

## City of Two Rivers and Two Rivers Main Street: Façade Grants to Businesses in Recent Years

### 2021 Façade Grants jointly funded by City and TR Main Street

Right: Schroeder's  
tuckpointing and  
masonry repair. \$7,000  
grant; \$14,000 total  
project

Far Right: Weichert  
Realty façade  
restoration. \$10,000  
grant; \$60,000 total  
project



**TWO  
RIVERS**  
WISCONSIN

**TWO  
RIVERS**  
MAIN STREET





## High Lift Coffee Shop: 2022

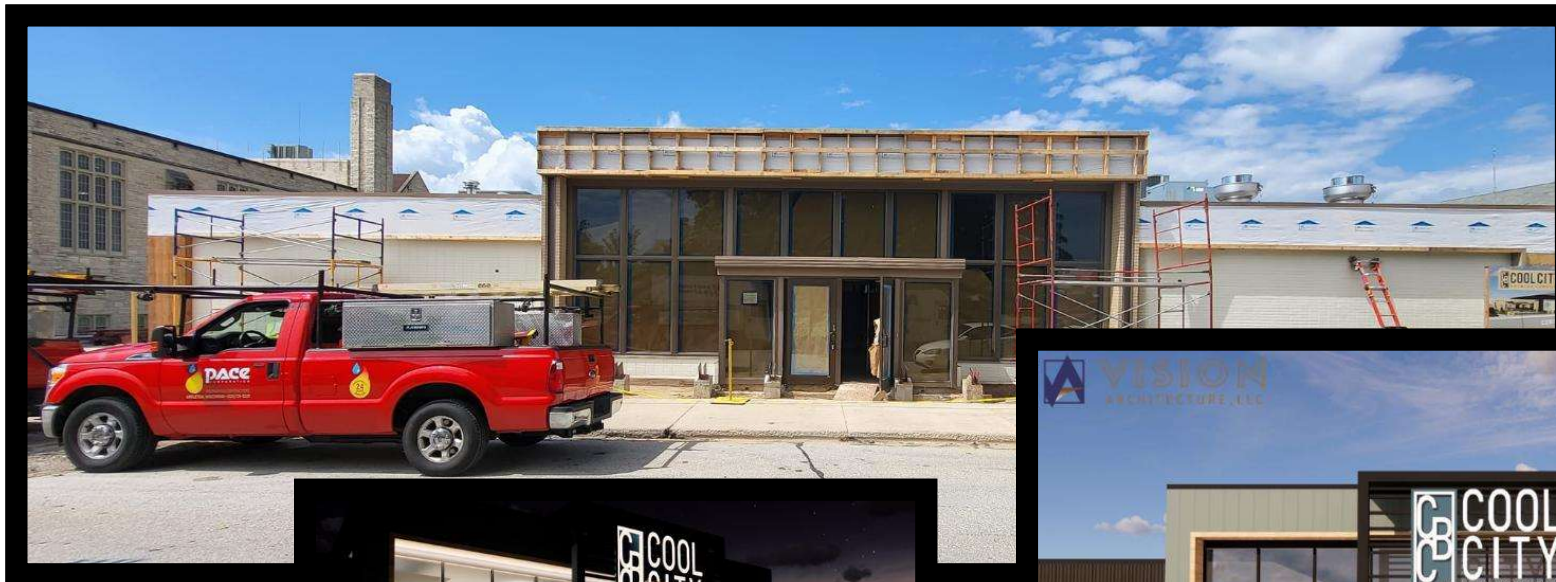
\$10,000 City Façade grant to assist in \$20,000 + façade component of major adaptive re-use project—former gas station at 1207 Madison Street





## 2022: Cool City Brewing Company

\$10,000 Façade grant jointly funded by City and Two Rivers Main Street as part of adaptive re-use of vacant former Wells Fargo Bank building on West Park Street. Total investment of \$1.5 million.





## 2024: Meridian Wellness

\$10,000 City facade grant from TID 8 to assist in \$25,000+ in façade, landscaping and signage work associated with adaptive re-use of former bank building at 2221 Lincoln Avenue



+







## New Business Opening Spring 2025

City grant of \$10,000 from TID 8 to assist with renovation of 1033 22<sup>nd</sup> Street by Pop-Start Pizza, opening Spring 2025. Total investment \$400,000 +



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## 2024-2025: 2015 Jackson

\$10,000 City-funded façade grant from TID 8, to fund new windows, exterior doors, brick repair and signage . \$20,000+ in exterior improvements







## New Business Opening June 2025

Former Elks Club, which sat foreclosed and vacant for two years, to be reborn as Violet Inn in 2025. \$20,000 façade grant \$15,000 City/\$5,000 TR Main Street. Total Project: \$1.6 million





*Lanes and games*

## New, Fresh Façade Coming in 2025

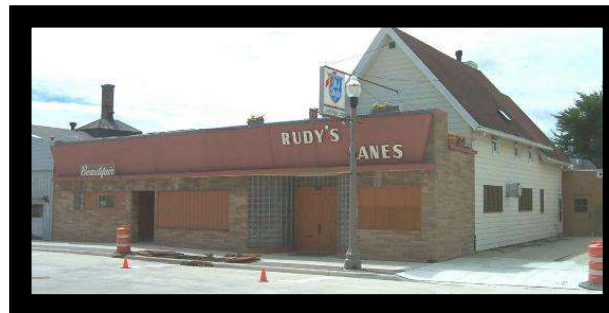
Legacy downtown  
bowling alley, seeing  
major reinvestment.  
Façade grant \$25,000  
City/\$5,000 TR Main  
Street toward a total  
façade project of at least  
\$60,000



THE HOOK FACADE PLAN

JUNE 2024

ELEVATION



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MAIN STREET



## New, Fresh Façade Coming in 2025:

RJSK Properties, 1606 Washington Street, \$10,000 façade grant, funded jointly by City of Two Rivers and Two Rivers Main Street, for a \$20,000+ façade project



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Preliminary Concept for Façade