Fairfield Iowa Convention &Visitors Bureau
Blade Signage Grant

Who is eligible: Owners and/or tenants of existing commercial buildings within the Downtown project area. Tenant applicants are required to submit written evidence of building owner's approval of the application.
Maximum grant amount: $150, requiring a 1:1 match (at least 50 percent of the cost of the project must be paid for by the owner). One grant will be awarded per business.

DETAILS

I. Program Statement
THE FAIRFIELD IOWA CONVENTION & VISITORS BUREAU WANTS TO ASSIST YOU IN IMPROVING YOUR PROPERTY OR BUSINESS.
The ultimate success of Downtown Fairfield is dependent upon the private sector commitment. Merchants, building owners, residents, professionals and investors can all benefit by improving the condition of their buildings and therefore the general condition of Downtown.
The program is intended to stimulate improvements to Downtown commercial buildings by providing an innovative financing mechanism. This program represents an opportunity for Downtown Businesses to provide and successfully implement signage improvements that will result in a more attractive Downtown Fairfield, and therefore a stronger community as a whole.

II. Purpose of Grant Program
The Business Signage Grant Program is designed to encourage the use of custom designed "blade" signage that extends perpendicular to the face of the building.

III. Grant Use
1. Grants provided by this program are to be used for blade signage for existing commercial businesses within the downtown area. New businesses must have been open with regular hours for two months prior to eligibility.
2. The structure must not be slated or under consideration for demolition by any government agency, developer, or property owner.
3. **All work done shall comply with City codes, particularly regarding vertical encroachment over public right-of-way and commercial signage. THIS IS A GRANT REQUIREMENT.**
4. Successful applicants should preserve and repair historic original materials wherever possible.

5. FUNDS PROVIDED BY THIS PROGRAM SHALL NOT BE USED FOR MATERIALS PURCHASED OR WORK BEGUN PRIOR TO GRANT APPROVAL. DOING SO WILL DISQUALIFY YOUR APPLICATION.

6. Eligible expenses are:

- Design
- Fabrication
- Installation
- Permit fees

Ineligible expenses include, but are not limited to:

- Debris disposal
- Grant recipient labor

IV. Design Requirements

This program has been created to encourage the use of traditional blade signage. Signs **must** be:

- Constructed of durable material
- Professionally crafted
- Mounted at least seven feet above the sidewalk as measured from the bottom edge of the sign
- Mounted at least two feet back from the curb as measured from the outside edge of the sign

Signs **cannot** include:

- Internal lighting (however, external "gooseneck" style lighting is allowed and is
- an eligible grant expense)
- Fluorescent colors
- More than four different colors
- Reader-boards or electronic messaging systems
- Vinyl banners or other signage on a flexible substrate

V. Grant Policy

The Fairfield CVB will not use race, sex, age, or religion as grounds for refusing a grant to an eligible applicant.

VI. Program Implementation

1. Application process:

a. Review these Guidelines and complete the Application below. Fairfield CVB can provide photo examples of the kinds of signage eligible for the grant.

b. Return completed applications, plans, cost estimates and construction schedules to the Fairfield CVB office in the Convention Center, 200 N. Main St.

c. The Fairfield CVB will decide whether to approve the application. If approved, you will receive a grant award letter.

d. If not approved, the Fairfield CVB will explain by letter to the applicant the reasons for rejection and what, if any, steps can be taken to receive approval.

e. Individuals with approved applications will be notified and will sign an agreement with the Fairfield CVB.

f. Upon completion of the project and inspection by Fairfield CVB, grant monies will be distributed on a reimbursement basis. Copies of all applicable invoices and proof of payment must be submitted before reimbursement.

2. Post-Application Procedure

a. The Fairfield CVB Office will monitor the progress of the project.
b. Changes in approved work specifications must be approved by the Fairfield CVB office. The Fairfield CVB Executive Director may approve or reject such changes.
c. Approved changes in work verifications will be attached to the original applications, dated, and signed by the Fairfield CVB. Executive Director.
d. The applicant and the Fairfield CVB Office will conduct a final inspection before the final payment will be made to the applicant.
e. Deviation from an approved plan may disqualify the applicant from this grant program.

VII. Program Amendments

The details of the Fairfield CVB Grant Program may be amended subject to the formal approval of a majority of the Fairfield CVB Board of Directors.

Fairfield CVB
BUSINESS SIGNAGE GRANT PROGRAM

Application Form

Name of Applicant: _____

Mailing Address: _____

Phone Number: _____

Email: _____

Project Address and Name of Business: _____

Does the applicant own the building? Yes_____ No_____

If not, please attach a letter from the owner expressing approval of the project.

How long has the business been open? _____

Will you be using the services of a graphic artist for signage? Yes_____ No_____

If so, who? _____

Estimated Project Cost **(attach estimates)**:_____

Proposed project start date: _____

Proposed completion date: _____

Please attach a copy of the project design.

The undersigned applicant affirms that:
A. The information submitted herein is true and accurate to the best of my (our) knowledge.
B. I (we) have read and understand the conditions of the Fairfield CVB Business Signage Grant Program and agree to abide by its conditions and guidelines.

Signature of Applicant: _____

Date: _____