



**Organization:** [CITY OF MT. STERLING](#)

**Project Title:** Façade Grant Request V

**Request Amount:** \$100,000

**Total Project/Program Budget:** \$133,574

**Annual Organization Budget:** \$105,022

**Target Population:** Uptown Mt. Sterling building owners within the designated program area.

**TFF Staff Comments:** The City of Mt. Sterling has received numerous TFF Capacity Building and Formal Funding Grants over the years. Most recently, they received a \$116,000 Formal Funding Grant in 2024 for Mt. Sterling Strategic Planning.

The City last sought and received a grant for the Façade Improvement Program in 2021 for \$75,000. TFF has sought to replenish the Façade Improvement funds available for this program as needed. TFF has invested \$327,446 in the Façade Improvement Program since 2013. Building owners have contributed \$108,038.

You can access an [interactive map of all buildings improved through the Façade Improvement Program here](#).

The TFF Board is reviewing this application because it is for more than \$50,000.



# Proposal

**\*Request Owner:** Angie Schlater  
**Request Source:** External (Submitted 02/06/2024)  
**Proposal Type:** Brown County Formal Grant Application  
**Invitation code (where applicable):** Cycle 1, 2024 (27827YQL3J)  
**Action Without Meeting:**  
**Approval Stipulations:** N/A  
**TFF Staff Comments:**  
**Project Title:** Facade Grant Request V  
**Request Amount:** \$100,000.00  
**Total Project or Program Budget:** \$133,574.00  
**Funds are being requested for::** Other  
**Focus of Brown County Grant Request:** Infrastructure  
**\*Target Population Served by Request:** Building owners within the designated program area  
**Project Start Date:** 05/01/2024  
**Project End Date:** 04/30/2025  
**Request Information:** We are requesting \$100,000 to further the Facade Improvement Grant Program. The current program will exhaust all funds before the three ongoing projects are completed. Those projects are as follows:  
 Brad Kassing is waiting on 2nd story window replacement. Ranea Kunkel is waiting for installation of store front windows/painting. Jesse Gilsdorf is waiting on doors to be delivered/installed.  
 I anticipate Nichole Croxton to apply for the renovation of the Democrat-Message building. Her scope of work is a complete facade renovation, storefront windows/doors, lights and signage. She also has plans to renovate the 2nd story for apartments.  
 I estimate these four projects to have reimbursements totaling \$101,572.  
**Need for Project:** Without this additional funding of the Facade Grant Program, these projects and any future projects can not be funded at 75%. With this funding, Main Street and Capitol Ave. continue to be a vibrant and developing business district with attention to detail and historic architecture.  
**Best Practices:** Since this program's inception in 2012, nearly \$250k has been invested in facades along Main & Capitol Ave. The facade improvement program has a proven success record, partially funding 14 property owners.  
**Collaboration:** This is not a collaborative project.  
**\*How Does This Request Fit Into Your Organization's Mission and Purpose?:** The City of Mt. Sterling is committed to investing in new economic development tools that not only maintain and support current businesses but attract new stores and shops. The end result is to grow Mt. Sterling by attracting new residents that shop in town and reinvest their dollars into our community.

## SWOT Analysis of Organization or Project

Strengths (S) - What do you do very well?	Weaknesses (W) - What do you need to improve?	Opportunities (O) - Where do you see opportunities for impact?	Threats (T) - Where do you see obstacles to your goals?
1. The 75/25 match is very attractive to developers. 2. The program supports existing & potential new businesses in our historic district. 3. The 14 completed facade projects are a great way to show what can be accomplished thru this program.	1. Possible lack of education about the facade improvement grant. 2. Older building owners aren't interested in starting large projects or investing any money as they look to retirement. 3. Available contractors are hard to find.	1. Less than 10 buildings need or will need facade work. 2. There is one building owner interested in making application. 3. Two building owners on Capitol Ave. have made application and are in the process of completing their projects.	1. It's hard to obtain estimates from contractors. 2. There are no local contractors with experience restoring historic buildings. 3. Our historic buildings are aging and need work before it's irreversible.

### S.W.O.T. Analysis:

#### SWOT Analysis:

**Did you complete the SWOT Analysis for your organization as a whole or only for a specific project and/or program within your organization?:** Project/Program

**Goals and Action Plan for Measurable Impact**

Goal - What do you want to accomplish? What do you want to achieve?	Current Situation - What are you doing now? What does your current data show?	Action Steps to Achieve Goal - What do you plan to do to move from your current situation to your goal?	Measurable Impact Desired - How will you know that you achieved your goal?
Complete & execute 3 new applications.	Three currently active projects, Brad Kassing, Renea Kunkel and Jesse Gilsdorf. Anticipate Nichole Croxton to make an application for the Democrat-Message building.	Aid in completion of developer applications, research review committee questions & offer support to grant recipients thru end of their project.	By how many applications are submitted & projects completed.

**Measurable Goals & Action Plan:**

**Future Funding Plan:** Ideally, all facade grant funds are granted to developers in 2024, there are more applications requiring me to apply for further funding.

**Capacity Building:** I attend 2 conferences a year. The IL Institute of Rural Affairs (IIRA) offers a Rural Community Economic Development Conference in Feb and the Community Development Institute in Aug covers many subjects geared to rural communities. The networking with fellow colleagues facing the same issues has been very valuable.

**Project Photos:** After pics.png, Before Windows.jpg, Present Chk Pic.jpg, After windows.jpg, Before pic.jpg

**Executive Director/President/CEO Authorization:** Yes

**Does Your Organization Have a Strategic Plan?:** Yes

**Strategic Plan Upload:** Strategic Plan Note.docx

**Project Budget Template:** Project\_Budget 020524.xls

**Current Annual Organization Budget:** \$105,022.00

**Organization Budget:** Org\_Budget\_020524.xls

**Statement of Financial Condition:**

**Statement of Activities:**

**Do you have any overdue Final Impact Reports to TFF?:** No

**Key Staff Member Information:** Vada Yingling, city administrator

**\*Organizational or Personnel Changes:** There was none.

**Board of Directors:** FAÇADE GRANT REVIEW BOARD 121421.docx

**Audit:**

**990:**

**\*Letter of Agreement - Review and Accept Terms:** ● I ACCEPT

**\*Name of Individual Agreeing to Terms:** Vada Yingling

**How long did it take you to complete this grant application?:** 1-5 hours

**Please share any suggested improvements to our grant application process.:**

**Is this an Invitation Grant?:** No

**Interim Report 1:**

**Grant Variance Request:**

**Site Visit Report:**

**Challenge Grant Document(s):**

## Project Budget

PROJECT INCOME				PROJECT EXPENSES			
Source	Cash	In-Kind	Indicate if income is Committed (C) or Pending (P)	Item	Cash	In-Kind	Amount Requested from TFF
Local Government	\$	\$		Salaries or wages for project staff <i>(break down by individual position and indicate full or part-time.)</i>	\$	\$	\$
State Government	\$	\$			\$	\$	\$
Federal Government	\$	\$			\$	\$	\$
Individual Contributions	\$	\$			\$	\$	\$
Façade Grant Acct Balance	\$33,574.00		C		\$	\$	\$
<b>Tracy Family Foundation</b>	\$	\$	<b>P</b>		\$	\$	\$
Façade Grant New Application	\$100,000.00	\$	P		\$	\$	\$
(name)	\$	\$		<b>Salaries and wages subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
Corporations (specify)							
(name)	\$	\$		Insurance Benefits & Other Related Taxes	\$	\$	\$
(name)	\$	\$		Consultants & Professional Fees	\$	\$	\$
(name)	\$	\$		Travel	\$	\$	\$
Program Service Fees	\$	\$		Equipment	\$	\$	\$
Membership Income	\$	\$		Supplies	\$	\$	\$
Other (specify)				Marketing	\$	\$	\$
	\$	\$		Rent & Utilities	\$	\$	\$
	\$	\$		Training & Professional Development	\$	\$	\$
	\$	\$		Other (specify)			
	\$	\$			\$	\$	\$
	\$	\$		75% Façade Grant Match (current projects)	\$56,572.00	\$	\$
	\$	\$		75% Façade Grant Match (new application)	\$45,000.00	\$	\$
	\$	\$		100% Color Study (one applicant)	\$3,450.00	\$	\$
	\$	\$			\$	\$	\$
Total	\$133,574.00	\$0.00		Total	\$105,022.00	\$0.00	
<b>Total Cash and In-Kind Income</b>				<b>Total Cash and In-Kind Expenses</b>			
<b>\$133,574.00</b>				<b>\$105,022.00</b>			
				<b>\$0.00</b>			