



# DOWNTOWN ENHANCEMENT MATCHING GRANT



## Step-by-Step Guide to Applying for the MSWB Rising Tide Matching Grant

### Step 1: Review Eligibility & Project Requirements

- Before applying, review the eligibility criteria and project guidelines on the [Main Street West Branch website](#).
- Ensure your project meets the requirements and that you can provide the required 50% matching funds.
- Gather estimates and prepare your project rendering!

### Step 2: Obtain Design Approval / Sign Permit (required for visible exterior projects)

If your project involves exterior signage, lighting, or façade improvements, you **must** submit a **Design Approval / Sign Permit Application** before applying for grant funding.

- **Submit the application online here:** <https://forms.gle/X9iEqNRit2exoXAL7>
- Or Download the printable application here: [West Branch Sign Permit Application](#)
- Submit it as early as possible, as approval can take *up to* 30 days.
- If your design is already approved, save the approval documentation (email) to submit with your grant application.

### Step 3: Prepare Your Application Materials

Gather the following information to include in your application:

- Business & Applicant Details (Name, Contact Info, Business Location)
- Project Description (What you plan to do and why)
- Project Renderings or Approval Documents (Attach drawings or design approval/sign permit)
- Estimated Project Costs (basic budget and formal estimates, as appropriate)
- Matching Funds Commitment (Confirm your ability to fund 50% of the project)
- Expected Impact (How your project will improve the downtown area)
- Written permission from the property owner

### Step 4: Complete & Submit Your Application

- Fill out the [MSWB Rising Tide Matching Grant Application](#). Paper form available at the MSWB office but electronic submissions are encouraged.
- Attach all required documents before submitting.

- Submit your application **by May 15th at NOON**. Late applications will not be accepted.

#### **Step 5: Wait for Review & Award Decision**

- Applications will be reviewed by Main Street West Branch Grant Committee (A small group of board members with no conflict of interest) in May. Awards will be announced no later than June 1st.
- Due to high demand and limited funding (\$20,000 total available), not all applicants will receive funding.
- Bonus points may be awarded for these type of encouraged engagement with MSWB:
  - Applicants that operate a business open to walk-in customers at least four days a week
  - Applicants that volunteer on Main Street West Branch committees
  - Applicants that have made a donation to support MSWB's mission this year (in-kind or monetary)

#### **Step 6: Complete Your Project**

- If awarded, complete your project by November 2025.
- Keep detailed records, including receipts and photos, to document your expenses and progress.

#### **Step 7: Submit Proof & Receive Reimbursement**

- Once your project is complete, submit:
  - Final invoices & receipts
  - Photos of the completed project
- After verification, reimbursement (of awarded amount) will be issued before the end of 2025.

For questions or assistance, visit [Main Street West Branch](#) or contact Jessi Simon at [mainstreetwestbranch@gmail.com](mailto:mainstreetwestbranch@gmail.com) or (319) 643-7100.