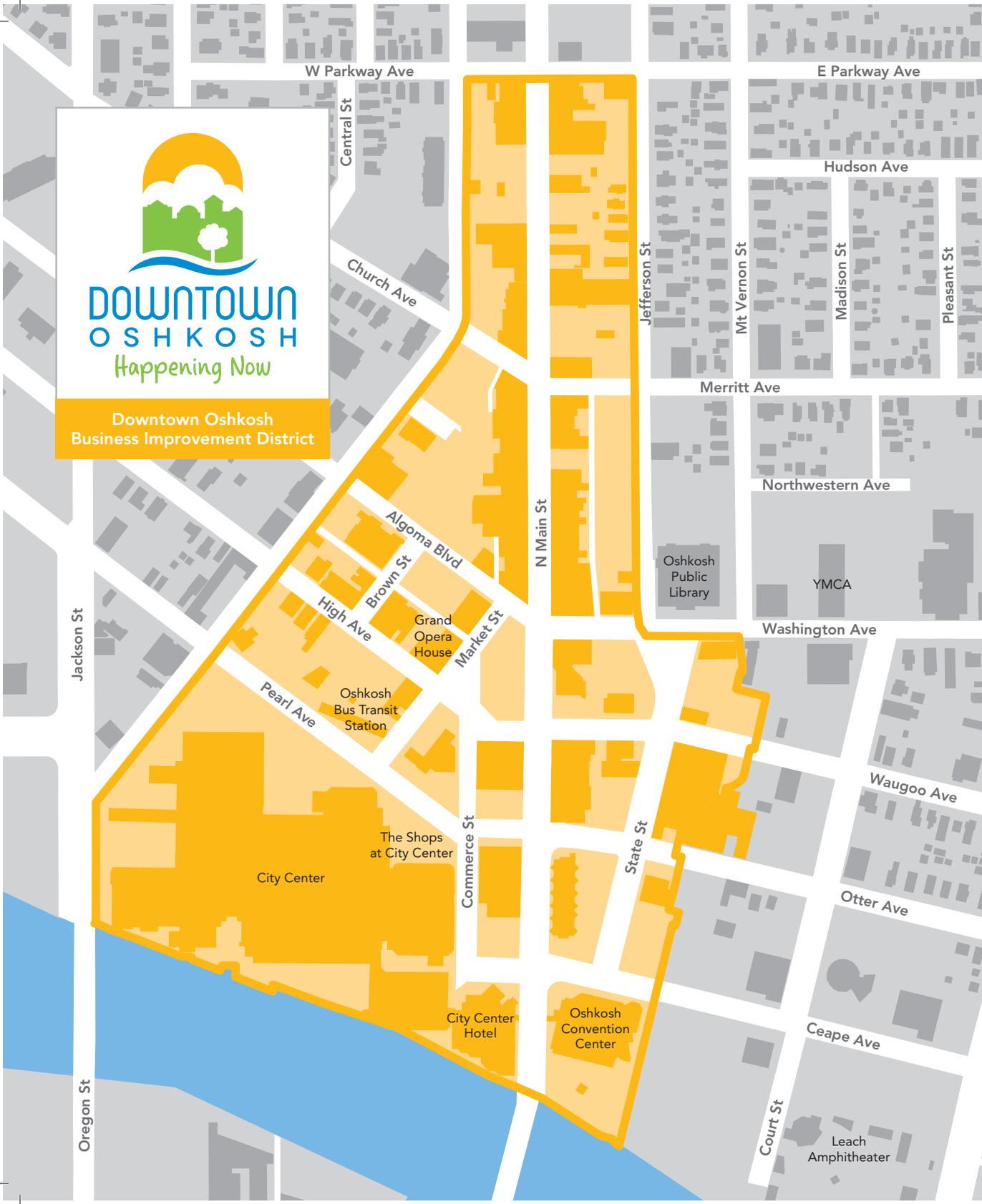




**DOWNTOWN
OSHKOSH**
Happening Now

Downtown Oshkosh
Business Improvement District




**DOWNTOWN
OSHKOSH**
Happening Now

OSHKOSH BID
Recruitment Fund Grants

Downtown Oshkosh
Business Improvement District
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downtownoshkosh.com

Investing in your business.
Investing in Downtown Oshkosh.



Economic opportunity awaits you in Downtown Oshkosh.

The Downtown Oshkosh Business District flows with a rich heritage of economic opportunities for entrepreneurs. We've cultivated a fantastic business environment, and at its core is a vibrant, tight-knit community of businesses that are serious about growth and economic development. The Oshkosh Business Improvement District (BID) is a representative body of those businesses, and we're here to help your business grow and succeed.

What is the Oshkosh BID Recruitment Fund Grant?

\$5,000

The Recruitment Fund Grant program gives up to \$5,000 to an individual business to aid in its relocation into the BID, or to fund expansion for a business that's already in the BID. The Recruitment Fund Grant is one of the ways the Oshkosh BID can partner with you to increase the value of locating your business in Downtown Oshkosh.

Our goal is to continuously stimulate the growth and expansion of the BID, diversify its economic base, and attract sound new businesses and capital. This helps us to not only enhance the entrepreneurial climate of Downtown Oshkosh, but to provide a solid infrastructure that allows Downtown businesses to thrive.

GOAL = STIMULATE GROWTH

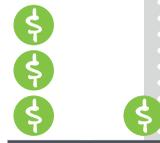
What can the grant money be used for?

- Leasehold Improvements
- Fixtures
- Signage
- Inventory/Equipment (25% of the grant amount)

Are there minimum eligibility requirements?

Yes, there are some requirements that need to be met. They are:

- **Ratio of Fund Dollars** – You need to leverage a minimum of three dollars of private funds for every one dollar of funds you request.
- **Financial Feasibility and Business Viability** – You must demonstrate that your project is viable and the business will have the economic ability to succeed.
- **Location** – Activities financed under the Recruitment Fund Grant must be located within the Downtown Oshkosh Business Improvement District (see map).
- **Compliance with Applicable Laws** – Your business needs to comply with all applicable local, state, and federal laws and codes.
- **Applicant Contribution** – You need to contribute at least 10% cash equity into the project.
- **Project Completion** – Due to the nature of the Recruitment Fund Grant, you need to agree that the project for which the grant is awarded would be completed within six (6) months of the grant date.



GOAL = LONG-TERM PARTNERS

Do I need to repay any of the grant funding?

Repayment of grant funding is dependent upon the longevity of the business. If your business is operating two or more years from your official opening date, you don't have to pay a single cent back. Consider it our investment in you, and our mutual investment in Downtown Oshkosh.

If things don't quite work out that way due to a variety of circumstances, there are a couple of different repayment scenarios. First, if the business isn't operating one year from the official opening date, the full amount of the grant would need to be paid back. If the business operates more than one year, but fails before its second year, only 50% of the grant funding would need to be repaid. In all cases, copies of your first two years' financial statements would need to be provided to the fund.

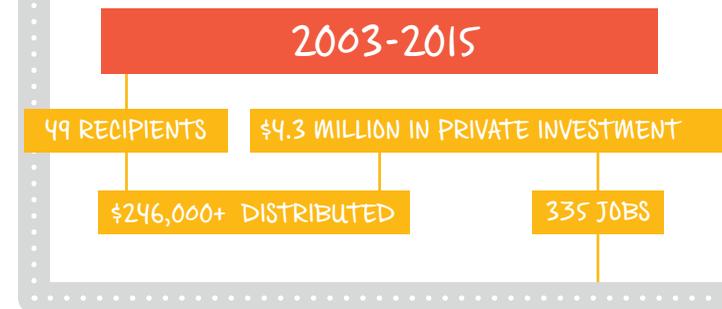
Our goal is to provide help for businesses that can become long-term partners in our vibrant business community. We strive to bring financially and managerially sound businesses together to support each other through the overall economic development of Downtown Oshkosh.

How do I know Downtown Oshkosh is the right place for my business?

The best way to know is to visit the BID and see for yourself. Over the last several years we've invested in infrastructure, created a new unified brand identity for Downtown Oshkosh, and created an active, community-centered series of events that draws people to Downtown Oshkosh on a regular basis.

In terms of the Recruitment Fund Grants, there have been 49 recipients of funding through May of 2015. We've distributed over \$246,000 since the program's inception in 2003, and that has, in turn, leveraged over \$4.3 million in private investment. Most importantly, our estimates say that there have been over 335 jobs created and/or retained as a result of the grant funding.

The best measure of all is to ask our members. They'll tell you that the BID is an essential partner in the success of their businesses. Come be a part of our vibrant business community.



To learn more, or to apply for a Recruitment Fund Grant, call (920) 303-2265 ext. 11 or email us at info@downtownoshkosh.com.