**2025 - Façade Improvement Program**

The City of White Cloud is excited to announce the 2025 round of its Façade Improvement Program. This initiative, funded by the Fremont Area Community Foundation, offers property and business owners the opportunity to receive a 50% match of project costs, with a cap of $20,000, for eligible façade improvement projects.

Before applying for funding, applicants are encouraged to thoroughly review the program guidelines, which outline eligibility criteria, acceptable projects, and the application process. Be sure to read the full guidelines carefully to understand how to apply and maximize your chances of approval. For further details, including how to apply, please refer to the program’s official guidelines and application materials.

**\*\*2025’s Awards will be first come- first serve based on the date the application was received**!

The Façade Improvement Program operates as a reimbursement match grant, meaning that funding will be provided after the completion of the project and submission of all invoices to the city. However, applicants can request an advance award, which may cover up to 50% of the project cost. This advance is subject to review and approval by the City Manager and the Planning Commission. It is important to note that there are additional grant requirements and repayment conditions for those who choose to request advanced funding. Applicants should carefully review these conditions as part of the application process to ensure they understand their obligations.

The Planning Commission will review applications, and only eligible properties and projects will be awarded funding. Important dates to be aware of are:

**Application Period: Jan. 20th – Mar. 31st, 2025**

**Review and Awarding: April 22nd, 2025**

**Project work: Following grant notifications/Project must be complete by Dec. 31st, 2025.**

**Last day for reimbursement: January 31, 2026**

If questions regarding the program arise after reading the program guidelines, please contact April at (231)-689-1194 or [citymanager@cityofwhitecloud.org](mailto:citymanager@cityofwhitecloud.org). The City is very excited to have this opportunity for another year’s façade grant program and we look forward to receiving applications for eligible projects.