



# Downtown Oshkosh business improvement district

## ADVERTISING GRANT APPLICATION

Contact Information: Maureen Lasky, OAEDC BID Manager  
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Oshkosh, WI 54901

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In an effort to increase customer traffic during the Downtown main Street construction project, your business has the opportunity to apply for up to a \$500 matching advertising grant from the Downtown Oshkosh Business Improvement District (BID). This is a collaborative effort between the BID, private business owners and local media. Therefore, you, along with the local advertiser you select, will be required to match the grant awarded from the BID. Advertising messages may be specific to your business; however, the ad must include an introduction featuring information about downtown's Main Street construction project or the Main Street Max construction logo for all print ads.

Partnering Advertisers:



Applicants shall submit a grant request application:

1. Application: A completed application form submitted by the business owner.

**Application Deadline: March 22, 2010**

(For Office Use Only)  
Date Received

**Downtown Oshkosh Business Improvement District**  
**ADVERTISING GRANT APPLICATION**

Legal Name of Business: \_\_\_\_\_

Legal Name of Business Owner: \_\_\_\_\_

Business Address: \_\_\_\_\_

Tax I.D. # \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Address (if different): \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Proposed Advertising Source: \_\_\_\_\_

\*Please see advertising partners below in the requirements.

Project Total Amount: \_\_\_\_\_ Amount Requested: \_\_\_\_\_

\* Requested amount cannot exceed \$500.

Please give a general description of your ad below. The ad must include an intro featuring Main Street reconstruction or the Main Street Max logo. \_\_\_\_\_

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*As an authorized representative of the organization listed above, I hereby certify that the information listed above and attached to this application is true and accurate and I am aware that any false information or intended omissions may subject me to civil or criminal penalties for filing of false public records and/or forfeiture of any loan funds approved through this program.*

\_\_\_\_\_  
Signature Title Date

**The BID has a total amount of \$5,000 to be granted.  
This amount will be granted out to selected applicants on a first come first served basis.**

**Applications will be accepted until March 22, 2010.**  
**Applications will be reviewed by the OAEDC BID Manager and then presented to the BID Board for final approval. All applications will be reviewed after the deadline.**

**DOWNTOWN OSHKOSH BUSINESS IMPROVEMENT DISTRICT  
ADVERTISING GRANT GUIDELINES**

1. PROGRAM FUNDING

- a. The Advertising Grant will contain funds designated by the Downtown Oshkosh Business Improvement District (BID) Board. The Grant will provide funds to businesses for advertisement during the North Main Street reconstruction project.
- b. Maximum eligible funding amount is \$500.00 per eligible business; one-third of the total advertising package each business would receive.

<b>Business investment:</b>	<b>\$500.00</b>
<b>BID Grant- Match:</b>	<b>\$500.00</b>
<b>*Advertiser investment- Match:</b>	<b>\$500.00</b>
<b>Total Value:</b>	<b>\$1500.00</b>

**\*Offers may vary with a minimum match from the advertiser of \$500.00**

2. ELIGIBLE AREA

The activity financed must be in the area designated "Downtown Oshkosh Business Improvement District".

3. ELIGIBLE APPLICANTS

- a. Applications may be submitted by businesses located in the BID district with a retail focus.
- b. Applicants shall not be disqualified based on age, race, religion, color, handicap, sex, physical condition, development disability as defined in s.51.01(5), sexual orientation or national origin.

4. ELIGIBLE ADERTISERS

Program grant funds may be used with the following advertising partners:

- a. 95.9 KISS FM
- b. 104.3 & 103.5 CHUCK FM
- c. Oshkosh Northwestern
- d. WROE
- e. Timer Warner Cable
- f. The Scene

\*All ads must include similar downtown message such as an intro featuring downtown Oshkosh's Main Street reconstruction or the Main Street Max logo on all print ads.

5. INELIGIBLE ADVERTISEMENTS

Program grant funds shall not be available for the following:

- a. Funds cannot be applied to previous balance
- b. Funds cannot be transferred to previous contract or agreement

6. FINAL GRANT DECISION

Each completed application will be reviewed by the BID Manager and submitted to the BID Board for action. Decisions of the BID Board shall be final.

Ads can begin as soon as the grant has been approved and must be completed no later than October 31, 2010.

7. GRANT PROCEDURE

The grant will be awarded as soon as possible following the BID Board approval. The grantee will execute a Letter of Agreement and the advertiser will bill the BID for payment.

**Note: The Advertising Grant is intended for advertisements during the construction project only.**

**Please submit complete application  
no later than 4:30 p.m. on March 22, 2010 to:  
Maureen Lasky 120 Jackson Street, Oshkosh WI 54901.**