



Economic Development Division
203 S. Farwell St.
Eau Claire, WI 54701
www.EauClaireDevelopment.com

Business. Life. Balance.

FOR IMMEDIATE RELEASE

Contact: Mike Schatz

Phone: (715) 839-4914

Date: October 2, 2012

City of Eau Claire Commercial Façade Loan Program
Helps Local Business with Makeover

EAU CLAIRE, WI – Local business owner Kay Vande Loo saw the revitalization happening on Hastings Way and wanted to be a part of it. She came to the City of Eau Claire for help with that vision. Vande Loo owns Impact Advertising and the former Army Navy store building located at 1612 S. Hastings Way. She was recently approved for a Commercial Center Façade Loan that helped her secure the financing needed to give her buildings a “facelift.”

The City’s Commercial Center Façade Loan Program was established to offer businesses financial assistance to revitalize old commercial strip centers by upgrading their facades. “A Façade Loan Program has been available to downtown businesses for quite a while, which did not include other commercial areas in the City. Now we have a program that assists small commercial businesses throughout the city who want to invest in facade improvements,” commented City Council President Kerry Kincaid.

The \$5,000 - \$30,000 loan boasts zero percent interest for up to 15 years to help renovate the outside of the building, including signs, exterior doors, windows, awnings, graphics, lighting and other façade or landscape improvements. The loan is subject to approval through a loan and design committee.

“This is the type of program where we have a private/public partnership which assists businesses in upgrading their buildings to attract more customers at the same time making the City look better. This is a win-win situation,” states Council Member Bob VonHaden, chair of the Economic Policy Advisory Committee.

Limited funds are still available for this type of loan. If you are interested, please contact Mike Schatz at 715-839-4914 or mike.schatz@eauclairewi.gov. Or learn more online at www.EauClaireDevelopment.com.

About the Economic Development Division:

As a division of the City of Eau Claire, our mission is to grow local businesses, facilitate expansions, and recruit outside businesses to locate in Eau Claire in order to increase quality of living, add well-paying jobs and grow tax base.

###