



December 19, 2010

## New sign incentive offered in downtown Portland

PORTLAND - The Portland Downtown Development Authority and the Portland Main Street program announced today that a new "Sign Incentive Grant" will be offered to Portland Main Street district building and business owners beginning Dec. 20.

The "Sign Incentive Grant" is a matching grant that will reimburse building or business owners 50 percent of the total cost of approved signs - up to \$1,000 - within the Portland Main Street district. Applications for the "Sign Incentive Grant" can be downloaded at [www.portlandmainstreet.org](http://www.portlandmainstreet.org) or may be picked up at Portland City Hall during normal business hours.

Once completed, applications must be submitted to the Downtown Development Authority/ Main Street office located in Portland City Hall.

The deadline for completed applications is Monday, Jan. 31, by 5 p.m.

"The intent of this program is to increase the quality and creativity of the commercial signage in the Main Street district in Portland," said DDA Director/ Main Street Manager Patrick Reagan.

"We live in a city that thrives on creativity, with some great businesses that think outside the box. We would love to see this spirit of entrepreneurial creativity reflected in some great signage in our Main Street district."

Completed applications will be reviewed by the Design Committee of the Portland Main Street program. The top scoring applications will then be submitted for approval to the Portland Main Street Board of Directors and then to the City of Portland Downtown Development Authority Board of Directors for final approval.

It is important to note that signs may not be purchased or installed prior to grant approval.

The "Sign Incentive Grant" is a competitive grant process, so only a limited amount of projects will be funded.

"We have \$2,500 worth of funding set aside for this grant in 2010-2011," said Reagan.

"The amount of grants that we make will be based on the applications that we receive and the costs associated with each of the approved projects."

To assist building and business owners interested in this grant, the Design Committee has also created a set of sign design guidelines to accompany this grant.

"The guidelines indicate the types of projects that we are looking to fund with this grant," said Reagan.

"I would highly recommend to anyone that is looking to apply for this grant to read these guidelines very closely."

The goal of the Portland Main Street program is to actively revitalize Portland's vibrant, charming, and unique downtown into a gathering place-one that uses broad-based community support to (1) provide opportunities to entrepreneurs; (2) sustain a strong economic foundation for the region; and (3) safeguard history, tradition, and a sense of community for residents and visitors.

For more information on how you can be part of this mission, visit the Portland Main Street website at [www.portlandmainstreet.org](http://www.portlandmainstreet.org) or call the Portland Main Street offices at (517) 647-5027.

- From the Portland Main Street office

