

dedicated invested
developer opportunity
(DIDO!)



PORTLAND MiFi (Façade Incentive) PITCH COMPETITION RULES & GUIDELINES

About DIDO! Pitch Competition

DIDO! Is a fast-paced façade incentive pitch competition. Up to five historic commercial downtown property owners will pitch their façade improvement plan to a panel of design experts and a public audience of local stakeholders on **Thursday May 28, 2026**.

Reimbursement Funding, 50/50 Match, Awards (up to)

- First Place \$12,000
- Second Place \$ 6,000 to 8,000
- Third Place \$ 3,000 to 5,000
- 2 Honorable Mention \$ 1,500

Application & Registration Space is limited to five contestants, because of funding constraints. Contestants will be selected from the pool of applications by the MiPortland Downtown Design Team.

- Applications are **open NOW**
- Applications are **due by Friday April 17, 2026**.
- Applications will be reviewed by the Design Team for compliance with all requirements of the City of Portland Downtown Development Authority for providing funding for eligible façade incentives.
- Contestants will be **announced on Wednesday, April 29, 2026**
- Public Pitch Event **will be held Thursday May 28**—Location to be announced.

Anyone who has a façade in need of rehabilitation, renovation, or restoration and meets minimum requirements for participation in the City of Portland Downtown Development Authority Façade Improvement Program is eligible to apply for.

PITCH COMPETITION RULES

1. Submissions will begin with the current façade incentive application found online at miportland.org
Incomplete applications will not be considered
2. The number of team members per pitch is limited to 3 persons
3. Each owner / developer may enter only one application for one facade
4. Pitch competitors may participate on only one team
5. Only members of the team may answer questions from the judging panel and/or audience
6. The Pitch Competition is open only to parcels designated as a commercial or mix use building within the historic downtown district.

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Eligibility

Design concepts being pitched must not be for regular maintenance or upkeep. These funds are meant to dramatically improve the look and atmosphere of our historic downtown. For additional information, see the Façade Improvement Program Overview. Applicant must have proof of access to total project funding, ie: \$20,000 or more to receive approval for an incentive of \$10,000.

The MiPortland Design Team has the sole discretion to determine which applicants are invited to pitch.

Disclaimers Portland Downtown Development Authority (DDA aka/MiPortland) and it's Design Team reserve the right to disqualify any applicant who violates competition rules, engages in conduct unbecoming to Portland MI DDA, whose application is determined to be not in conformity with façade incentive requirements, or who behaves in any manner that is not aligned with the mission and vision of MiPortland DDA.

PITCH GUIDELINES

1. **Objective:** The objective of the pitch is to simply define the design and concept by explaining and demonstrating your vision and commitment to historic rehabilitation, restoration.
2. **Pitch Application:** Begins with a complete Façade application to include copies of all requested information. Found at: <https://www.miportland.org/facade/sign-incentives>
 - Executive Summary (limit 500 words)
 - Description of what the commercial / mix use space will be used for or is currently used for (limit 250 words)
 - Some elements to consider in preparing your application and pitch include:
 - ⇒ Why do you feel this is important to your property
 - ⇒ How will this façade improvement add value to the community and neighboring properties
 - ⇒ How does this façade plan differ from the building's current state?
 - ⇒ How will façade updates generate revenue or bring in jobs—how long will it take to generate revenue?
 - ⇒ Powerpoint and/or slide presentations are encouraged. Contestants may also use displays, samples, or posters. Materials may be distributed to the judges (but not to audience) during

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4. **Time:** Five (5) minutes are allocated to each pitch. Three (3) minutes are allocated to Q & A with the judges. Two (2) minutes are allocated to audience Q & A. (Total 10 minutes) It is fine and acceptable to use less time. Time will begin when the presenter begins to speak.
5. **Confidentiality:** The City and MiPortland DDA are subject to the Michigan Freedom of Information Act, MCL .15.231 *et seq.* Confidentiality for applications or submitted materials is not guaranteed in any way. Only submit materials you would be willing to share publicly.
5. **Reproduction:** MiPortland DDA and DIDO! Pitch Competition Organizers may take photographs and video of any materials used or made available by pitching individuals or teams during the competition for public relation purposes. Competitors should carefully consider excluding any proprietary information or materials that the competitor would be unwilling to share publicly.
7. **Award Funding:** This is a 50/50 reimbursement award for eligible costs. Awards will be allocated to each individual at the completion of their façade project when all requirements for the Façade Improvement Program are satisfied. Please see the Façade Improvement Program Overview for additional details.

⇒ Contact: For any questions about the DIDO! Pitch Competition, please contact us at tinacw@portland-michigan.org

⇒ Acknowledgement: Applicants acknowledge that by submitting the application to participate, they have read the Façade Improvement Program Overview and consent to the rules of Portland MiFi Pitch Competition.