



REGIONAL BUSINESS FUND, INC.

AN ECONOMIC DEVELOPMENT PARTNER PROMOTING BUSINESS AND ECONOMIC DEVELOPMENT IN WEST CENTRAL WISCONSIN

Downtown Façade Loan Application

revision date 4.2011

Applicant's Name and Contact Information

Date of Submission: _____

Company Name: _____ Date Established: _____

Type of Company/Organization: LLC LLP Partnership S Corporation C Corporation
 Sole Proprietorship Non-Profit Organization

Company Mailing Address: _____

Project Address: _____

Contact Person: _____ Title: _____

Contact Address: _____

Telephone Number: _____

Email Address: _____ Website: _____

Management Information (owner(s), officer(s), director(s), & shareholder(s) who own 20% or more shares of the company)*

Name	Title	% Ownership

*Personal financial statements and tax returns are required for those with 20% or greater ownership interest. The Regional Business Fund, Inc. and/or its agents reserve the right to obtain credit bureaus on any business or individual in connection with this application.

Facade Amount and Terms Requested

Amount of Loan: _____ Use of Funds: _____

Repayment Terms: _____

Anticipated Uses and Sources of All Project Funds

Sources include the loan you are requesting from the RBF, Inc. plus any other financing that will go into the project, including but not limited to bank financing and owner cash. Uses include the façade improvements and any other improvements that are above and beyond what the RBF, Inc. will be funding. The total sources must equal the total uses.

Source(s)	Amount (\$)	Use(s)	Amount (\$)
Total:		Total:	

THE FOLLOWING EXHIBITS MUST BE COMPLETED WHERE APPLICABLE AND INCLUDED AS PART OF YOUR APPLICATION. The RBF, Inc. reserves the right to request additional information above and beyond this list.

- Business tax return or balance sheet/profit and loss statements for last three fiscal years.
- Scale drawing of proposed façade changes, construction schedule, proposed materials list & color samples with cost estimates.
- Recent and historic photo.
- Personal financial statement and personal tax return for the past two years of principal owners (owners with 20% or More ownership).
- Most recent property tax bill.

Please Answer the Following Questions (Check box that applies)

	Yes	No
Has the company, any officer, subsidiary or affiliate of your company been involved in any bankruptcy or insolvency proceedings in the last 36 months? <i>If yes, please provide the details as a separate exhibit.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Has the company, any officer, subsidiary or affiliate of your company been involved in any lawsuits in the last 36 months? <i>If yes, please provide the details as a separate exhibit.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Does the company, any officer, subsidiary or affiliate have any outstanding tax liens?	<input type="checkbox"/>	<input type="checkbox"/>
Does the company, owner(s), or member of Management Team have a controlling interest in other businesses? <i>If yes, please provide their names and relationship with your company along with a current balance sheet and income statement for each as a separate exhibit.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Does your company buy from, sell to, or use the services of any concern in which owner(s), shareholder(s) or member(s) of the management team have a significant financial interest? <i>If yes, please provide the details as a separate exhibit.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Are any of the individuals listed under "Management" on parole or probation? <i>If yes, please provide the details as a separate exhibit.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Have any of the individuals listed under "Management" been convicted of a crime? <i>If yes, please provide the details as a separate exhibit.</i>	<input type="checkbox"/>	<input type="checkbox"/>

BY SIGNING BELOW, THE APPLICANT

- certifies that to the best of its knowledge and belief, the information being submitted to the Regional Business Fund, Inc. and its agent is true and correct;
- certifies that the applicant is in compliance with all laws, regulations, ordinances, and orders of public authorities applicable to it;
- certifies that the applicant is not in default under the terms and conditions of any grant or loan agreements, leases, or financing arrangements with its other creditors;
- certifies that the Regional Business Fund, Inc. and its agent is authorized to obtain a credit check on any principal or business associated with this application for the purposes of determining credit worthiness;
- agrees to reimburse the Regional Business Fund, Inc. and its agent for any reasonable expenses made in connection with this loan request, including, but not limited to, title work, legal fees, appraisals, recording/filing fees, etc.;
- certifies that the applicant has disclosed and will continue to disclose any occurrence or event that could have an adverse material impact on the project. Adverse material impact includes but is not limited to lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory intervention or inadequate capital to complete the project;
- understands that unless it qualifies as a trade secret, all information submitted to the RBF, Inc. is subject to Wisconsin's Open Records Law;
- understands that color schemes including paint and /or awning samples, technical information and designs are required by the design committee;
- understands that the design committee will only approve designs that they deem appropriate for the building/business. Colors, materials, proportions, and overall design features will be considered;
- understands that approved façade changes must be completed within 6 months of closing date; and
- understands that deviation or disregard for the guidelines on the approved design will result in a stop being placed on the loan.

In the event credit is extended, the applicant agrees to complete a direct payment authorization form allowing loan payments to be electronically debited via automatic clearing house (ACH).

Signature		Title
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Print Name	Date	Social Security #
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Signature		Title
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Print Name	Date	Social Security #
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Please submit application to:
Your Local Committee

FOR ADDITIONAL INFORMATION CONTACT
WCWRPC
PH (715) 836-2918 FX (715) 836-2886
Jennifer Ludwig – jludwig@wccwrpc.org

Checklist for Downtown Façade Committee Approval

- The application is complete and the following exhibits have been provided:
 - Business tax return or balance sheet/profit and loss statements for last three fiscal years.
 - Scale drawing of proposed façade changes, construction schedule, proposed materials list & color samples with cost estimates.
 - Recent and historic photos.
 - Personal financial statement and personal tax return for the past two years of principal owners (owners with 20% or more ownership).
 - Most recent property tax bill.

- The downtown facade committee has conducted basic financial underwriting prior to approval and the recipient can repay the proposed assistance.

- Project costs are reasonable and all sources of project financing are committed.

- The project conforms to the design guidelines of the local community, the National Trust or The Main Street Center and the property is located within the downtown boundaries as designated by the local community.

- LOAN DETAILS**
 - Business: _____
 - Amount: _____ (\$5,000 to \$30,000)
 - Purpose: _____
 - Term: _____ (up to 15 years)
 - Amortization: _____ (up to 15 years)
 - Repayment: Monthly principal and interest payments for the term of the loan with no deferral period will be assumed unless indicated in exceptions below.
 - Interest Rate: 0% fixed
 - Security: x Real Estate Mortgage on subject property (required).
 x Personal Guarantees (required on all owners of 20% or greater).
_____ Additional security should be indicated in exceptions below.

- The request complies with all requirements of Downtown Façade Loan Program policies and guidelines except as noted below.

Exceptions/Other Conditions:

Approved: _____ Denied: _____

Date: _____

Committee Members Initials:

- **Historic Architectural Decoration:**
 - ** If possible, details from the original façade should be preserved**
 - Materials that can be used for decorations consist of:
 - Brick
 - Stone
 - Cast-Iron and Sheet Metal
 - Wood
 - Terre Cotta
 - Decorative Glass

- **Signage:**
 - Signs should be similar in format/style to those of neighboring facades.
 - Position of the sign
 - Vertical, Diagonal, or Horizontal
 - Light generated signs
 - Ask yourself....
 - Does it merely identify your business?
 - Do you want to let the personality of your store or office shine through?
 - What kind of customers are you trying to attract?
 - Is the sign meant to be read by pedestrians, motorists, or both?
 - Is it necessary to provide information about products on the sign.
 - Types of signs:
 - Word Sign- This employs words to describe your business and products.
 - Numbers Sign- Most common is address signs to help your customers locate your business.

- **Traditional Façade Characteristics:**
 - ** If possible, details from the original façade should be preserved**
 - **Building Cornice**
 - Made of brick, wood, metal, or other materials to visually cap the building, completing the appearance
 - **Upper Façade**
 - Constructed of brick, wood, stucco, or pressed metal
 - Contains regularly spaced window openings surrounded by decorative details
 - **Storefront**
 - Composed of large display windows unframed by piers and the storefront cornice
 - Consists of an entry door and bulkhead
- **Design Considerations:**
 - **Height**
 - Should respect buildings in the commercial district (be similar).
 - **Width**
 - Should reflect the characteristic rhythm of other facades along the street→ if façade is large, it can be divided into small bays.
 - **Relationship to street**
 - The façade's relationship to the street should be consistent with that of its neighboring buildings.
 - **Roof forms**
 - The roof should be of the same type as other facades in the area. (Usually a flat roof hidden behind a cornice)
 - **Proportion**
 - The relationship between the height and width of other facades should be respected.
 - **Composition**
 - The organization of the façade's parts should be similar to surrounding façade's.
 - **Rhythm**
 - Rhythm should be carried out throughout the block. (an example of this would be window spacing)
 - **Proportion of openings**
 - The size and proportion of window and door openings should be similar to surrounding facades.
 - **Materials**
 - Materials used for an infill façade should complement adjacent facades- they should not stand out from each other.
 - **Colors**
 - Colors of an infill façade should tie or agree with the colors of its neighboring facades.

- Think about the amount of sunlight that hits your building; this can change the hue of the color. ****Try not to use white, as it is a glaring color and doesn't blend in most downtown environments****
 - Paint aluminum frames a more neutral or darker color
 - **Window Displays**
 - Your window display should be well-designed to help draw customers into your store.
 - Define your buying audience first.
 - Decide whether your product has "eye appeal."
 - Let your product speak for itself and give thought to the message you want your display to communicate.
 - Storefront windows should not be covered by paper or by too many products. (Customers must be able to see into the store)
- **Energy Conservation Tips:**
 - Have heating system checked and replace old heating systems so that they are efficient.
 - Repair all windows and doors so that their parts fit tightly together.
 - Re-glaze all loose or broken window panes so that they don't leak air or moisture.
 - Storm windows on the upper façade, rear, and side walls should be considered to reduce winter heat loss.
 - Fiberglass is an appropriate type of insulation for downtown buildings. Typically the thicker the insulation, the better it works.
 - If upper floors are not in use, consider insulating the second floor to trap heat below.
 - An awning or canopy can provide a partial solution for shade in the summer and then can be retracted in the winter.
- **Masonry Cleaning:**

****Improper cleaning can cause masonry deterioration to accelerate****

 - Look for deterioration problems with Brick, Stone, Cast-iron, Wood, Terre Cotta, Glass, etc...
 1. Consult an expert to determine the safest/most efficient way of cleaning.
 2. Get a "test patch" to evaluate the effectiveness of the cleaning method.
 3. Let the test patch weather for several months-residues from the cleaning should not be left on the brick or stone.
 4. After completed, examine the masonry. Some may be too soft or too clean.
 5. Check any alterations to the original building.
 6. Inspect the mortar between the masonry units, an expert can help you decide whether to redo the mortar before or after cleaning.
 7. After the test is completed, look at original color; decide if you like it.