related to their approved project and then submit for reimbursement from the City. At the discretion of the Program Coordinator, payment directly to professional contractors from the City may be applicable if the participant is low to moderate income.
3. For any painting or staining projects applicants are required to remove peeling paint and prime surfaces prior to painting or staining. Photo documentation of finished prep work is required. *Be aware lead based paint testing/remediation may be required but is an eligible for reimbursement.
4. Owner must agree to obtain all necessary approvals and permits, if needed.
5. All work must meet local, state and national standards and regulations.
6. All project participants will receive the EPA brochure “Protect Your Family from Lead in Your Home” and “The Lead Safe Certified Guide to Renovate Right”.

ELIGIBLE GRANT PROJECTS/EXPENDITURES

Items/projects that are eligible for reimbursement fall under three grant categories:

LANDSCAPING CATEGORY

Eligible Projects (must be visible from the public sidewalk or right of way):

1. Lawns
2. Landscape beds or planter areas
3. Tree and/or shrub maintenance or installation

Eligible Items for reimbursement for landscaping:

1. Soil, mulch, sod, landscape stone or other groundcover
2. Flowers, shrubs, bushes, trees or other vegetation
3. Landscape fabric, edging, and pavers
4. Other items may be eligible for reimbursement upon approval of the Program Coordinator

EXTERIOR BUILDING/STRUCTURE REHABILITATION CATEGORY

Painting/Staining

Eligible Painting/Staining Projects (must be visible from the public sidewalk or right of way):

1. Exterior washing of the primary building
2. Exterior painting of the primary building
3. Exterior painting of a detached garage or accessory building
4. Painting or staining of porches or decks
5. Painting or staining of fences
6. Other projects may be eligible upon approval of the Program Coordinator

Eligible Items for reimbursement for painting/staining projects:

1. Lead-based paint testing/remediation
2. Exterior paint/primer/stain
3. Brushes, rollers, scrapers or cleaners to remove existing paint
4. Painting tape, drop cloths and paint pans
5. Other items may be eligible upon approval of the Program Coordinator

Exterior Building/Structure Rehabilitation

Any material required to complete the exterior rehabilitation project that was included within the approved application. This does not include tools such as ladders, nail guns, etc.

Eligible Building Rehabilitation Projects (must be visible from the public sidewalk or right of way):

1. Re-roofing and/or re-siding of the primary building, detached garage, or accessory building
2. Tuck-pointing, masonry repair or reconstruction of the primary building, detached garages, existing masonry walls, or accessory structures
3. Repair or replacement of features on the primary building, detached garage, or accessory building including, but not limited to, the following:
 - Windows, doors and trim
 - Lighting
 - Gutters, soffit and fascia
 - Porches and/or decks, including railings and steps
4. Other projects may be eligible for reimbursement upon approval of the Program Coordinator.

SITE IMPROVEMENTS CATEGORY

Any material required to complete the site improvement that was stated on the approved application. This does not include tools such as ladders, nail guns, etc.

1. Repair, reconstruction, removal or installation of private walks, including masonry steps
2. Repair, reconstruction, removal or installation of driveways/driveway aprons
3. Repair, reconstruction, removal or installation of fencing

***LABOR**

Only professional labor can be claimed for reimbursement. Professional labor is someone other than the property owner/applicant who is trained and engaged in such work for a career. Professional labor is required to have a Wisconsin Builders License and be lead certified (if applicable). An invoice from an established professional detailing the work performed/completed and that indicates the invoice has been "Paid in Full" is required in order to be considered for reimbursement.

INELIGIBLE GRANT EXPENDITURES

Items/projects that are NOT eligible for reimbursement under the Curb Appeal Grant Program include, but are not limited to, the following:

1. Any item that is not visible from the public sidewalk or right of way
2. Any interior projects to the primary building, detached garage, or accessory buildings
3. Rental companies may not use this program to reimburse their own staff's labor expenses to complete their projects. Must be an outside contractor
4. Materials that have been purchased or projects that are started or underway prior to issuance of a signed Contract for Services and Grant Award Letter by the Curb Appeal Grant Program Coordinator
5. Owner, owner's family or owner's employees labor costs

APPLICATION

1. All applicants must submit a complete application in order to be considered for a Curb Appeal Grant Program. A complete application includes:
 - a. A completed Pre-Documentation Form. This Form must include an itemized description of the proposed project and an estimated cost for each item. Any item not listed will not be considered for reimbursement. If the project is being completed by a contractor, a signed copy of their estimate to complete the work must be attached.
 - b. Before photos of the proposed project. Applications will not be considered if before photos are not submitted.
 - c. A complete W-9 Form. A W-9 form must be submitted in order to be eligible for the program. This form is required in order to process reimbursement requests.
2. Once the application is considered complete, the Program Coordinator will review the application to ensure that the proposed project(s) is/are eligible under the Program's guidelines.
3. If the application meets program requirements, the Program Coordinator determines the amount of award, based on the estimated cost, grant caps, and required fund match.
4. An award letter will be sent to the applicant informing them that their application has been approved and indicating the estimated amount to be awarded. The applicant has twelve (12) months to complete the project(s).

REIMBURSEMENT

To receive reimbursement for completed projects the applicant must submit the following:

1. A completed Final Reimbursement Form/Worksheet. This Form must include a description of the proposed project(s) and the actual cost for each project. Any items not listed on the Pre-Documentation Form will not be considered for reimbursement.
2. Copies of receipts/paid invoices showing proof of purchase of the approved/completed items/materials for each project. The applicant is required to mark on their receipts which item(s) is/are being requested for reimbursement and what project they were for.
3. Final photo documentation of the completed project. ("After" Photos)
4. After the applicant submits all of the required information for reimbursement, the Program Coordinator reviews all information submitted to ensure it is eligible for reimbursement. The Program Coordinator also reviews the applicant's requested reimbursement amount to make sure the correct amount is stated on the form.
5. Once it is determined the request is complete, the Reimbursement Form and all receipts and/or paid invoices are forwarded to the City of Green Bay's Finance Department for reimbursement back to the participant/applicant.