



DOWNTOWN IMPROVEMENTS GRANT MATCHING FUNDS PROGRAM

To enhance infrastructure, aesthetics, amenities, accessibility, and the overall sense of place and vibrancy in Downtown BGKY

	NOW ACCEPTING FALL APPLICATIONS: AUGUST 15 - SEPTEMBER 15	 MIN \$2,500 - MAX \$7,500 PER PROJECT
	AWARD DATES: CITY COMMISSION MEETING IN OCTOBER	 PROJECT MUST BE COMPLETED IN 1 YEAR
		 MANY WAYS TO APPLY



For more information visit:
www.bgky.org/downtown/grant



MATCHING FUNDS GRANT PROGRAM GUIDELINES



What is this program?

This provides financial support to businesses, developers, tenants, and property owners investing in projects that enhance infrastructure, aesthetics, amenities, and the overall sense of place in Downtown. By offering matching funds to supplement costs, this stimulates private investment, talent attraction and retention, tourism, and improves quality of life. Guidelines subject to change.

Who can apply?

- Business owners, tenants, developers, residents, and property owners within Downtown Bowling Green KY
- Applicants must demonstrate proof of matching funds (cash investment, not in-kind)
- Each applicant is limited to 1 application per funding cycle. Applications submitted under multiple LLCs or related entities controlled by the same ownership group will be considered duplicate and ineligible



Examples of what may be funded:

- Downtown property façade and signage improvements
- Restoring/Preserving/Repairing/Rebuilding elements of a Downtown historic property/structure
- Property/storefront enhancements visible to the public (i.e. planters, bike racks, benches, café space, deck/patio)
- Marketing and placemaking initiatives (murals)
- Infrastructure improvements in safety or accessibility



Examples of what's ineligible for funding: wages, salaries, fringe benefits; events; subscriptions; maintenance; projects with political statements; private residence projects not publicly impactful

Matching Funds details:

- Minimum of \$2,500 & maximum of \$7,500 awarded per project based \$20,000 available per funding cycle
- Two funding cycles per year:
Spring: Apply Feb 15 to March 15 → Awards by April
Fall: Apply Aug 15 to Sept 15 → Awards by October
- Projects must be completed within 1 year and subject to quarterly progress reports with City of BG staff
- Funds are reimbursement-based with a 50/50 shared cost between the City of BG and applicant



Matching Funds Grant Program awards are subject to applicant's compliance with grant guidelines. The Downtown Development division has discretion whether to accept applications past the deadline, reviews applications, and may include other subject matter experts and/or professionals in the respective review if necessary. The Downtown Development division will submit recommendations to the NCS Director for approval. All grantees will sign a memorandum of agreement with the City, which will include having read and understood grant guidelines. Grants recommended for approval will be scheduled for Board of Commissioners approval on specified grant timelines.

CITY OF BOWLING GREEN

NEIGHBORHOOD AND COMMUNITY SERVICES
707 EAST MAIN AVENUE
BOWLING GREEN, KY
270-393-3617 (Office)
Email: telia.butler@bgky.org
<https://www.bgky.org/downtown/grant>

Date:

Applicant Name (business or individual):

Application Form

DOWNTOWN IMPROVEMENT MATCHING FUNDS GRANT PROGRAM



CONTACT INFORMATION:

Project Name:

Contact Name: Phone Number:

Address:

City: E-mail:

Zip Code:

Social Media and/or Website:

Funding Request Amount:



PROJECT DESCRIPTION

Describe your project:

How will it enhance the vibrancy, accessibility, amenities, infrastructure, or safety of Downtown BGKY? How long will your project take to complete?

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FUNDS

Please submit proof of investment funds available in order for the City to match the split cost at 50/50 with the applicant. Explain why grant funds are necessary to complete your project.



BUDGET

Describe how funds will be spent:
Estimate costs as realistically as possible.

Break down your budget:

Estimate how much of your request will be spent on each below category.

Advertising:

Other (explain above):

Supplies:

TOTAL:

Labor:

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