

## Fraser Business Enhancement Grant Application

Fraser Business Enhancement Grants are intended to support current businesses and improve the economic vitality of Fraser by encouraging enhancements to the physical appearance of business properties, improvement of public infrastructure, amenities and gathering places, and increased ADA accessibility. Grant requests of up to \$25,000 per business space will be considered. 50% project match is generally required; lower project matches may be considered for projects providing a maximum public benefit. For priority consideration, applications must be submitted by February 1, 2026. If funding for projects remain after consideration of initial applications that meet the deadline, rolling application will be considered until grant program funding for the year is exhausted.

See <https://www.frasercolorado.com/467/Fraser-Business-Incentives-and-Grant-Pro> for complete program and application details.

Business/Organization Name	Fraser Valley Arts
Business License Number	<i>Field not completed.</i>
Contact Person	Steve Fitzgerald
Mailing Address	PO Box 2361
City	FRASER
State	Colorado
Zip Code	80442-2361
Phone Number	<div></div>

Email Address



Project Name

Electronic Events Sign

Description of Project

Thank you for considering Fraser Valley Art's application for a grant. Our project is to replace the dilapidated "Hilly Hooker" sign outside the Fraser Post Office building with a modern, electronic sign. We believe this is eligible under the "...streetscape improvements...exterior decorations,...signage...exterior improvements" provisions of the grant criteria. It improves the beautification of Fraser at an important/visible community gathering spot that everyone in our community sees every day.

Describe the benefits this project will provide to your business, the public, and the Town of Fraser?

This sign will be used to promote the FVA mission and events (and those that benefit the Town). We have the permission of the property owner to erect and operate this sign (attached), and FVA will be responsible for the cost of construction and operation of the sign. According to CDOT surveys, over 14,000 vehicles a day pass this location, making the cost-per-impression much lower than other approaches (newspaper and so on) and being one of the most cost-effective ways to communicate with the residents and visitors to our Valley.

What benefits will this project provide to your business and to the community/ Town of Fraser?

With this grant, FVA would include events produced by the Town/DDA but not FVA (such as Fire and Ice, the Come Up Conference, the Fraser Mountain Mural Festival, and Picnic in the Park as examples). Fraser Valley Arts uses these events to promote our primary mission, the funding and construction of the Fraser Center for the Creative Arts. The economic impact of the Center has been estimated at over \$2m a year beyond

any monies spent on tickets or classes at the facility, including sales tax revenues for Fraser from meals, hotels, and retail associated with Center visitors. In short, an investment in this business enhancement is one that will deliver a financial return exponentially greater than the initial outlay to the Town, the Downtown Development Authority, and small businesses across the community.

Time Frame of Implementation	This is a 2026 project: Lead time for the sign to be manufactured is 6-8 weeks. With approval of this grant FVA will work with the vendor and local contractors to schedule work for as soon as possible to erect the sign, ideally by late spring (weather and contractor availability pending).
Total Estimated Cost of Project	\$36,850-\$49,200
Upload Itemized Project Budget	<i>Field not completed.</i>
Requested Grant Amount	50% of the final cost of the sign, with an initial commitment of \$18,425 (50% of lower estimate) and a “true-up” after the project costs are finalized, with a cap of \$25,000. FVA will pay the remainder.
Matching Funds Amount	\$18,425-\$25,000
Source of Funding in Addition to Business Enhancement Grant	FVA reserve funds.

Would you like your project to be considered for a reduced grant match award (less than 50%)?

Yes

If you selected yes above, please explain.

We would seek other grant funding to compensate for a reduced grant. It may delay the timing of construction.

Supporting Documents

[Fraser Business Enhancement Grant Application -- FVA 2026.docx](#)

Electronic Signature Agreement

I agree.

Electronic Signature

Steven S. Fitzgerald