



**Aurora Downtown Small Business Grants  
Business Attraction and Retention Grant Program**

Aurora Downtown's Business Attraction and Retention (BAR) Committee is excited to offer a variety of grants established to help support businesses, property owners, and initiatives taking place in the special service area (SSA One). Applications are accepted and reviewed in the meeting(s) following the submission deadline. In 2021, all grant applications must be submitted by 5 p.m. on May 1, 2021 for consideration. Applicants will be notified of a decision within 90 days of receiving your application.

The Aurora Downtown BAR Committee will provide grants that align within these two areas:

- **Marketing & Program Grant** – Applicants may apply for up to \$2,500 to support a marketing or program initiative to promote or support a business – website, events, marketing collateral, exhibit, program series, or to help support a specific community event.
- **Improvements Grant** – Applicant may apply for up to \$5,000 to support permanent improvements on the exterior or interior of a space, and signage. Support will be considered for projects that improve the state of the building and may not be for repairs or preventative maintenance.

Interested applicants can apply for one grant per grant cycle by submitting a letter of application describing the project in its entirety, and also filling out the accompanied application along with budget and supporting materials. In your letter, discuss how the event, program, or improvements add something new, create a new draw, or attract a new market to the SSA. For marketing and program support, please identify what your deliverable will be and examine what makes the event or program innovative. For improvement grants, please discuss steps you have already taken. Please identify other sources of funding secured for your project.

The letter should also examine the potential economic impact the project will have on the community and how you would use the funds. Lastly, please identify your goal(s) for the event, program, or project; and how you will measure success.

Only completed applications from businesses located in Special Service Area One that are received by the deadline of 5 p.m. on May 1 will be considered. Review the map for the boundaries of SSA One: <https://auroradowntown.org/about/ssa-map/>.

**Completed applications will consist of:**

- Grant Cover Sheet (Included)
- Letter of Application (2 pages max)
- Project Budget (Template Included)
- Supporting Materials (4 pages max)
  - Please include any additional materials that could support your application such as renderings, quotes, etc.

Completed applications should be emailed to [grants@auroradowntown.org](mailto:grants@auroradowntown.org).

\*Grants are reimbursable by submitting paid receipts within six months of grant being awarded\*  
Incomplete applications will not be considered for funding.



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**Small Business Resources**

Need help with your application or have questions about your business? We encourage you to reach out to the resources below for assistance.

**Harriet Parker**

Manager, Illinois Small Business Development Center  
Waubonsee Community College  
18 S. River Street, Room 268  
Aurora, IL 60506  
(630)-906-4143  
hparker@waubonsee.edu

[www.waubonsee.edu/sbdc](http://www.waubonsee.edu/sbdc)

**Si necesita asistencia en español, favor de llamar a Noelia Ruiz al 630-635-0450 /**  
**[Negocios.sbdc@gmail.com](mailto:Negocios.sbdc@gmail.com)**

**Loretta Daly**

Business Retention Specialist  
Invest Aurora  
43 West Galena Boulevard  
Aurora, IL 60506  
(630)-256-3163  
loretta@investaurora.org

[www.investaurora.org](http://www.investaurora.org)

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**Grant Cover Sheet**

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** Aurora      **State:** IL      **Zip:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Name of Project:** \_\_\_\_\_

**Grant Support Requested (Circle One)**

**Marketing & Program Grant**

**Improvements Grant**

**What sources of funding do you currently have for the project?**

\_\_\_\_\_

**Total Project Cost:** \_\_\_\_\_

**Amount Requested:** \_\_\_\_\_

**Application Checklist:**

Completed applications should be emailed to [grants@auroradowntown.org](mailto:grants@auroradowntown.org).

- Grant Cover Sheet (this sheet)
- Letter of Application (2 pages max)
- Project Budget (1 page)
- Supporting Materials (4 pages max)
  - Please include any additional materials that could support your application such as renderings, quotes, etc.
  - If you are making building improvements or adding a sign, please show proof you have reached out to the City of Aurora Planning Department.

Completed applications should be emailed to [grants@auroradowntown.org](mailto:grants@auroradowntown.org).

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### Project Budget

Business Name: \_\_\_\_\_

Name of Project: \_\_\_\_\_

Project Income		
Vendor / Source	Amount	Description
<b>Total Income</b>		

Project Expenses		
Vendor / Source	Amount	Description
<b>Total Expenses</b>		

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**Application Checklist**

- Grant Cover Sheet (1 page - template provided)
- Letter of Application (2 pages max)
- Project Budget (1 page - template provided)
- Supporting Materials (4 pages max)
  - Please include any additional materials that could support your application such as renderings, quotes, etc.
  - If you are making building improvements or adding a sign, please show proof you have reached out to the City of Aurora Planning Department.
- **Emailed to [grants@auroradowntown.org](mailto:grants@auroradowntown.org) prior to May 1 at 5 p.m.**

Completed applications should be emailed to [grants@auroradowntown.org](mailto:grants@auroradowntown.org).

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