



**THE CITY COUNCIL OF WATERLOO, IOWA  
WORK SESSION TO BE HELD AT  
Harold E. Getty Council Chambers  
Monday, November 3, 2025  
4:00 PM**

**RULES FOR WORK SESSION PUBLIC COMMENT**

Iowa Code Chapter 21 gives the public the right to attend council meetings, but it does not require cities to allow public participation except during public hearings. The city council shall not receive any public comment during a work session.

**Roll Call.**

**Agenda, as proposed or amended.**

**4:00 p.m. Update from the Traffic Department.**

Submitted by: Randy Bennett, Public Works Division Manager

**Approx. 4:20 Discussion of Main Street Grant Program.**

**p.m.** Submitted by: Noel Anderson, Community Planning and Development Director

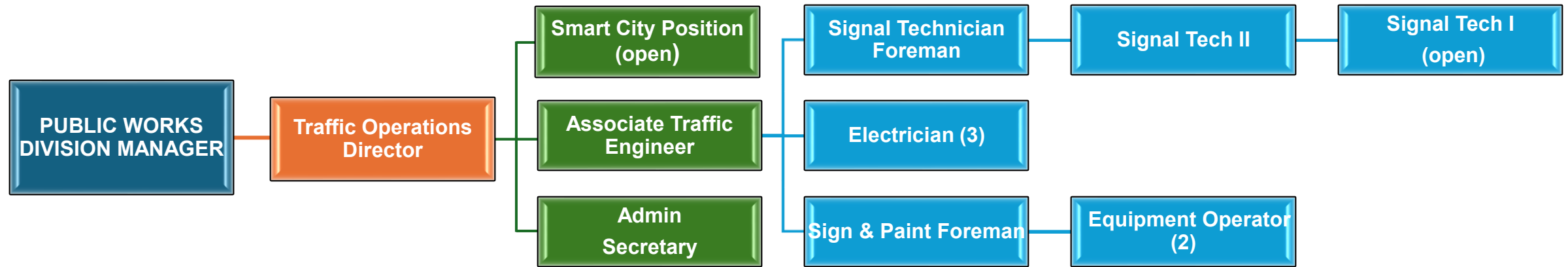
**ADJOURNMENT**

Kelley Felchle  
City Clerk

# Traffic Operations Department 2025



# Traffic Operations Department Infrastructure



# Traffic Operations Department Budget

Road Use Tax Fund:

- Traffic Safety Activity 7120 – Budget \$1,993,265
- Street Lighting Activity 7105 – Budget \$515,000
- Traffic Improvements 7161 – Budget \$108,150



# Yearly Maintenance



- Received and responded to over 800 One-Call utility locates.
- Repaired over 50 accident/storm damage claims.
- Painted pavement markings on streets, city lots, and parking ramps.
- Working toward a citywide red light changeout.
- Responded to, diagnosed, and repaired countless traffic signal related issues.
- Made numerous street lighting repairs and upgrades including 33 new poles downtown and 7 at the airport.



# Traffic Studies

- Shaulis Road centerline project.
- Completed several studies to enhance neighborhood traffic safety.
- Installed 4 new speed humps.
- Implemented 5 traffic code updates.
- Continued citywide installation of traffic safety improvements.



## Traffic Safety Study

**Location:** 125 Coral Drive  
**Date of Study:** 10/8/2025  
**Requested By:** [REDACTED]  
**Conducted By:** City of Waterloo, Traffic Operations Department

**Prepared by:**  
Tina Schellhorn  
Associate Traffic Engineer  
City of Waterloo, Traffic Operations Department

---

### Purpose

This study was conducted in response to a citizen concern regarding vehicles reportedly losing control and striking a residence located at 125 Coral Dr. The purpose of the study was to evaluate existing roadway conditions, vehicle speeds, and contributing factors to determine if any engineering or traffic control measures are warranted.

---

### Data Collection

Traffic data was collected using Urban SDK – Smart Mobility Traffic Data Platform, Iowa DOT Traffic Data and visual observations.

- **Posted Speed Limit:** 25 mph
- **Average Daily Traffic (ADT):** estimated 853 vehicles per day
- **85th Percentile Speed:** 14 mph
- **Crash History:** 1 crash reported in the last 5 years

---

### Field Observations

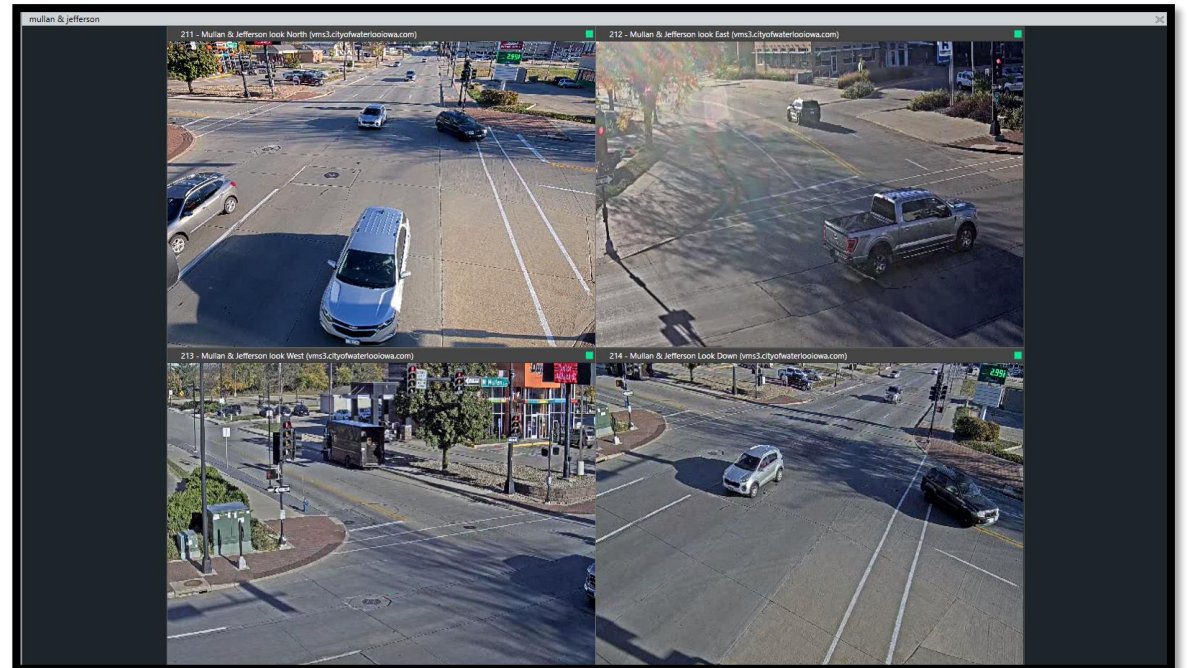
Staff performed a field review of the area to assess roadway geometry, sight distance, pavement condition, and signage. The following observations were noted:

- Roadway curvature and width are consistent with City standards.
  - The residence is located outside of the clear zone for normal operating conditions.
-

# Traffic Monitoring Cameras



- Wired and installed 29 new cameras (7 new intersections).
- Managed and maintained the Department's 304 Traffic Monitoring Cameras (78 intersections).
- Continued video support to the City Clerk's Office for public records requests.



# Interdepartmental/Outside Assistance



- Airport
- Engineering
- Planning Zoning
- Leisure Services
- Safety
- Waterloo Fire and Rescue
- Street Department
- Central Garage
- Finance
- Main Street Waterloo
- Mr. Tim Hurley on behalf of National Park Service



# Technological Advances

## Miovision Scout Plus

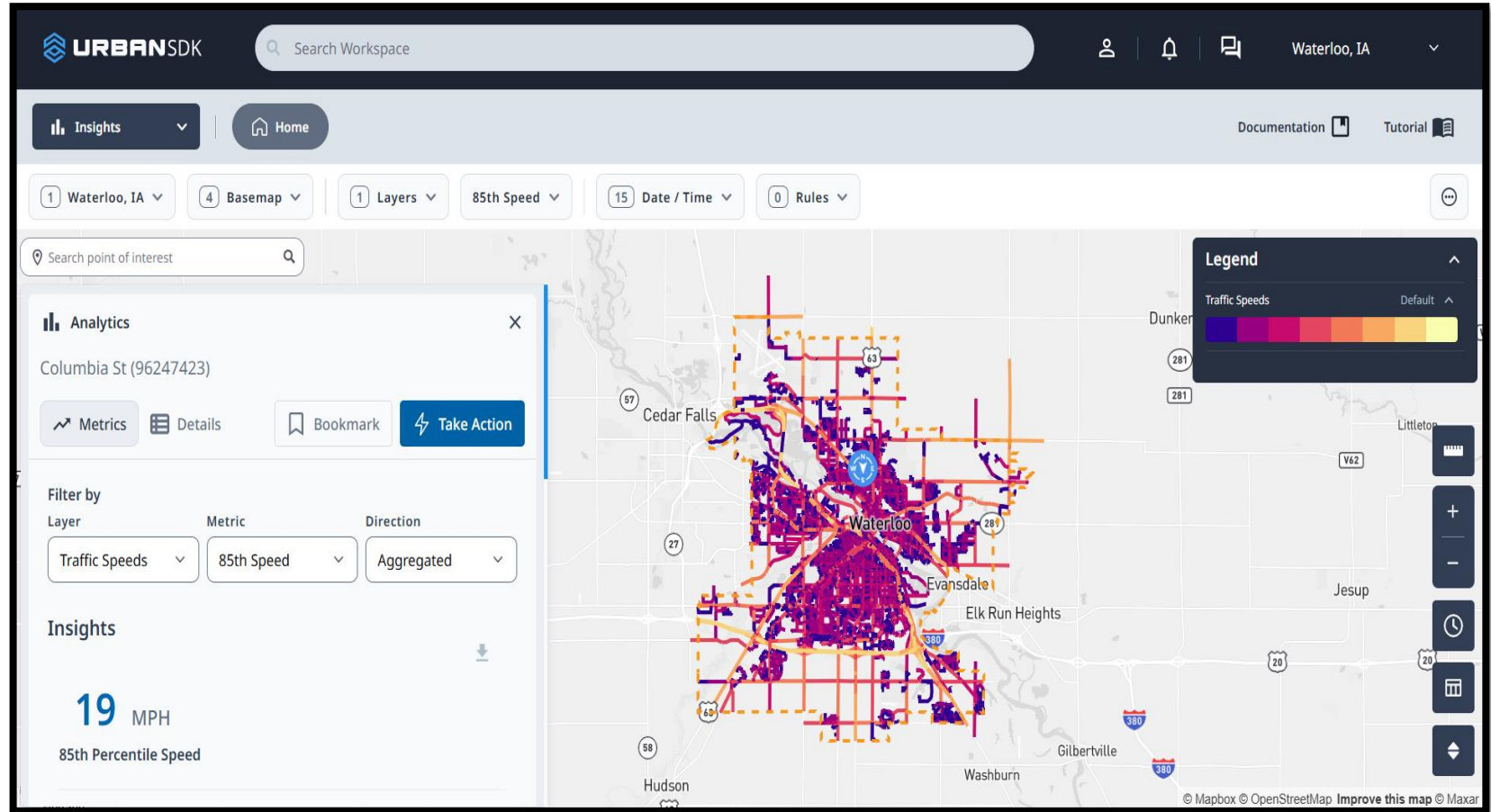
One device for verifiable, complete traffic data collection.

- Accurate, verifiable data.
- Effortless deployment and transport.
- Remote management for reduced field time.
- All-weather application.



# Urban SDK –Smart Mobility Data Platform

Visualize speeds, volumes and trend analysis.



**URBANSDK** Search Workspace Waterloo, IA

Insights | Home | Documentation | Tutorial

Layer: Traffic Speeds | Metric: Avg. Speed | Direction: Aggregated

**15 MPH**  
Average Speed

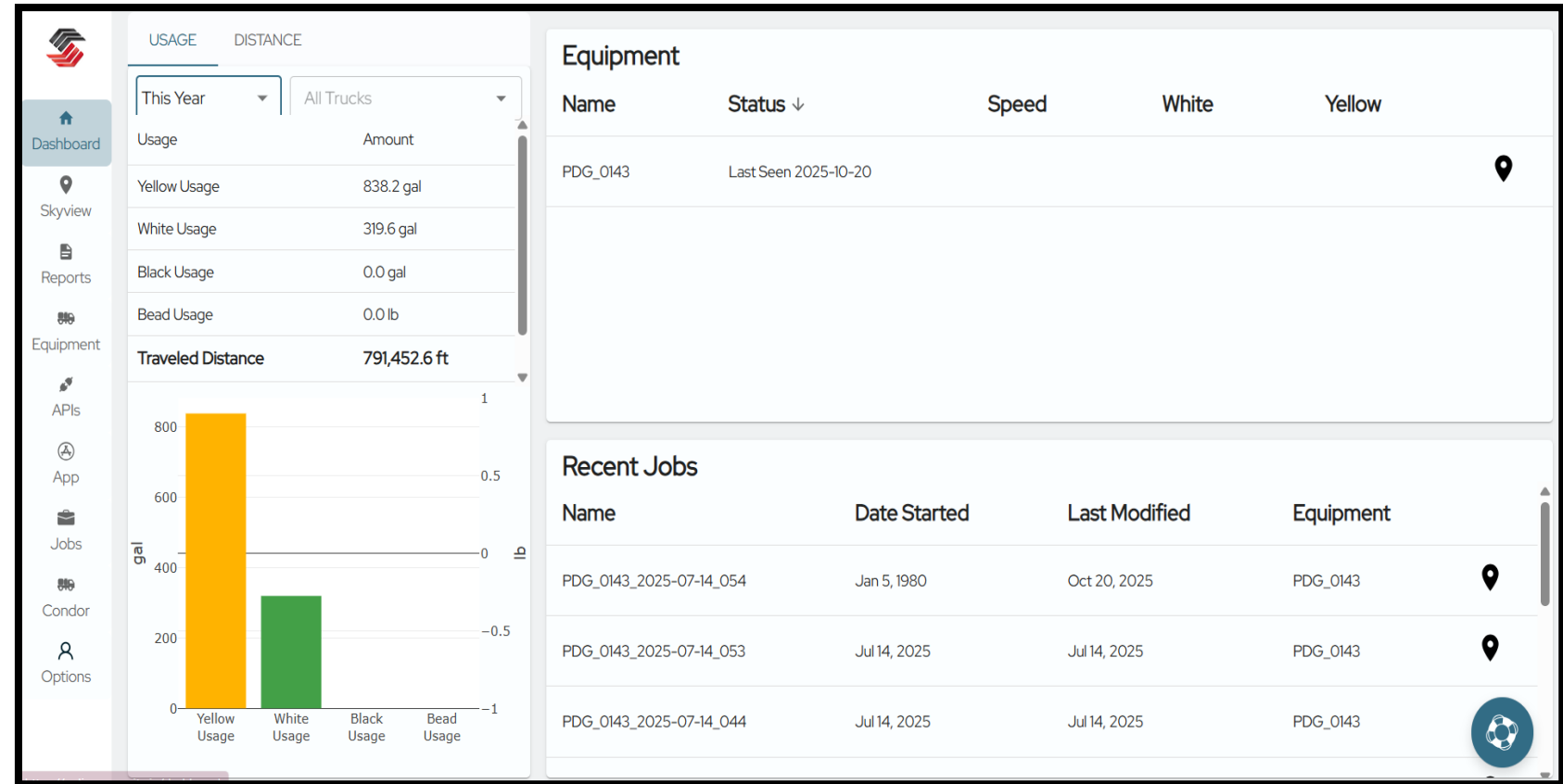
<b>30 MPH</b> Speed Limit ⓘ	<b>19 MPH</b> 85% ⓘ	<b>19 MPH</b> 95% ⓘ
<b>15 MPH</b> 50% ⓘ	<b>53 MPH</b> Max Speed ⓘ	<b>1 MPH</b> Min Speed ⓘ

**Average Speed Breakdown**  
1 = Overnight, 2 = Early Morning, 3 = AM Peak, 4 = Midday, 5 = Early Afternoon, 6 = PM Peak, 7 = Evening



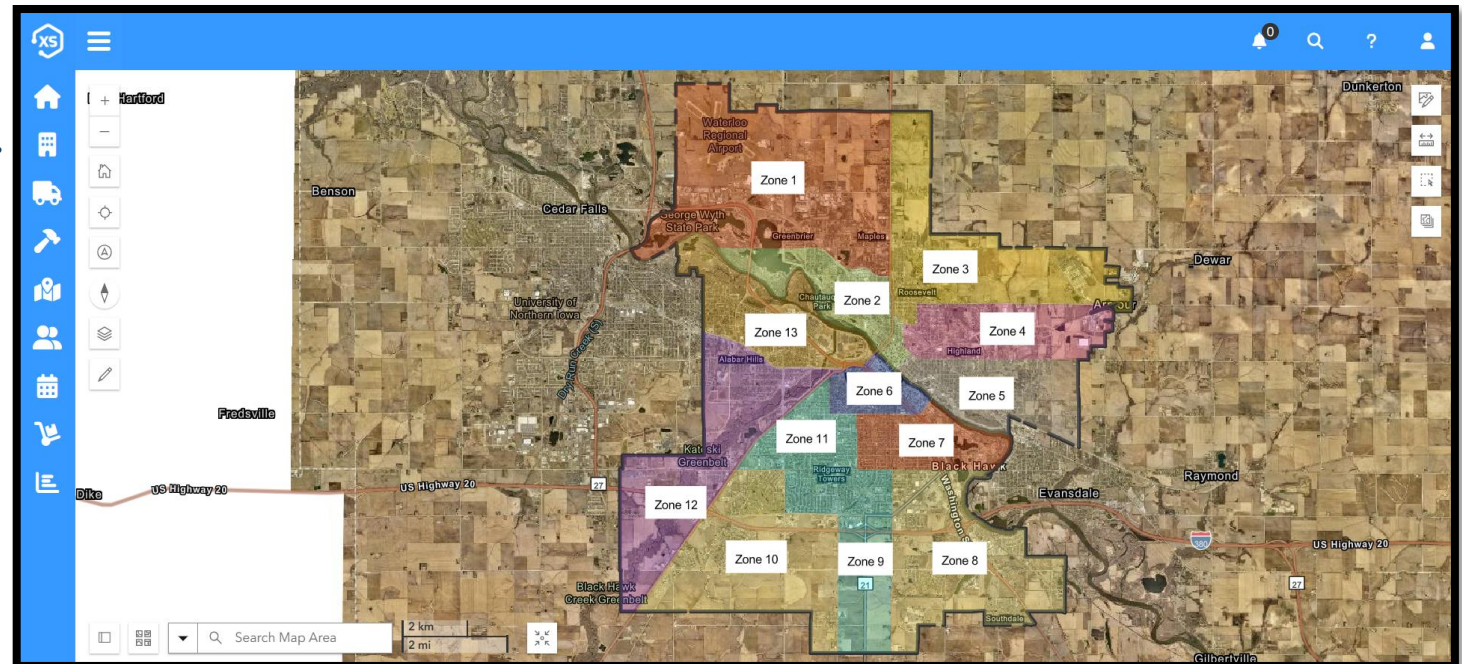
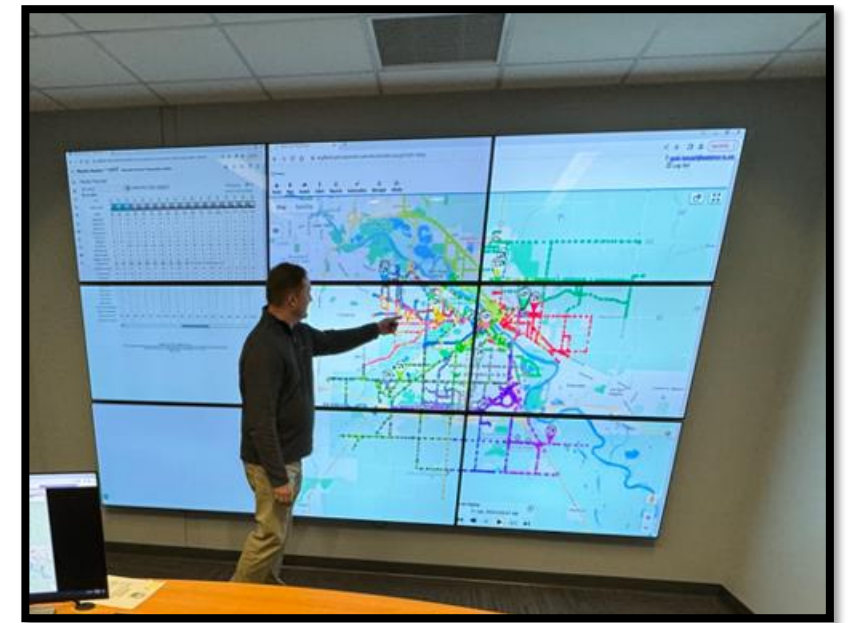
# Spec-Rite Pavement Marking Management Platform

Analyze, visualize, and report on data from application, removal, and retroreflectivity equipment.



# Technological Advances cont.

- Digitized Traffic Code on GIS (UNI).
- Digitized Pavement markings on GIS (UNI).
- Inventoried and digitized city signs in Elements/ArcGIS – completed 3 of 12 city zones.
- Redesigned and upgraded the video wall control system in the Traffic Control Room.
- Added Speedhump work-flow to Elements.



# Federal and State Grants

## Managed 5 Grants:

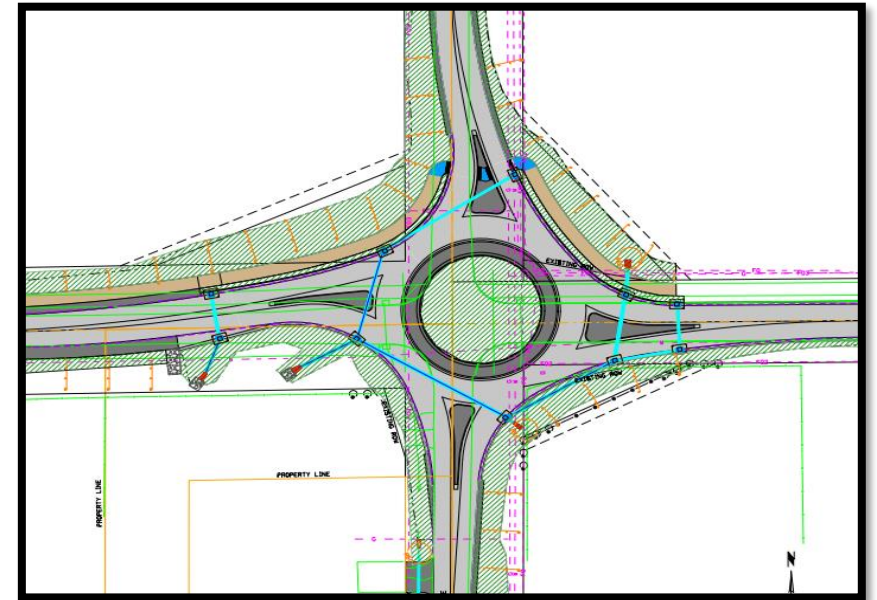
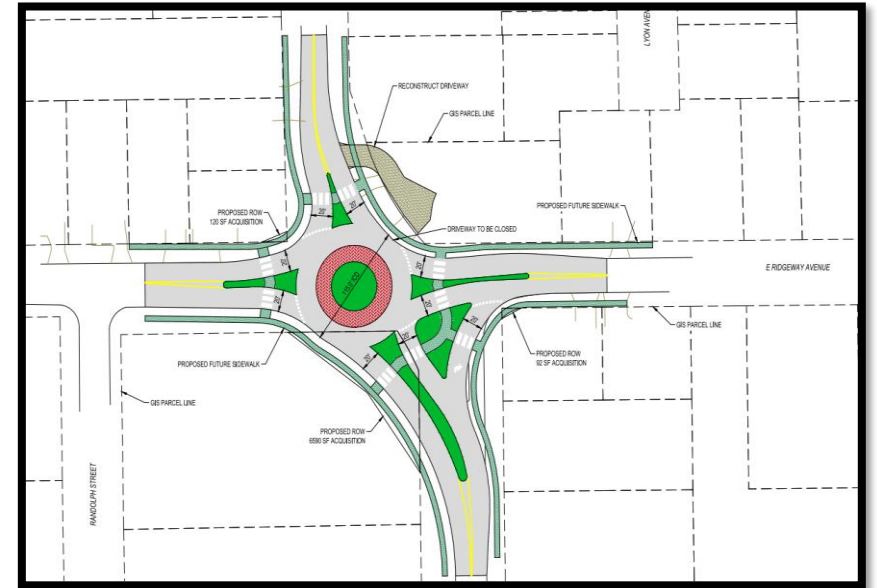
- 4 Federal: 3 ICAAP and 1 CRP
- 1 State TSIP

Total: \$4,140,000

## Applied for 6 Grants:

- 1 Federal HSIP
- 6 State 5 TSIP and 1 Sign Replacement

Total: \$1,579,250



Thank you  
for  
your time.



## **Policy Statements Governing the Operation of the City of Waterloo's Power Up Downtown Incentive Program**

As part of Waterloo's 2030 Visioning Plan, the City is launching the *Power Up Downtown Incentive Program*, one of eight key initiatives designed to revitalize our downtown district. This program aims to attract new and existing small businesses to the heart of Waterloo, ensuring their success during the crucial first year. By supporting high-quality maintenance of buildings and encouraging continued redevelopment, we are fostering a downtown that thrives as a hub of commerce, culture, and community. The *Power Up Downtown Incentive Program* reflects our commitment to shaping a vibrant and prosperous future for downtown Waterloo, where small businesses can grow and contribute to the city's long-term vitality.

### **GENERAL CONDITIONS:**

The City of Waterloo, Iowa shall provide funding for programs to encourage quality maintenance, redevelopment, and business assistance within the Downtown district. The Waterloo City Council shall retain final approval authority over the use of these funds.

Main Street Waterloo has been designated as the administrator of The *Power Up Downtown Incentive Program*, which includes the Facade Incentive Program, Restaurant Equipment Incentive Program, Retail Equipment Incentive Program, Signage Incentive Program, Technology Incentive Program, and White Box Incentive Program (hereinafter referred to as "Program"), shall operate in compliance with the following policy statements:

### **POLICY STATEMENTS:**

#### **1. Eligibility Requirements:**

- a. Businesses must be located within the designated Downtown Waterloo district boundaries as determined by the City of Waterloo and Main Street Waterloo.
- b. Applicants must be property owners, business owners, or tenants with a valid lease agreement for a minimum term of one (1) year within the Downtown district.
- c. Letter of Permission from the property owner is required, if applicable.
- d. Incentives shall only be awarded for eligible expenses as specified within each specific incentive category of the Program.

#### **2. Funding Allocation:**

- a. Program funds are limited and shall be allocated on a first-come, first-served basis, subject to availability and at the discretion of the City of Waterloo and Main Street Waterloo.

- b. Maximum incentive awards for each category shall be defined in the individual guidelines of each incentive , and the funds shall not exceed the amounts allocated for each fiscal year.
  - c. The Program shall operate with two incentive cycles per year. Applicants are eligible to receive only one incentive award per fiscal year (July 1-June 30), regardless of the category
- 3. Matching Funds:**
- a. All applicants shall provide matching funds, which may be required as a percentage of the total project cost, as specified in the individual incentive guidelines. Matching funds must be verified prior to the disbursement of any incentive monies.
- 4. Permitted Use of Incentive Funds:**
- a. Incentive funds shall be used only for projects and improvements directly related to the maintenance, redevelopment, or business assistance goals outlined in the individual Program categories.
  - b. Incentive funds shall not be used for non-eligible costs, such as personal expenses, working capital, or operational costs unrelated to the purpose of the incentive.
  - c. Projects shall be existing commercial buildings, and structures located within the defined downtown district.
  - d. Ineligible projects include federal/state/municipal buildings, buildings owned by non-profit organizations holding a 501(C) status, buildings owned by religious organizations and educational institutions, and any organization that is exempt from paying taxes under Iowa Code 427.1(1)(2)(8)(9).
  - e. Buildings used for Adult Entertainment uses are not eligible.
  - f. Applications will NOT be approved if the improvements would have a negative impact on the structures which are contributing to a historic district listed on the National Register of Historic Places.
- 5. Project Application:**
- a. The City of Waterloo shall formalize an application, guidelines and procedures consistent with these policy statements.
  - b. Applications shall be submitted to Main Street Waterloo for initial review and recommendation, then forwarded to the Waterloo City Council for final approval.
  - c. The guidelines may be amended by the City of Waterloo, provided such amendments remain consistent with the Policy Statements governing the operation of the *Power Up Downtown Incentive Program*.

**6. Project Approval:**

- a. All projects must be reviewed and approved by Main Street Waterloo.
- b. Approved applications are required to be structurally sound and feasible for rehabilitation. The applicant may be required to provide supplemental documentation to confirm the structural soundness of the building.

**7. Compliance with Local Ordinances and Codes:**

- a. All projects funded through the Program must comply with applicable City of Waterloo building codes, zoning ordinances, historic preservation guidelines (if applicable), and any other local or state regulations.
- b. Projects requiring permits or inspections must receive the necessary approvals prior to the commencement of work.

**8. Maintenance and Sustainability:**

- a. Recipients of incentive funds shall agree to maintain the improvements and/or equipment funded through the Program in good working condition for a minimum of five (5) years, or as otherwise specified in the individual incentive guidelines.
- b. Failure to maintain improvements shall result in a requirement to repay incentive funds to the City of Waterloo.

**9. Disbursement of Funds:**

- a. Incentive funds shall be disbursed upon completion of the approved project or milestone, subject to the submission of required documentation, including but not limited to invoices, receipts, proof of payment, and photographic evidence of completed work.
- b. The City of Waterloo reserves the right to withhold funds if the project is not completed as approved or if the applicant fails to meet the Program requirements.

**10. Reporting and Accountability:**

- a. Incentive recipients shall be required to submit periodic progress reports and a final report, including financial accounting and summary of the project outcomes to the City of Waterloo.
- b. The City and Main Street Waterloo may conduct site visits or request additional documentation to ensure compliance with the Program's objectives.

**11. Revocation of Incentive:**

- a. The City of Waterloo reserves the right to revoke any incentive award if the applicant is found to have misrepresented information in the application or if the project fails to comply with the Program's terms and conditions.
- b. The business shall remain in operation in downtown Waterloo for a minimum of one (1) year, or the incentive dollars shall be returned to the City.

**12. Non-Transferability:**

- a. Incentives are non-transferable and must be used solely by the applicant or business as identified in the original application.

**13. Amendments:**

- a. The City of Waterloo reserves the right to amend the terms, conditions, and funding allocations of the Program at any time, subject to City Council approval, to ensure the Program's alignment with the City's broader goals of downtown revitalization.

**14. Appeals:**

- a. Any applicant wishing to appeal a decision made by Main Street Waterloo regarding the Program may do so in writing.
- b. Appeals shall be submitted to Main Street Waterloo for initial review.
- c. If the applicant is not satisfied with the outcome, the appeal shall be forwarded to the Waterloo City Council, which shall hear and decide upon any appeal to decisions of Main Street Waterloo.
- d. The decision of the Waterloo City Council shall be final.

By participating in the *Power Up Downtown Incentive* Program, applicants agree to abide by these general conditions and all additional terms specified within the individual Program guidelines.

Resolution No. ??? approving and adopting these policy statements was approved ??? by the Waterloo City Council.

## Power Up Downtown Restaurant Equipment Incentive Program

The City of Waterloo offers several incentive programs to help Downtown District business owners establish and maintain businesses in the downtown district. Businesses and for-profit organizations are eligible with the exception of conditional (Adult) uses. Final approval of the applications is decided by Main Street Waterloo.

### Program Limits:

1. Fifty percent (50%) incentive paid as reimbursement.
1. A maximum City participation of \$25,000 to reimburse the costs of installing semi-permanent restaurant equipment such as vent hoods, restaurant fire suppression systems and grease interceptors for new restaurants.
2. Updating existing restaurant equipment is not eligible.

### Submittal Checklist:

- Prior approval from Main Street Waterloo is required before proceeding with work that is part of the application. The Design Review Council meets the first Wednesday of the month at noon and requests for review must be submitted at minimum 3 business days before the meeting.
- Itemized construction contract, to include plans, itemized cost estimates and specifications
- Certificate of Zoning Compliance
- Proof of payment of all property taxes
- Verification of ownership (i.e. Property Deed)
- Copy of the lease and letter of permission from building owner, if applicable
- Kitchen floor plan
- Photos of the area of proposed improvements
- Copy of repair plan filed with County Health and City Inspections Department, if required

### Process:

The application process will be through Main Street Waterloo located at 512 Mulberry Street. Staff is available to assist the applicant prepare an application for the program. For larger and more extensive projects, an architect is recommended.

Project plans will be reviewed by Main Street Waterloo who will endorse the project. Your project's approval will be determined by its potential contribution to the overall architectural character of the central business district.

## Power Up Downtown Sign Incentive Program

The City of Waterloo offers several incentive programs to help Downtown District business owners establish and maintain businesses in the downtown district. Businesses and for-profit organizations are eligible with the exception of conditional (Adult) uses. Final approval of the applications is decided by Main Street Waterloo.

### Program Limits:

1. Fifty percent (50%) incentive paid as reimbursement.
2. A maximum City participation of \$5,000.
3. Create and install new exterior business signage (professional design fees directly associated with the creation can be included).
4. The incentive does not cover routine maintenance, signage repairs, or temporary signage.

### Submittal Checklist:

- Prior approval from Main Street Waterloo is required before proceeding with work that is part of the application. The Design Review Council meets the first Wednesday of the month at noon and requests for review must be submitted at minimum 3 business days before the meeting.
- Itemized contract, to include plans, itemized cost estimates and specifications, and renderings
- Certificate of Zoning Compliance
- Proof of payment of all property taxes
- Verification of ownership (i.e. Property Deed)
- Copy of the lease and letter of permission from building owner, if applicable
- Photos of the area before and after installation

### Process:

The application process will be through Main Street Waterloo located at 512 Mulberry Street. Staff is available to assist the applicant prepare an application for the program. For larger and more extensive projects, an architect is recommended.

Project plans will be reviewed by Main Street Waterloo who will endorse the project. Your project's approval will be determined by its potential contribution to the overall architectural character of the central business district.

## Power Up Downtown Facade Incentive Program

The City of Waterloo offers several incentive programs to help Downtown District business owners establish and maintain businesses in the downtown district. Businesses and for-profit organizations are eligible with the exception of conditional (Adult) uses. Final approval of the applications is decided by Main Street Waterloo.

The Facade Incentive Program will provide a 25% reimbursable incentive on approved facade improvements. A 75% match is required from the property owner. A maximum City participation of \$20,000 per facade (a facade may include front, side, or rear of the building if located contiguous to a public street or visually has more than one frontage as determined by the Downtown Revitalization Team). Commercial paint projects pay 50% of the project costs up to \$1,000 as a reimbursement. Property must have already been painted and paint color must be approved by the Downtown Revitalization Team.

Adjoining structures owned by one property owner will be evaluated by Main Street Waterloo to determine the impact of the improvements and help to maximize assistance under the Facade Incentive Program. Applicants who receive the maximum financial assistance may reapply after 3-years of the contract close-out; applicants receiving less than the full amount may apply for the remainder of the maximum award within three years.

### Program Limits:

1. Twenty-five (25%) incentive paid as reimbursement.
2. A maximum City participation of \$20,000 per facade (a facade may include front, side, or rear of the building if located contiguous to a public street or visually has more than one frontage as determined by the Downtown Revitalization Team).
3. Commercial paint specific fifty percent (50%) incentive, not to exceed \$1,000 paid as reimbursement.
  - a. The building must have already been painted and paint color must be approved by the Downtown Revitalization Team.
4. Before and after pictures are required.
5. This program is available to property owners only, not tenants.

Submittal Checklist:

- Prior approval from Main Street Waterloo is required before proceeding with work that is part of the application. The Design Review Council meets the first Wednesday of the month at noon and requests for review must be submitted at minimum 3 business days before the meeting.
- Itemized construction contract, to include plans, itemized cost estimates and specifications
- Certificate of Zoning Compliance
- Proof of payment of all property taxes
- Verification of ownership (i.e. Property Deed)
- Copy of the lease and letter of permission from building owner, if applicable
- Photos of the area of proposed improvements
- Copy of repair plan filed with City Health and Inspections Department if required

Process:

The application process will be through Main Street Waterloo located at 512 Mulberry Street. Staff is available to assist the applicant prepare an application for the program. For larger and more extensive projects, an architect is recommended.

Project plans will be reviewed by Main Street Waterloo who will endorse the project. Your project's approval will be determined by its potential contribution to the overall architectural character of the central business district.

## Power Up Downtown Furniture and Fixtures Retail Incentive Program

The City of Waterloo offers several incentive programs to help Downtown District business owners establish and maintain businesses in the downtown district. Eligible businesses will receive funding to help them acquire or upgrade equipment necessary for retail operations. The incentive can be used for the purchase of physical retail equipment, including shelving and display features, furniture for customer areas, and window displays. Businesses and for-profit organizations are eligible with the exception of conditional (Adult) uses. Final approval of the applications is decided by Main Street Waterloo.

### Program Limits:

1. Fifty percent (50%) incentive paid as reimbursement.
1. A maximum City participation of \$2,500 to reimburse the costs of physical retail equipment, including shelving and display features, furniture for customer areas, display windows.
2. Updating existing store equipment is not eligible.

### Submittal Checklist:

- Prior approval from Main Street Waterloo is required before purchasing something part of the application.
- Itemized cost estimates
- Proof of payment of all property taxes
- Verification of ownership (i.e. Property Deed)
- Copy of the lease and letter of permission from building owner if applicable
- Photos of the proposed equipment

### Process:

The application process will be through Main Street Waterloo located at 512 Mulberry Street. Staff is available to assist the applicant prepare an application for the program. For larger and more extensive projects, an architect is recommended.

Project plans will be reviewed by Main Street Waterloo who will endorse the project. Your project's approval will be determined by its potential contribution to the overall architectural character of the central business district.



## Power Up Downtown Technology Incentive Program

The City of Waterloo offers several incentive programs to help Downtown District business owners establish and maintain businesses in the downtown district. Businesses and for-profit organizations are eligible with the exception of conditional (Adult) uses. Final approval of the applications is decided by Main Street Waterloo.

### Program Limits:

1. Fifty percent (50%) incentive paid as reimbursement.
2. A maximum City participation of \$2,500.
3. This program is to be used for the acquisition of new technology that enhances business operations (i.e. Point of Service POS system, Customer Relationship Management CRM software, e-commerce or digital payment solutions)
4. This program is NOT intended to cover the cost of routine maintenance, subscription renewals, or technology unrelated to business operations.

### Submittal Checklist:

- Prior approval from Main Street Waterloo is required before proceeding with work that is part of the application.
- Itemized costs, including invoices and proof of payment
- Proof of payment of all property taxes
- Verification of ownership (i.e. Property Deed)
- Copy of the lease and letter of permission from building owner if applicable

### Process:

The application process will be through Main Street Waterloo located at 512 Mulberry Street. Staff is available to assist the applicant prepare an application for the program. For larger and more extensive projects, an architect is recommended.

Project plans will be reviewed by Main Street Waterloo who will endorse the project. Your project's approval will be determined by its potential contribution to the overall architectural character of the central business district.

## Power Up Downtown White Box Incentive Program

The City of Waterloo offers several incentive programs to help Downtown District business owners establish and maintain businesses in the downtown district. Businesses and for-profit organizations are eligible with the exception of conditional (Adult) uses. Final approval of the applications is decided by Main Street Waterloo.

### Program Limits:

1. Fifty percent (50%) incentive paid as reimbursement.
1. A maximum City participation of \$10,000.
2. Minor remodel projects are NOT eligible.
3. Eligible projects should rehabilitate distressed space in such conditions as to be unusable.
4. This program is available to property owners only, not tenants.

### Submittal Checklist:

- Prior approval from Main Street Waterloo is required before proceeding with work that is part of the application.
- Itemized construction contract, to include plans, itemized cost estimates and specifications
- Certificate of Zoning Compliance
- Proof of payment of all property taxes
- Verification of ownership (i.e. Property Deed)
- Copy of the lease and letter of permission from building owner if applicable
- Photos of the area of proposed improvements

### Process:

The application process will be through Main Street Waterloo located at 512 Mulberry Street. Staff is available to assist the applicant prepare an application for the program. For larger and more extensive projects, an architect is recommended.

Project plans will be reviewed by Main Street Waterloo who will endorse the project. Your project's approval will be determined by its potential contribution to the overall architectural character of the central business district.

**Power Up Downtown Incentive Program Scoring**

Attach page 1 to the front of the application.

Business Name:		
Date Submitted to Main Street Waterloo:		
FOR MAIN STREET WATERLOO REVIEW		
Located in the downtown district:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Zoning Permits Use:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Conforms to Zoning and Nuisance Code:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Reviewed Fire Code:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Reviewer Signature:	Date:	

Each member of Main Street Waterloo will receive a copy of the application, and supporting documents. They will review and score each application, then discuss, and vote. If the application is approved by Main Street Waterloo, the project will be submitted to City Council for approval of incentive payment.

JUDGES SCORING		
Describe your business:	Is the description clear?	
	Total	
Notes:		
Describe the project:	Is the description clear?	
	Total	
Notes:		
Who is your target customer, what research have you done to demonstrate the demand for your business:	Is the description clear?	
	Total	
Notes:		
Describe your community partners:	Is the description clear?	
	Total	
Notes:		

JUDGES SCORING		
Describe the funding you have already leveraged to assist with this project:	Is the description clear?	
	Total	
Notes:		
Provide any other information that will demonstrate the long-term sustainability of your project. This can include budgeting, timelines, milestones for future growth	Is the description clear?	
	Total	
Notes:		

## Power Up Downtown Incentive Program Agreement

This Incentive Agreement (“Agreement”) is entered into on this \_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between the City of Waterloo (“City”), and \_\_\_\_\_ (“Awardee”).

Main Street Waterloo (“Program Administrator”) has been designated by the City to administer the Power Up Downtown Incentive Program (“Program”), which includes the Façade Incentive Program, Restaurant Equipment Incentive Program, Retail Equipment Incentive Program, Signage Incentive Program, Technology Incentive Program, and White Box Incentive Program.

### 1. PURPOSE

As part of Waterloo’s 2030 Visioning Plan, the City of Waterloo has launched the Power Up Downtown Incentive Program to encourage investment and redevelopment within the downtown district. The Program aims to attract and support small businesses, promote quality maintenance of buildings, and foster a thriving hub of commerce.

This Agreement establishes the terms and conditions under which the City will provide financial assistance to the Awardee for the approved project (“Project”), with Main Street Waterloo overseeing project completion and compliance.

### 2. GENERAL CONDITIONS

- The City of Waterloo shall provide funding for projects consistent with the Program’s goals of maintenance, redevelopment, and business assistance.
- The Waterloo City Council retains final approval authority over the use of Program funds.
- Main Street Waterloo shall oversee the administration of the Program, including project monitoring and review of reimbursement requests.

### 3. ELIGIBILITY AND COMPLIANCE

The Awardee affirms that:

1. The business or property is located within the designated Downtown Waterloo district.
2. The Awardee is the property owner, business owner, or a tenant with a valid lease of at least one (1) year; tenants must provide written permission from the property owner.
3. The Project has been approved by Main Street Waterloo and the Waterloo City Council.
4. The Project will comply with all applicable codes, ordinances, and regulations, including historic preservation and design standards where applicable.

#### **4. INCENTIVE AWARD AND MATCHING FUNDS**

- The City agrees to award the Awardee up to \$\_\_\_\_\_ under this Agreement.
- Incentives are reimbursement-based, and the final amount shall not exceed documented, eligible expenses.
- The Awardee shall provide any required matching funds as specified in the individual Program guidelines.

#### **5. USE OF FUNDS**

Incentive funds may only be used for the purpose approved in the application and within the Program guidelines. Ineligible uses include personal expenses, working capital, or operation costs unrelated to redevelopment or business assistance.

#### **6. PROJECT COMPLETION AND DOCUMENTATION**

1. The Awardee shall complete the Project as approved, including all required permits and inspections.
2. The Awardee shall submit documentation for reimbursement, including invoices, receipts, proof of payment, and photographic evidence.
3. Reimbursement requests must be submitted to Main Street Waterloo within thirty (30) days of Project completion, unless otherwise approved.
4. Main Street Waterloo will verify compliance and forward approved reimbursement requests to the City for payment.

#### **7. MAINTENANCE AND SUSTAINABILITY**

- The Awardee agrees to maintain the funded improvements or equipment in good condition for a minimum of five (5) years, unless otherwise specified.
- If the Awardee sells, transfers, or ceases operation within one (1) year of the project completion, the City may require repayment of Incentive funds.

#### **8. REPORTING AND ACCOUNTABILITY**

The Awardee agrees to provide periodic updates and a final report summarizing project outcomes as requested. The City or Main Street Waterloo may conduct site visits or require additional documentation.

#### **9. TERMINATION AND REVOCATION**

- The City may revoke this Agreement and require repayment if the Awardee misrepresents information, fails to complete the Project, or does not comply with Program requirements.
- The incentive is non-transferable and must be used solely by the Awardee identified in the approved application.

**10. AMENDMENTS AND APPEALS**

- This Agreement may be amended only in writing with the approval of both parties.
- Any appeal of a decision by Main Street Waterloo shall be submitted in writing, if unresolved, the Waterloo City Council shall issue a final determination.

**11. GOVERNING LAW**

This Agreement shall be governed by the laws of the State of Iowa and City of Waterloo.

**12. SIGNATURES**

CITY OF WATERLOO

By:  
Name:  
Title:  
Date:

AWARDEE

By:  
Name:  
Title:  
Date:

MAIN STREET WATERLOO (Program Administrator)

By:  
Name:  
Title:  
Date:

### Power Up Downtown Incentive Program

The City of Waterloo offers several incentive programs to help Downtown District business owners establish and maintain businesses in the downtown district. Businesses and for-profit organizations are eligible with the exception of conditional (Adult) uses. Final approval of the applications is decided by Main Street Waterloo.

APPLICANT INFORMATION											
Applicant Name:											
Phone Number:											
Address:											
City:	State:	ZIP Code:									
		<table border="1"> <tr> <td>Mark One:</td> <td><input type="checkbox"/> Owner</td> <td><input type="checkbox"/> Tenant</td> </tr> <tr> <th colspan="3">PROPERTY INFORMATION</th> </tr> <tr> <td colspan="3">Business Name:</td> </tr> </table>	Mark One:	<input type="checkbox"/> Owner	<input type="checkbox"/> Tenant	PROPERTY INFORMATION			Business Name:		
Mark One:	<input type="checkbox"/> Owner	<input type="checkbox"/> Tenant									
PROPERTY INFORMATION											
Business Name:											
Property Manager (If different from applicant):											
Address:											
City:	State:	ZIP Code:									
Email:											
SELECT PROGRAM											
<input type="checkbox"/> Facade Program*	<input type="checkbox"/> Restaurant Equipment	<input type="checkbox"/> Retail									
<input type="checkbox"/> Signage*	<input type="checkbox"/> Technology	<input type="checkbox"/> White Box Program*									
*Additional Required Documentation: Itemized estimates, construction specs/drawings or floorplan, photos, copy of deed, certificate of zoning compliance											

PROJECT DESCRIPTION	
Describe your business:	
Describe the project:	
Business Mission Statement:	
Number of Full-Time Employees:	Part-Time Employees:
Year Business Started:	
Who is your target customer, what research have you done to demonstrate the demand for your business:	
Describe your community partners:	
Describe the funding you have already leveraged to assist with this project:	

Provide any other information that will demonstrate the long-term sustainability of your project. This can include budgeting, timelines, milestones for future growth:

Process:

The application process will be through Main Street Waterloo located at 512 Mulberry Street. Staff is available to assist the applicant prepare an application for the program. For larger and more extensive projects, an architect is recommended.

Project plans will be reviewed by Main Street Waterloo who will endorse the project. Your project's approval will be determined by its potential contribution to the overall architectural character of the central business district.