



## SignUp 2.0 Grant Program Guidelines and Application

### THE PROGRAM

Following on the success of CoSign and SignUp, the Historic Valley Junction Foundation is sponsoring the SignUp 2.0 grant program. We seek applications that align with HVJF's stated goal of making it easier for businesses with a retail, food/drink, or experience component to thrive and to enhance the vitality of the Valley Junction Main Street district.

This grant program is intended to build on the unique qualities of Valley Junction's business district by incentivizing the use of custom designed 3D "blade" signage that extends perpendicular to the face of the building. Blade signs contribute to the historic, walkable character of our district, increase your business visibility, promote your brand identity, and induce people to walk and explore what we have to offer.

SignUp 2.0 is made possible through funding from the City of West Des Moines. This program has no application deadline; grants will be awarded until the available funding is exhausted. HVJF will not use ethnicity, nationality, sex or gender identity, sexual orientation, age, ability or disability, or religion as grounds for refusing a grant to an eligible applicant.

### ELIGIBILITY

Applicants must be owners and/or tenants of existing commercial buildings within the Valley Junction Main Street district (see attached map). Retail, food/drink, and experiential businesses will be given priority for this funding. Tenant applicants must submit written permission of the building owner to proceed with the project. The structure must not be under consideration for demolition. New businesses must be open with regular hours for at least two months in order to apply. Applicants must not have an outstanding balance on any payments owed to HVJF. Only one grant will be awarded per business.

#### Eligible expenses:

- Design
- Fabrication
- Installation
- Permits and associated fees

#### Ineligible expenses:

- Use of SignUp 2.0 funds as cash match for another HVJF grant program
- In-kind labor and/or materials
- **Any project expenses incurred prior to the SignUp 2.0 award**

### AMOUNT

This program will fund 25% of an approved project up to \$2500, with a 1:1 match required (at least 50 percent of the cost of the project must be paid for by the applicant). Funding is limited; please contact HVJF prior to applying to make sure funds are available.

## COMPLIANCE

All projects **must** comply with City [sign code](#) and the [Historic Valley Junction Design Guidelines](#). See the overview [here](#). You will need a [Sign permit](#) and possibly a public encroachment permit and hold harmless agreement. For more information, contact West Des Moines Development Services at 515-222-3620.

## DESIGN REQUIREMENTS

**Creativity is encouraged!** To ensure quality, signs must be:

- Constructed of durable material
- Professionally crafted

Signs cannot include:

- Internal lighting (however, external “gooseneck” style lighting is allowed and is an eligible grant expense)
- Fluorescent colors
- Reader-boards or electronic messaging systems
- Vinyl banners or other signage on a flexible substrate

If mounted on a masonry wall, signs should be fastened into the mortar, **not** the brick itself.

## APPLICATION PROCESS

- Review these Guidelines and complete the application below. **Note: HVJF can provide ideas and examples of eligible blade signage as well as contact information for sign companies.**
- Applicants are strongly encouraged to contact HVJF to receive free sign design and placement consultation through Main Street Iowa.
- Return completed applications, plans, cost estimates and construction schedules to the HVJF office for review by the Design Committee. You may be asked to meet with the Committee to discuss the project, and changes may be suggested or required to receive funding.
- Submit copies of all necessary permits and proofs of payment to HVJF with the grant application.
- The HVJF Design Committee will decide whether to approve the application. If not approved, HVJF will explain the reasons for rejection and what, if any, steps can be taken to receive approval.

Email the completed application below to [director@valleyjunction.com](mailto:director@valleyjunction.com) or deliver to the HVJF office at 137 Fifth St. Applicants who deviate from the approved application may jeopardize their eligibility for reimbursement.

## GRANT DISBURSEMENT

This is a reimbursable grant. Awardees will complete the approved project and submit receipts and proof of payment to HVJF for reimbursement at the awarded amount. Upon award and completion, HVJF will feature your project on social media.

**Historic Valley Junction  
Main Street district**





## SignUp 2.0 Grant Program Application

Complete this form and submit via email to [director@valleyjunction.com](mailto:director@valleyjunction.com)  
or deliver to HVJF, 137 Fifth St., West Des Moines, IA 50265

Applicant Name: \_\_\_\_\_

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

Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_

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

Does the applicant own the building? Yes \_\_\_ No \_\_\_

If not, please attach a letter from the owner expressing permission for this project.

How long has the business been open? \_\_\_\_\_

Grant amount requested: \_\_\_\_\_

Estimated total project cost: \_\_\_\_\_

The undersigned applicant affirms that:

- The information submitted herein is true and accurate to the best of my knowledge.
- I have read and understand the guidelines of the HVJF SignUp 2.0 grant program and agree to abide by its conditions.

Signature of Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

**Be sure to include the proposed design and quotes with your application.**

Please contact [Steve Frevert](mailto:Steve.Frevert@valleyjunction.com) at HVJF, 515-222-3642, if you have any questions or would like to discuss your proposal.