



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

Aurora Downtown's Business Attraction and Retention Committee (BAR Committee) is excited to offer a variety of grants to support established businesses, property owners, and initiatives taking place in our special service area (SSA One). Applications are accepted and reviewed in the meeting(s) following the submission deadline. Applicants will be notified of a decision within 30 days of the submission deadline. All grant applications must be submitted by 5pm on May 1, 2022 for consideration.

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

- **Marketing & Program Grant** – Applicant may apply for up to \$2,500 to support a marketing or program initiative to promote or support your business – website, events, marketing collateral, exhibit, program series, or to help support a specific community event are just a few ideas.
- **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 should submit a letter of application describing the project in its entirety and fill out the accompanied application. 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 SSA One that are received by the deadline of 5pm on May 1 will be considered. Check out the map for the SSA boundaries:

<https://auroradowntown.org/about/ssa-map/>.

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### **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.
- Certificate of Appropriateness from the City of Aurora for any exterior projects.

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

\*Grants are reimbursable at project completion and submission of paid receipts by November 15, 2022\*



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

**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)

**City of Aurora for questions about DST Meetings or Certificates of Appropriateness**

Planning and Zoning Division  
77 S. Broadway  
Aurora, IL 60505  
(630) 256-3080  
COAPlanning@aurora.il.us

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

### 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

For Improvement Grants, a Certificate of Appropriateness is required to be included with your application. Have you attached your Certificate of Appropriateness?

\_\_\_\_\_

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

\_\_\_\_\_

What was the date of your last Design Services Team (DST) Meeting?

\_\_\_\_\_

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

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

Incomplete applications will not be considered for funding.

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# AURORA DOWNTOWN

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

### Project Budget

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

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

Project Income		
Vendor / Source	Amount	Description
Total Income		

Project Expenses		
Vendor / Source	Amount	Description
Total Expenses		

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