



***REINVESTMENT LOAN PROGRAM***

***2010***

***PROGRAM OUTLINE AND APPLICATION***

**MAIN STREET MARSHFIELD, INC.  
REINVESTMENT LOAN PROGRAM**

**PROGRAM OUTLINE**

Program Participation: The following financial institutions have cooperated in creating the Marshfield Reinvestment Program:

2010 Program Participants

Contact

Associated Bank	Matt Middendorp
M&I Bank	Donna Follen
Marshfield Savings Bank	Bill Sennholz
Pioneer Bank	Donna Johnson
Heritage Bank	Tom Henseler
Community Bank of Central Wisconsin	Todd Schultz
State Bank Financial	Peter Mancl

The participating institutions will assess their participation in the program at the end of each calendar year to determine the allocation amount during the next year. New institutions will be welcomed to participate upon approval by the current lenders.

**INTEREST RATE:** Loans are at an interest rate of 1% below the prime rate, 5% minimum. The rate is subject to change each time the prime changes, but will not increase by more than 2% per year, or by 6% over the life of the loan.

**TERM:** Not to exceed 84 months (7 years) under this program

**MINIMUM LOAN:** \$5,000

**MAXIMUM LOAN:** \$50,000

**ELIGIBLE APPLICANTS:** Property owners and tenants located in the designated Downtown Business Improvement District (BID). A copy of the BID Boundary Map is included in this application.

**ELIGIBLE EXPENDITURES:**

**1. Facade Renovation:** Including painting, cleaning, repairing or replacing masonry, repairing or replacing cornices and other architectural detail: repairing or replacing windows, trim and storefront display areas on fronts, sides and rears of buildings facing public areas.

2. **Signage:** Including removing old signs, and designing, producing and installing new signs.
3. **Awnings:** Removing old awnings and purchasing and installing new awnings.
4. **Code Enforcement:** Any work specifically required to meet local, state and national building and use codes.
5. **Leasehold Improvements:** Purchasing and installing fixture property.
6. **Roofing:** Repairing an existing roof or installing a new one.
7. **Structural Repair:** Upgrading street level and upper floors to a usable condition, and repairing or replacing mechanical systems (plumbing, heating and cooling, electrical).
8. **New Construction:** Building appropriate in-fill construction, but only when existing buildings cannot be utilized.
9. **Professional Design or Architectural Services:** In conjunction with an approved project.

#### **INELEIGIBLE EXPENDITURES:**

1. Refinancing existing debt.
2. Non-fixed Improvements
3. Inventory
4. Equipment such as computer, office furniture, telephone equipment.
5. Seat equity: Payments for applicant's own labor and performance of renovation work.
6. Improvements made prior to loan approval.
7. General periodic maintenance.
8. Other business operating expenses.

**MAIN STREET MARSHFIELD INC.  
REINVESTMENT LOAN PROGRAM**

**APPLICATION PROCEDURE**

1. Obtain copies of the program outline, Main Street Marshfield Design Guidelines, and an application form from the Main Street Marshfield office.
2. Discuss the project with the Main Street Marshfield Executive Director. He/she will assist in completing the application form and will then refer the project to the Main Street Marshfield Design Assistance Committee, which will provide initial assistance as necessary and appropriate.
3. Receive design advice from the Main Street Marshfield Executive Director and Design Assistance committee.
4. Select and receive preliminary loan approval from a participating lending institution.
5. Solicit bids for approved work.
6. Submit copies of the design plans, sketches, and photographs, cost estimates, and construction schedule and the completed, original application form to the Main Street Marshfield office. The Main Street Marshfield Design Assistance Committee with advice of the Main Street Executive Director and the applicant's contracted architect will review plans, where appropriate.
7. Receive a letter of agreement verifying the approval of your plans. The Main Street Marshfield Executive Director will notify the lending institutions in writing of the design approval, with a copy of the specific, approved design plans going to the lender working with the applicant.
8. Present the letter of agreement to the participating lender of your choice. (Each lender will designate a specific loan officer to work with the program. See the attached list of designated loan officers).
9. Receive approval of your individual loan from the lender, using their normal approval process. The reinvestment loan is a standard bank loan at a preferred interest rate.
10. Begin work on the project upon approval of your loan by the lender.

11. Allow periodic inspections by the Main Street Executive Director and/or members of the Design Assistance Committee during the construction process. Design compliance and continuation of the preferred interest rate are specifically tied together if the borrower anticipates the changes must be made to an approved design it is incumbent that he/she notify the Main Street Marshfield Executive Director so that a review of changes can be made and approval/disapproval given. Approved changes are communicated to the lender in writing.
12. Complete the project within 180 days from the date of loan approval. In the case of special extenuating circumstances, the lender will have the option of extending this time limit.

**MAIN STREET MARSHFIELD, INC.  
REINVESTMENT LOAN PROGRAM**

**Contact Persons**

The following loan officers will assist you in applying for a loan under the Main Street Marshfield Reinvestment Loan Program:

Matt Middendorp	Associated Bank	389-7280
Donna Follen	M&I Central Bank and Trust	486-3009
Bill Sennholz	Marshfield Savings Bank	387-1122
Donna Johnson	Pioneer Bank	652-3709
Tom Henseler	Heritage Bank	384-4005
Todd Schultz	Community of Bank Central WI	486-8151
Peter Mancl	State Bank Financial	486-1263

**MAIN STREET MARSHFIELD, INC.  
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**INITIAL APPLICATION FORM**

**BUILDING IDENTIFICATION:**

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

Common Name: \_\_\_\_\_

Historic Name: \_\_\_\_\_

Building Age: \_\_\_\_\_

Historic Designation: \_\_\_\_\_ National Register / Eligible  
(if any) \_\_\_\_\_ Landmarks Commission

Primary Occupants (s): \_\_\_\_\_

**APPLICANT / OWNER INFORMATION:**

Applicant: \_\_\_\_\_ Owner \_\_\_\_ Tenant \_\_\_\_

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

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Building Owner: \_\_\_\_\_  
(if different from applicant)

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

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

**LENDER INFORMATION:**

Preliminary Approval:  
Lending Institution: \_\_\_\_\_

Amount Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Bank Officer Signature: \_\_\_\_\_

Final Approval:  
Amount Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Bank Officer's Signature: \_\_\_\_\_

**MAIN STREET MARSHFIELD, INC.  
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**DESIGN CONSULTATION AND AGREEMENT**

1. Have you consulted with the Main Street Marshfield Executive Director on your project?  
\_\_\_\_\_ Yes      \_\_\_\_\_ No
2. Have you consulted with an architect, design professional or contractor on your project?  
\_\_\_\_\_ Yes      \_\_\_\_\_ No

If yes, in what areas have you received design assistance?

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Please provide us with the following information on the professionals who have helped on the project:

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

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

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

3. If the project's design is shown by a Main Street Marshfield façade rendering, please give its number \_\_\_\_\_ and date \_\_\_\_\_.

If the design was not provided by Main Street Marshfield attach a signed, dated copy of the design to this application.

**MAIN STREET MARSHFIELD, INC.  
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**DESIGN CONSULTATION AND AGREEMENT (CONTINUED)**

Please sign this Design consultation and Agreement, and have your signature notarized.

**I have read and understand Main Street Marshfield's DESIGN GUIDELINES. I agree to follow all standards of design that were established and approved for my project. I agree to seek prior written approval from Main Street for any changes, which may be made to the approved design. I understand that unapproved changes may result in cancellation of the preferred lending rate. The program's participating lending institutions has approved this procedure.**

Signature of Applicant/Owner/Tenant

Date

County of Wood  
State of Wisconsin

Acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_ in the year 20\_\_\_\_\_.

Notary Public

My commission expires: \_\_\_\_\_

## **DESCRIPTION OF PROPOSED WORK**

Please submit the following information:

1. Photograph(s) of the building, which show the present, exterior form and condition of the structure. Provide an overall view of each façade to be treated, as well as more detailed views of individual areas or architectural detail to be affected (such as: storefront, upper floor windows, cornices). Black and white or color prints, snapshots, slides or instant prints are all acceptable.
2. Drawings, sketches or plans of the building, which illustrate all proposed work. This includes any structural work or repair, façade renovation, installation of fixtures, interior renovating, paint colors, awnings, signage, etc. (Main Street Marshfield can provide free design assistance for signs, façade and storefront renovation projects).
3. A description of the methods and materials to be used in the proposed work. Please use the forms provided and include such items as methods of exterior cleaning, cleaning agents to be used; mortar color, texture, and consistency, and paint type (oil or latex), color and etc.
4. Itemized cost estimates and work schedules for the entire project. Please organize these estimates on the provided sheets to show amounts to be spent for façade renovation, interior renovation, purchase, roofing, etc.

**PLEASE RETURN OR MAIL THESE COMPLETED FORMS AND ATTACHMENTS TO:**

Executive Director  
Main Street Marshfield, Inc.  
222 South Central Avenue Suite #205  
Marshfield, WI 54449

**MAIN STREET MARSHFIELD, INC.  
REINVESTMENT LOAN PROGRAM**

**METHODS AND MATERIALS**

Work Category: Cleaning Exterior or Repointing Exterior Masonry

Methods to be used:

Materials to be used:

Work Category: Storefront and rear Renovation (awnings, windows, signage, painting, etc.

Methods to be used:

Materials to be used:

Work Category: Other Proposed Renovation Work

Methods to be used:

Materials to be used:

**MAIN STREET MARSHFIELD, INC.  
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**COST ESTIMATES AND WORK SCHEDULES**

Work Category: Exterior Façade

Type of Work	Cost Estimate	Work Schedule
Cleaning Façade:		
Repointing:		
Exterior Painting:		
Upper Floor Windows:		
Storefront Renovation:		
Repair Architectural Details:		
Awnings:		
Signs:		
Roofing:		
Structural Repair:		
Interior Renovation and Mechanical Systems:		
Fixture Property Purchase or Repair:		

**Total Façade/Project Renovation:**

**MAIN STREET MARSHFIELD, INC.  
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**APPLICATION REVIEW FORM**

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

APPLICATION CHECKLIST:

- \_\_\_\_\_ Forms completed and signed
- \_\_\_\_\_ Complete photographs submitted
- \_\_\_\_\_ Complete drawings or plans submitted
- \_\_\_\_\_ Methods and materials fully explained

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

DESIGN ASSISTANCE COMMITTEE ACTION:

- \_\_\_\_\_ Approved
- \_\_\_\_\_ Returned for additional information or revision
- \_\_\_\_\_ Not approved

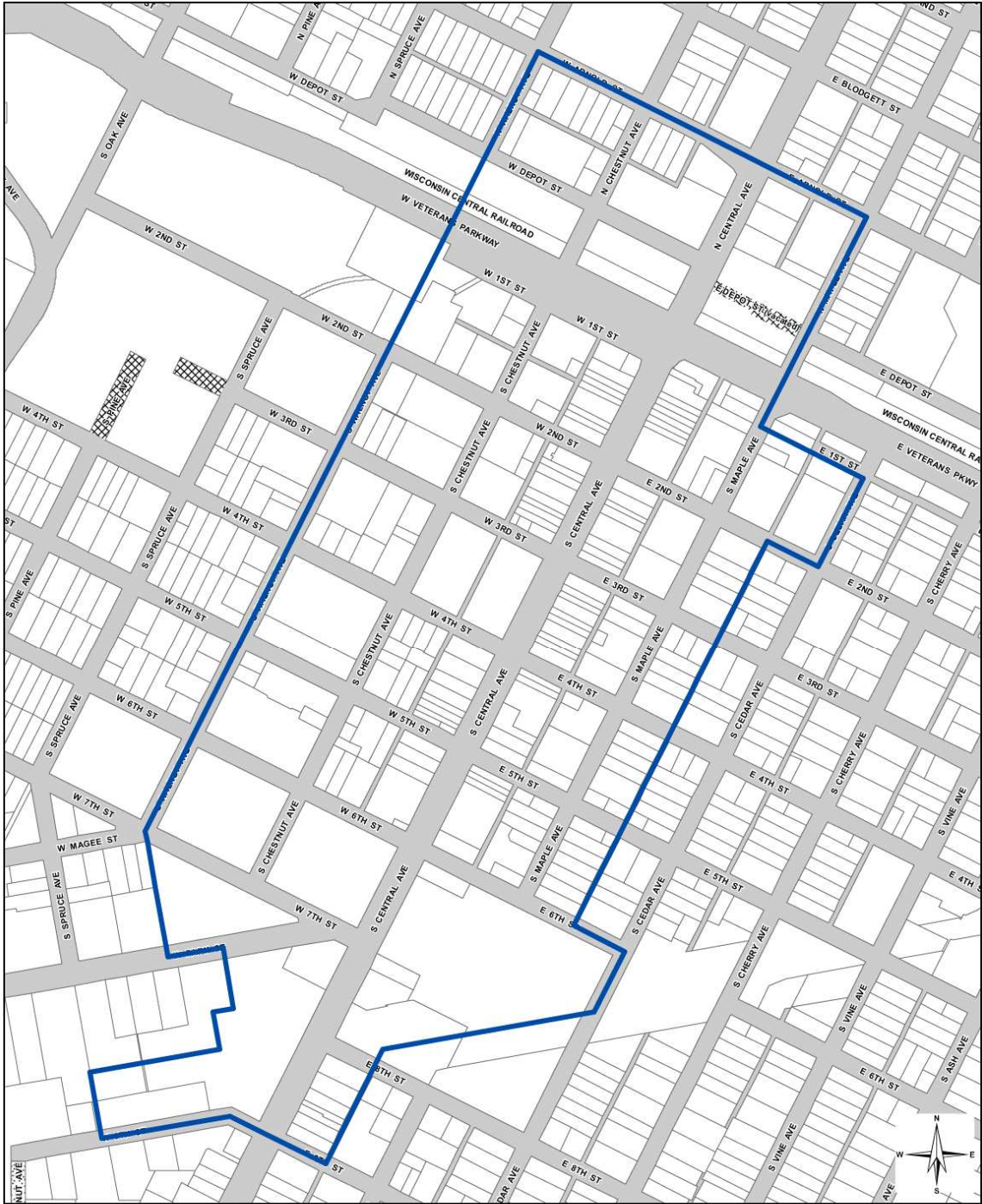
REASON FOR RETURN OR NON-APPROVAL:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Any application not approved may be revised and resubmitted for approval.

Date \_\_\_\_\_

\_\_\_\_\_  
Executive Director, Main Street Marshfield, Inc



This is not a legal survey document. This map was compiled by the City of Marshfield Geographic Information System based on interpretation of resources to the date printed herein. The City of Marshfield assumes no responsibility for the accuracy of the information provided.

# BID District

Marshfield, Wisconsin

3/28/2007

	BID District Boundary		Proposed ROW
	Parcel Linework		Proposed Widening
	Open ROW		Vacated ROW
	Unopened ROW		

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