



## **Choose Marshall Beautification/Placemaking Program Funding Request Application**

The Choose Marshall Beautification/Placemaking Program is a matching fund provided by the Marshall Area Economic Development Alliance (MAEDA) and is open to Choose Marshall Chamber members. The Program's goal is to encourage and support improvements to key business areas throughout the City of Marshall. Choose Marshall may match up to a maximum of \$5000 for qualifying projects; applications will no longer be accepted when program funds have been used for the given fiscal year, July 1 – June 30. Choose Marshall is unable to fund projects retroactively.

MAEDA/Choose Marshall will review each application and a staff member will contact you regarding the decision. Please allow adequate time for the process and review, generally 30 days. If funds are awarded, a grant agreement will be established between Choose Marshall and the grantee.

Eligible expenses include:

- Permanent or semi-permanent improvements to the building's façade, including painting. Exterior signage, doors and windows may be permitted as an eligible expense if part of a larger façade improvement project.
- Permanent or semi-permanent activation of an outdoor space, including approved sidewalk furniture, a dining area, beer garden, or other place-based outdoor activation. Exterior signage, doors and windows may be permitted as an eligible expense if part of a larger outdoor space activation project.

Ineligible expenses include:

- Exterior improvements that could be considered as general maintenance, repairs, landscaping, or other non-place-based outdoor activation, employee wages, salaries or benefits, rent, mortgage, land contract or lease payments, utilities, equipment, machine or vehicle leases, vehicle payments, taxes, interest or insurance, professional fees, federal, state, or local application, licensing, permit or similar fees, bank or other lender financing, interest, inspection fees or costs, credit card processing fees; non-infrastructure COVID-19 expenses, such as disposable PPE, including masks or other face coverings, gloves, or hand sanitizer, property acquisition, projects on residential property, or any other capital expenditure (including soft costs) deemed ineligible at sole discretion of MAEDA/Choose Marshall.

Complete the contact information on the following page and attach a narrative detailing:

- How this project will enhance the beauty of and/or create placemaking in the city of Marshall
- How the requested money will be used
- Any other useful information for Board consideration

Additionally, include a copy of an estimate or quote for the project for which funds are being requested.

**Choose Marshall Beautification/Placemaking Program  
Funding Request Application  
Contact Information**

Date \_\_\_\_\_ Business/Organization name \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name of the proposed beautification/placemaking project  
\_\_\_\_\_

Date project will occur \_\_\_\_\_ Date funds are needed \_\_\_\_\_

Amount requested from Choose Marshall \_\_\_\_\_ Total project budget \_\_\_\_\_

Describe how matching funds will be obtained (loan, donations, etc.)  
\_\_\_\_\_

**Return completed form and narrative to:**

Kierith Kurth, Economic Development Coordinator, Choose Marshall  
323 West Michigan Avenue  
Marshall, MI 49068  
269.781.5163  
kierith@choosemarshall.com

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For internal use only

Date \_\_\_\_\_

Funding approved \_\_\_\_\_ Amount \_\_\_\_\_ Funding declined \_\_\_\_\_

Choose Marshall representative \_\_\_\_\_

Signature \_\_\_\_\_

Comments \_\_\_\_\_  
\_\_\_\_\_

