



DOWNTOWN INCENTIVE GRANT PROGRAM

Village of Whitefish Bay

A discretionary grant program incentivizing private sector investments for exceptional projects that further the vision and mission of previous strategic planning efforts in the Silver Spring Drive Business District.

The primary objective of the grant program is to contribute to projects that otherwise may not occur and achieve one or more of the following:

- Create engaging spaces, encourage social spaces, and promote pedestrian activity through upgrades to storefronts, façades and streetscape features.
- Attract new businesses and encourage business development that improve the district's retail mix and commercial density through building expansions or interior renovations.

Contact the Village Manager's office to schedule an appointment to learn more about the program and discuss your project's eligibility:

414-962-6690