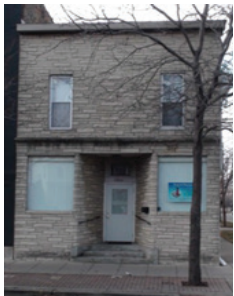


2019 DKI, Inc. Façade Report



Downtown Kenosha Inc. manages the day-to-day economic development efforts, business support and promotional activities for the district. In July 2013, Kenosha was awarded Main Street community designation, beginning our city's implementation of this national proven approach of economic development through historic preservation. Downtown Kenosha Inc., is a 501c3 designation, and is funded with the support of our business improvement district, the City of Kenosha, Kenosha Area Business Alliance, the County of Kenosha, Kenosha Area Convention & Visitors Bureau, and Kenosha Area Chamber of Commerce.

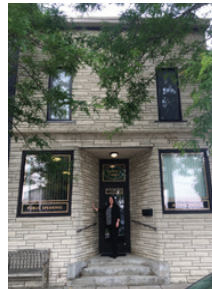
FAÇADE PROJECTS HIGHLIGHTS



BEFORE



RENDERING



AFTER

2017- 2018 Award Recipient: Actor's Craft Studio

Award Amount: \$3,000.00 | Continued Investment: \$12,000.00

Project: Tuck Pointing, Painting, New Window Pains, Signage, Historic Etching on Windows



BEFORE



RENDERING



AFTER

2018-2019 Award Recipient: Equinox Boutique

Award Amount: \$5,000.00 | Continued Investment: \$16,000.00

Project: Tuck Pointing, Replace Windows, Restore Brickwork, New Murals

FAÇADE FAST FACTS

Downtown façade improvement programs are typically matching grant programs, with the sponsoring organization reimbursing the business or property owner with up to 50% of the project's total cost after the design has been approved and project completed.

FAÇADE PROJECT SCOPES

- New Signage
- Awning Restoration
- Exterior Lighting
- Window & Door Replacement
- New Paint
- Full Exterior Renovations

\$2,500 average funds dispersed per award

\$15,000 average total project cost

85%

percentage of award recipients making additional improvements after the award

AWARDED BUSINESSES

- | | |
|------------------------|---------------------------|
| Actors Craft | Prophet Wealth Management |
| Anytime Fitness | Robin's Nest Cakery |
| The Bank Building | Rustic Road |
| Barden's Building | Scoops |
| Bjorn's | Stella's Hair Salon |
| Equinox | A Summer's Garden Florist |
| Grease and Honey | WI-Star Plaza |
| Kenosha Creative Space | Yee's Oriental Inn |
| The Lettering Machine | |
| Merry Yacht Inn | |

\$52,000
FUNDS RAISED

44
APPLICANTS SINCE 2017

18
APPLICANTS AWARDED

\$2.8M
LEVERAGED PRIVATE FUNDS

DOWNTOWN KENOSHA FAÇADE HISTORY



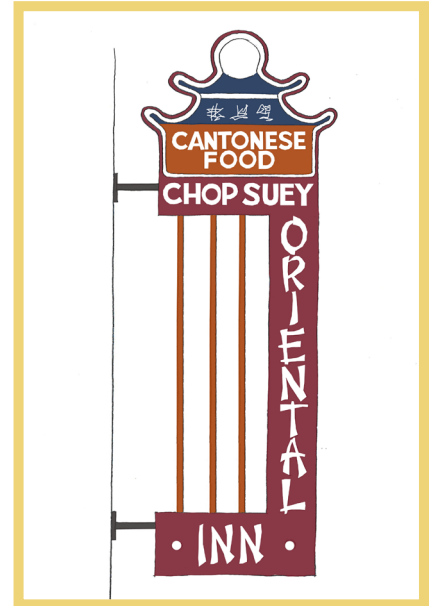
The Lakota Group's Downtown Kenosha Strategic Development Plan* recommended the implementation of a facade grant program to rehabilitate storefronts in the district. Downtown Kenosha Inc. launched the Facade Grant Program in 2017 and since the program's inception it has:

- Developed downtown design guidelines and revised the zoning code
- Raised over \$50,000 in funding
- Awarded 18 grant projects to date
- Leveraged nearly \$3 Million of additional private investment

The Facade Program has given Downtown Kenosha the opportunity to:

- Make improvements to the streetscape
- Preserve & reuse historic buildings
- Improve second stories for residential and/or office use
- Support catalytic projects and developments

*p. 128-129 of the Downtown Kenosha Strategic Development Plan



DKI FAÇADE PROGRAM A CATALYST FOR IMPROVEMENT

Facade improvement programs instigate positive investments that carry a large economic impact for the individual business and for the larger district. Building improvements make storefronts more attractive, invite traffic and ultimately help small businesses increase sales. Neighboring businesses see the improvements and are also motivated to invest.

According to the University of Wisconsin's facade study, when businesses invested in exterior improvements, about 85% of those businesses also made interior improvements.



THANK YOU TO OUR INVESTORS!

If you're interested in investing please contact us at 262-842-5537 today!

Educator's Credit Union
First American Bank

Johnson Financial Group
Kenosha Area Business Alliance

State Bank of the Lakes
Tri City Bank