



2023 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. Grant report should be submitted upon completion of the project, including expenses and project receipts.

ELIGIBILITY:

- Business or property must be physically located within Downtown Stevenson, which includes the waterfront.
- Applicant must be in good financial standing with the city.
- Facade improvements require city permits and meet signage codes.
- 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	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 permits are 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 report submitted to the Stevenson Downtown Association before November 30, 2023, 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 (web, email, social, print) and/or submitted to state or national Main Street entities.

PROCESS:

1. Submit grant application ONLINE, in person at our office at 167 2nd Street (inside Chamber office), 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, 2023 and will approve or deny them.
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 report submitted in full by November 30, 2023.
7. One payment, in full, shall be paid to grantee within 30 days of downtown association receiving a grant report with approved receipts.

**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.*



Bricks & Clicks Grant Program 2023 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 answered NO, has applicant received written approval* from building owner? YES ____ NO ____

**Please attach signed approval from property owner, if applicable.*

10. Please describe the project for which you are seeking grant funding (be sure to explain your challenge and 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 subscription, 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.

Printed Name of Applicant: _____

Signature of Applicant: _____

Date: _____

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 ONLINE, in-person or by mail with the following items:

- Application form
- Estimated project cost breakdown
- BRICKS APPLICANTS:
 - Current and old photos of building or site
 - Building drawings or sketches illustrating proposed project
 - 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)



A MAIN STREET ORGANIZATION

Bricks & Clicks Grant City Wayfinding Color Palette

COLOR KEY

DARK GREEN (Pantone 553C)

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

Light Green (Pantone 556C)

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

RUST (Pantone 168C)

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

BLUE (Pantone 5415C)

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

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 BLUE (Pantone 5435C)

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

DARK GREEN (Pantone 553 C)

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

Powder Coat Spec:
Cardinal C006-GN03

CREAM 1 (Pantone 7499 C)

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

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

RUST (Pantone 7595 C)

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

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

CREAM 2 (Pantone 7528 C)

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

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

OLIVE GREEN (Pantone 5753 C)

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

Vinyl Spec:
Print vinyl using Pantone 5753 C or equivalent

CREME 3 (Pantone 7530 C)

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

Vinyl Spec:
Print vinyl using Pantone 7530 C or equivalent

BLUE (Pantone 5425 C)

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

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

RED (Pantone 187 C)

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

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