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## VILLAGE OF SUGAR GROVE BOARD REPORT

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**TO:** VILLAGE PRESIDENT & BOARD OF TRUSTEES  
**FROM:** BRENT EICHELBERGER, VILLAGE ADMINISTRATOR  
**SUBJECT:** DISCUSSION: T-MOBILE HOMETOWN GRANT  
**AGENDA:** DECEMBER 6, 2022 REGULAR BOARD MEETING  
**DATE:** NOVEMBER 30, 2022

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### ISSUE

Should the Board discuss applying for a T-Mobile Hometown Grant for an Electronic Message Sign at Village Hall.

### DISCUSSION

This year in to help further diversify Village revenue sources, the Village Board charged me with applying for two new grants. Through my initial search, I have found the T-Mobile Hometown Grant Program, which focuses on revitalizing community spaces in towns with 50,000 people or less. The Grant Program issues up to 100 towns a year with project funding, up to \$50,000 each. The currently quarterly cycle for submitting an application ends December 31, 2022.

Sugar Grove is currently home to two electronic community signs; one at the Township building at Snow Street and Main and the other at Cross Street along IL 47. The signs are shared by the community taxing bodies and also promote community events. While traffic at the Snow Street signs is limited to mostly local neighborhood residents, the Cross Street signs is visible to over 17,000 average daily travelers/residents. While this is an important communication tool to those travelling north and south, we miss opportunities to communicate with those travelling east to west along IL56/US 30. To help capture this audience, I propose that we apply for the T-Mobile Hometown Grant for an electronic message sign at 10 S. Municipal Drive along US 30 similar to the sign at Cross and 47. The intersection of Municipal and 30 has an annual average daily traffic count of 10,650. The addition of a sign at this location will allow the Village to communicate community activities and to generally promote the Village to a wider audience.

In 2017 cost estimates were received for a similar sign at the corner of Bliss and 47. Staff reached out for an updated cost proposal on the electronic sign and received a rough quote of \$55,688.92. In addition costs will be incurred to cover landscaping and electrical installation. The total costs for the project are estimated to be approximately \$80,000.00.

**COST**

The cost to have the discussion is zero. Should the Village move forward and be awarded the grant in the amount of \$50,000, approximately \$30,000 additional funds would be needed to complete the project. These funds could be budgeted as part of the surplus funds discussed in the six month budget or be budgeted for in FY24.

**RECOMMENDATION**

That the Board discuss applying for a T-Mobile Hometown Grant for an Electronic Message Sign at Village Hall in the amount of \$50,000 and direct staff to proceed with the application.