2026

BRICKS & CLICKS

GRANT PROGRAM

STEVENSON DOWNTOWN ASSOCIATION EST. 2016

A MAIN STREET ORGANIZATION

stevensonmainstreet.org

2026 Bricks & Clicks Grant Program
Information Packet

INTRODUCTION
The Bricks & Clicks Grant Program encourages business expansion, retention and beautification by providing resources to downtown merchants and property owners to invest in facade improvements and/or e-commerce. The program is administered by the Stevenson Downtown Association, a local non-profit Main Street organization, whose mission is to promote and revitalize Downtown Stevenson and enrich our local heritage.

PURPOSE
To provide downtown Stevenson business and/or property owners with financial assistance for:

- improving business facades to enhance the downtown area
- investing in e-commerce solutions to improve transactions and accessibility

GRANT AMOUNT & REIMBURSEMENT
The Stevenson Downtown Association may award up to 100% of approved project costs (not to exceed $1,000 per project). The applicant will be responsible for the remaining cost.

As a reimbursement grant, the Stevenson Downtown Association will reimburse monies for the Bricks & Clicks project in full within 30 days of receiving the grant report form. The grant report should be submitted upon completion of the project, and include expenses, project receipts, and proof of required inspection approval from applicable city, county, state, and federal agencies.

ELIGIBILITY

- Business or property must be physically located within Downtown Stevenson, which includes the waterfront.
- Applicants must be in good financial standing with the city.
- Facade improvements, including signage, require city permits and must meet signage codes. Electrical signage or lighting requires additional inspections from other agencies.
- Any software programs should support brick and mortar operations. We will not fund applications that move a mode of business strictly online.
- Preference will be given to businesses that have not yet received a Bricks & Clicks Grant.

GRANT USE

Here are examples of acceptable and unacceptable projects:

Acceptable Projects		Unacceptable Projects	
BRICKS ***(Facade)***	**CLICKS** ***(E-Commerce)***	**BRICKS** ***(Facade)***	**CLICKS** ***(E-Commerce)***
Exterior building remodeling and improvements	New website design	Funds intended for working capital	Facebook or social media boosts
Signage *(for more details, see "signage" paragraph) Also - see Design Guideline Handbook prepared by SDA.*	Significant enhancements to website	Funds intended for debt financing	Any POS system that does not allow for local sales taxes to be collected
Awnings	PayPal/ Venmo/ Square set-up for web-based software	Interior improvements	Software that will take a line of service out of a storefront and move it exclusively online
Window and door replacement	Shopping cart software (Shopify, Ecwid)	Equipment or inventory acquisition	Computers, I-pads or laptops
Exterior paint job or mural	Point of Sale systems that integrate with online shopping	Plumbing repairs or improvements	Marketing software
Ornamental rails	Pieces of technology that compliment an online program	HVAC repairs or improvements	Google or search software presence fees
Hardscape	Comment Selling Applications	Parking lot resurfacing	
Landscaping			
Historical designation			

REQUIREMENTS

- Facade projects must improve the appearance of downtown. Projects should enhance facades and maintain the historic character of downtown.
- Written approval from the property owner.
- Copies of city permits (if required).
- Proof of inspection approvals upon completion of project (if required).
- Signage must meet current City Signage code. Ask us for a Signage Design Guidelines packet to help guide you.
- E-Commerce projects must consider that software programs should support brick and mortar operations. We will not fund applications that move a mode of business strictly online.
- Approved projects must be completed and grant reports submitted to the Stevenson Downtown Association before November 30, 2026, unless mutual arrangement is made with the downtown association.
- Any approved projects, photos, and business stories can be used on marketing channels managed or paid for by the Stevenson Downtown Association, including web, email, social platforms, and print), and/or submitted to state or national Main Street entities.

SIGNAGE

The City of Stevenson, Washington, has specific regulations governing signage to maintain aesthetic appeal and ensure public safety. Key points include:

- **Permits Required**: Most signs, including those for businesses, require a permit. Applications are available through the city's Planning Department. ci.stevenson.wa.us
- **Design Standards**: Signs must adhere to design guidelines that consider size, materials, and placement to complement the city's character.
- **Prohibited Signs**: Certain signs are prohibited, such as those that are flashing, animated, or excessively large.

TYPES OF SIGNS:

1. Wall Signs: Mounted directly on the exterior wall of a building.

2. Freestanding Signs: Independent of any building, often placed at the entrance or along the street.

3. Projecting Signs & Blade Signs: Mounted perpendicular to the wall of a building, often hanging over the sidewalk.

4. Awning and Canopy Signs: Attached to an awning or canopy, often seen over doorways or storefronts.

5. Window Signs: Placed on windows or doors of a business.

6. Directional Signs: Small signs used to guide customers to a business or its entrance, often seen in parking lots or larger business complexes.

7. Neon Signs: Bright, illuminated signs often used for visibility at night. Can be used for both interior and exterior purposes, but often subject to strict regulations regarding brightness and movement. Back-lit cabinet signs are NOT acceptable.

8. Electronic Signs: Includes digital or LED signs that display changing messages. Often regulated by the city to prevent excessive brightness or movement (no flashing).

The Stevenson Downtown Association, in partnership with the City of Stevenson, has developed a Downtown Signage Guidelines packet to help you maximize your signage investment while enhancing the aesthetics of downtown. Please read through it thoroughly as you plan your signage.

GRANT PROCESS

1. Submit grant application via email to grants@stevensonmainstreet.org, in person at our office at 167 2nd Street (shared with Chamber), or by mail to Stevenson Downtown Association, PO Box 1037, Stevenson WA 98648.
2. The Stevenson Downtown Association Economic Vitality Committee will review applications on a rolling basis beginning April 1, 2026, and will approve or deny them.
    - *Note - if submitting an application for signage, please include the design, dimensions & location for review prior to ordering or printing of the signage. This will alleviate any misunderstandings and allow for application approval. Our Executive Director or Design Committee may provide feedback on the design.*
3. If denied, a letter will be sent with an explanation.
4. If selected, the applicant will be notified by email or phone.
5. Deviation from an approved plan may disqualify the applicant from the grant program. Changes must be approved by the downtown association in order for funding.
6. Projects in this grant cycle must be completed and grant reimbursement reports submitted in full by November 30, 2026.
7. One payment, in full, shall be paid to grantee within 30 days of downtown association receiving a grant report with approved receipts and proof of inspection approvals.

**Stevenson Downtown Association has final approval on any and all grant-funded components of the project. The downtown association has the right to reject any project and reserves the right to postpone, end or extend the project timeline at any time.*

A MAIN STREET ORGANIZATION

Bricks & Clicks Grant Program

2026 Application

1. Name of Applicant: _____
2. Business Name: _____
3. Mailing Address: _____
4. Physical Address: _____
5. Phone Number: _____
6. E-mail: _____
7. Amount of funding requested (not to exceed $1,000): _____
8. Choose the type of grant requested: BRICKS _____ CLICKS _____
9. For BRICKS, does the applicant own the building? YES _____ NO _____

   If NO, has the applicant received written approval from the building owner?
   YES _____ **Please attach signed approval from the property owner.*
   NO _____ (We will not be able to approve BRICKS projects without approval.)

10. Please describe the project for which you are seeking grant funding and explain your current challenge and potential opportunity, and how this grant will help:

    _____

    _____

_____

_____

_____

11. Please explain how the project will enhance your business (or property) AND our downtown community:

_____

_____

_____

12. What is the proposed project implementation timeline?: _____

_____

_____

13. Estimated project cost (attach estimates): _____
Provide an attached cost breakdown by major categories such as signs, awnings, painting, lighting, repair, carpentry, design, tax, technology project, etc.

14. Grants will be awarded for amounts up to $1000. Grant matches will not be required. However, if your project exceeds $1000, or if you don't receive full funding from the Stevenson Downtown Association for total project costs, are you able to cover the additional expenses?

YES _____ NO _____

15. Have you received a Bricks & Clicks Grant in the past?: YES ____ NO ____ If yes, when did you receive it and what was it for?

_____

I certify that the above information is correct to the best of my knowledge and that the requested grant funds will be used only for purposes described in this application. I understand it is my responsibility to obtain all necessary permits and to make sure my project meets all state and local laws and codes. I certify that I will not change the proposed project description if awarded a grant, unless there is written approval from the Stevenson Downtown Association.

Name: _____ Signature:_____Date: _____

A MAIN STREET ORGANIZATION

Bricks & Clicks Grant Program

Application Checklist

Thank you for your interest in the Stevenson Downtown Association's Bricks & Clicks Grant Program.

Please submit a **complete** application packet by email, in-person, or by mail (contact info on page 5 of this packet) with the following items:

- ❏ Application form
- ❏ Estimated project cost breakdown
- ❏ BRICKS APPLICANTS:
  - ❏ Current and old photos of building or site
  - ❏ Drawings, designs or sketches illustrating proposed project (including dimensions, location for signage)
  - ❏ Color schemes if applicable (attached is an optional color palette if you need help, but not required to follow color palette)
  - ❏ Sample materials as necessary
  - ❏ Property owner written approval as necessary
  - ❏ Copy of city permit(s), if required
- ❏ CLICKS APPLICANTS:
  - ❏ Screenshots/photos of current problem(s)
  - ❏ Screenshots/photos/links of proposed solution(s)

A MAIN STREET ORGANIZATION

Bricks & Clicks Grant

City Wayfinding Color Palette

Use of these colors is not required for this grant, just provided for ideas.

DARK GREEN (Pantone 553C)

H 159	R 16	C 59	*USE:*
S 76	G 68	M 0	*Outter circle, trees, triangle lines*
B 27	B 50	Y 53	
		K 80	

RUST (Pantone 168C)

H 32	R 126	C 0	*USE:*
S 100	G 67	M 57	*Band across logo (behind the text), tree trunks*
B 50	B 0	Y 100	
		K 59	

CREAM 1 (Pantone 7499C)

H 45	R 255	C 0	*USE:*
S 14	G 246	M 2	*Inner circle, text*
B 100	B 220	Y 15	
		K 0	

Light Green (Pantone 556C)

H 159	R 114	C 42	*USE:*
S 30	G 164	M 0	*Gradient in trees (darker color is P 553C)*
B 64	B 146	Y 33	
		K 27	

BLUE (Pantone 5415C)

H 203	R 93	C 42	*USE:*
S 42	G 135	M 8	*Dark gradient portion used in the river*
B 63	B 161	Y 0	
		K 40	

LIGHT BLUE (Pantone 5435C)

H 209	R 185	C 13	*USE:*
S 13	G 199	M 3	*Light gradient portion used in the river*
B 83	B 212	Y 0	
		K 17	

DARK GREEN (Pantone 553 C)

H 159	R 16	C 59	*USE:*
S 76	G 68	M 0	*All powder-coated surfaces (sign front & backs, posts).*
B 27	B 50	Y 53	
		K 80	

Powder Coat Spec:
Cardinal C006-GN03

RUST (Pantone 7595 C)

H 15	R 107	C 39	*USE:*
S 57	G 61	M 72	*Downtown District color, also used in "Line" on text panel.*
B 42	B 46	Y 76	
		K 42	

Vinyl Spec:
Gerber High Perf Series 200 / 225 - Russet Brown

OLIVE GREEN (Pantone 5753 C)

H 73	R 87	C 25	*USE:*
S 65	G 100	M 0	*Rock Cove District color, also used in "Line" on text panel.*
B 39	B 35	Y 81	
		K 67	

Vinyl Spec:
Print vinyl using Pantone 5753 C or equivalent

BLUE (Pantone 5425 C)

H 202	R 125	C 54	*USE:*
S 27	G 153	M 31	*Waterfront District color, also used in "Line" & County Destination signs.*
B 67	B 170	Y 26	
		K 1	

Vinyl Spec:
Gerber High Perf Series 200 / 225 - Wedgewood Blue

CREAM 1 (Pantone 7499 C)

H 45	R 255	C 0	*USE:*
S 14	G 246	M 2	*Text and tree image on text panel, info panel in Ped Kiosks.*
B 100	B 220	Y 15	
		K 0	

Vinyl Spec:
Gerber High Perf Series 200 / 225 - Antique White

CREAM 2 (Pantone 7528 C)

H 37	R 231	C 0	*USE:*
S 10	G 222	M 3	*Text on top and bottom of sign only.*
B 91	B 208	Y 10	
		K 10	

Vinyl Spec:
Gerber High Perf Series 200 / 225 - Oyster

CREME 3 (Pantone 7530 C)

H 36	R 185	C 0	*USE:*
S 19	G 171	M 8	*End tips of "Line" only.*
B 72	B 151	Y 21	
		K 32	

Vinyl Spec:
Print vinyl using Pantone 7530 C or equivalent

RED (Pantone 187 C)

H 350	R 196	C 0	*USE:*
S 91	G 18	M 100	*"No" symbols, detail in "Line".*
B 77	B 48	Y 79	
		K 20	

Vinyl Spec:
Directional - Print vinyl using Pantone 187 C or equivalent
Regulatory - Gerber High Perf Series 200 / 225 - Geranium