

Memo

To: Village Board

Fr: Trevor Fuller, Director of Planning and Community Development

Re: ACTION RE: INCREASE IN ARPA FUNDS, COFFEE WIZARDZ – 536 GREENE AVE.

Date: 16 June 2022

Coffee Wizardz is a new business that moved into the old bakery building at 536 Greene Avenue (most recently a paint supply shop). Coffee Wizardz is primarily a coffee roasting and whole sale business, but also has a small coffee shop at this location. The business opened at this location in late 2021.

In working with the business, staff received the following note from the owners of Coffee Wizardz, *“Due to COVID, we were unable to open the cafe last year as planned and we're hoping for some assistance from the Village of Allouez in the form of a grant. We're looking to purchase some signage that honors the history and integrity of the building while simultaneously and discreetly advertising our presence. We would be grateful if there were any ARPA funds that could be used to assist our small, local business.”*

The Village Board approved grant funds at the November 15, 2021 consistent with the parameters of the Façade Improvement Program – i.e. 50% match of funds for sign work up to \$10,000. The scope of the work consisted of a new wall sign, a free standing sign, and a mural. The estimated project cost was \$5,565.00. The Village Board moved to allocate funds to reimburse for up to 50% of the project estimate, not to exceed \$2,782.50. The actual costs came in higher due to inflation and the availability of contractors. The total project cost came in at \$9,650.

Coffee Wizardz has asked if the Village Board would consider awarding additional funds due to the large increase in the project. If the Village Board were to consider additional support, staff would recommend the assistance remain consistent with the initial motion and award not to exceed 50% of the project costs.

The Village Board is asked to review the request and determine whether or not to allocate additional funds to reimburse for up to 50% of the project, not to exceed \$4,825.00.