



Aurora Downtown Small Business Grants BAR 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 Boundaries](#)).

2023 Application Timeline:

- April 1 - (*OPTIONAL*) Submit application for verification your application is complete and will be considered
- May 1 - Grant Submission deadline.** Submit completed application to grants@auroradowntown.org by 5pm. Late or incomplete applications will not be considered.
- June 1 - Notification of decision from the board, project start date.
- Dec 31 - Project completion date, all receipts for reimbursement are due.

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

- **Special Events Grant** – Applicant may apply for up to \$2,500 to support a special event held to promote your business and bring new customers. The grant funds awarded may be applied towards an event that is held outside of regularly scheduled events.

For example:

- What IS NOT funded: Website improvements, participation in First Friday or other Aurora Downtown events, anything that would be included in normal, day to day business.
- What IS funded: A wine and paint night, a family fair, a 'meet and greet', etc. Any new event that you would not otherwise be able to hold within normal business.

OR

- **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.

Required for Consideration: *Only completed applications will be considered.

- Cover Sheet (Attached)
- Project Budget (Attached)
- Supporting Materials (Renderings, Quotes, etc.)
 - Certificate of Appropriateness from the City of Aurora is required for any exterior projects.
- Letter of Application (2 Page Max): Please answer all questions to the best of your ability.
 - Describe the project in its entirety.
 - What is required to complete the project?
 - How will you acquire the resources to complete the project (Sub contractors, musicians, supplies, etc.)
 - What goals are you wanting to achieve through the project?
 - How will you measure the success of the project?
 - Describe the unique value the project adds to our community.
 - How is this project new and innovative, not part of regular business or repairs?
 - How does this event or improvement add something new, create a draw and attract a new market to the SSA?
 - Describe the economic impact of the project.
 - How will you fund the project? (This is a Reimbursement Grant, eligible expenses will be reimbursed upon project completion and receipt submission)
 - How will you use the funds towards the project?
 - How will the projected economically impact the community?



Resources for Application Assistance

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

Si necesita asistencia en español, favor de llamar a Noelia Ruiz al 630-330-2854 / 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

Elle Withall

Mayor's Office of Economic Development
City of Aurora
77 S. Broadway
Aurora, IL 60505
630-256-3106 or 331-452-2072
withalle@aurora.il.us

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

If you're unsure your application is complete, turn it in by April 1 for an initial review and verification of the completeness.



AURORA DOWNTOWN
EAT • DRINK • PLAY • MORE

Grant Cover Sheet

Business Name: _____

Contact Name: _____

Address: _____

City: Aurora **State:** IL **Zip:** 605 05 / 06 (Circle One)

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?

YES / NO

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

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

Total Project Cost: _____

Total Amount Requested: _____

***Please Note: Only completed applications will be considered.**



AURORA DOWNTOWN

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Project Budget

Business Name: _____

Name of Project: _____

| Project Income | | |
|------------------------|---------------|--------------------|
| Vendor / Source | Amount | Description |
| | | |
| | | |
| | | |
| | | |
| | | |
| Total Income | | |

| Project Expenses | | |
|-------------------------|---------------|--------------------|
| Vendor / Source | Amount | Description |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| Total Expenses | | |