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# FY2025

## VMS Grants

## How-to-Apply Webinar

### January 31, 2024



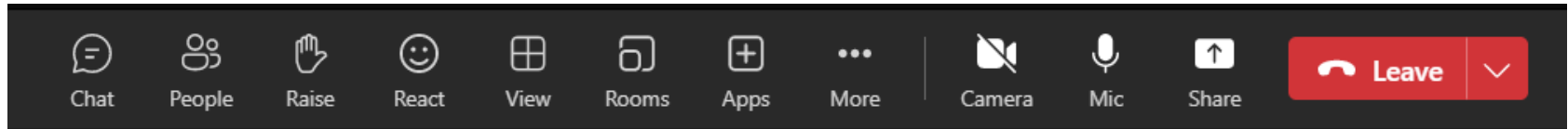
Farmville, VA

# Meeting Controls

- Please mute yourself
- The webinar is being recorded
- Use the chat feature for questions/comments



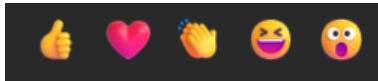
Microsoft Teams



Chat

Attendees

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Question



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# Agenda

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- Background
- Virginia Main Street Grants
  - Community Vitality Grant (CVG)
  - Downtown Investment Grant (DIG)
  - Financial Feasibility Grant (FFG)
- Funding Priorities
- Grant Administration
- Q&A

A faint, light blue logo is visible in the background. It features a stylized house with a wavy roofline above the word "VIRGINIA" in a serif font, and the letters "DHCD" in a large, bold, sans-serif font below it.

**DHCD is committed to creating safe,  
affordable and prosperous communities  
to live, work and do business in Virginia.**

**As a Main Street America™ Coordinating Program, Virginia Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.**



# Grants

**Community  
Vitality  
Grants**

**Downtown  
Investment  
Grants**

**Financial  
Feasibility  
Grants**

# Community Vitality Grants

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Assist communities and organizations  
in achieving their long-term  
downtown revitalization goals

# Community Vitality Grants

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**Who is eligible?** Exploring Main Street (EMS) & Mobilizing Main Street (MMS) communities

**Maximum award amount?** \$15,000

**Match requirement?** 2:1 (grant to match)

**Timeline?**

- Grant applications due **April 5, 2024**
- Projects underway in **Fall 2024**
- Projects completed by **Fall 2025**



# Community Vitality Grants

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## SCORING RUBRIC

Criteria	Points
Impact on organizational development or the commercial district	35
Relation to community/organization's strategies/goals	20
Organizational capacity/readiness	15
Realistic project work plan and budget	15
Alignment with VMS priorities	15
<b>Total</b>	<b>100</b>

# Community Vitality Grants

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## Required Application Attachments:

- Vision and Mission Statements (if applicable)
- Strategic Focus Areas / Market-Based Strategies
- Project Work Plan
- Project Budget + Explanation of Cost Estimates + Leverage Verification

# Community Vitality Grant Projects



City of Buena Vista's  
Downtown  
Beautification Project



Clifton Forge Main  
Street's LOVE Sculpture  
Project



Pulaski on Main's  
Pocket Park and Mural  
Project

# Downtown Investment Grants

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Allow Main Street organizations to take on unique, one-time projects that measurably, creatively and sustainably advance the organization's goals and strategies

# Downtown Investment Grants

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**Who is eligible?** Advancing Virginia Main Street (AVMS) organizations

**Maximum award amount?** \$75,000

**Match requirement?** 2:1 (grant to match)

**Timeline?**

- Grant applications due **April 5, 2024**
- Projects underway in **Fall 2024**
- Projects completed by **Fall 2025**

# Downtown Investment Grants

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## SCORING RUBRIC

Criteria	Points
Relation to organization's strategies/goals	30
Project's impact/outcomes & alignment with VMS priorities	30
Organizational capacity/readiness	15
Relation to organization's mission and vision	10
Realistic project work plan and budget	10
Organization is Nationally Accredited	5
<b>Total</b>	<b>100</b>

# Downtown Investment Grants

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## Required Application Attachments:

- Vision and Mission Statements
- List of Board of Directors and Committee/Project Team Members
- Strategic Focus Areas / Market-Based Strategies
- Project Work Plan
- Project Budget + Explanation of Cost Estimates + Leverage Verification

# Downtown Investment Grant Projects

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[Downtown Blackstone,  
Inc.'s Façade Improvement  
Grant Project](#)



[St. Paul Tomorrow, Inc.'s  
Outdoor Dining & Alleyway  
Improvement Project](#)



[City of Winchester's  
Streetscape Improvement  
Project](#)



# Financial Feasibility Grants

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Address significant “white elephant” buildings or structures and identify the highest and best use of such properties

# Financial Feasibility Grants

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**Who is eligible?** All VMS communities with priority to AVMS

**Maximum award amount?** \$25,000

**Match requirement?** None

**Timeline?**

- Applications open on **February 1, 2024**
- Projects underway by **Fall 2024**
- Projects completed by **May 31, 2025**

# Financial Feasibility Grants

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## SCORING RUBRIC

Criteria	Points
Likelihood of future redevelopment	30
Impact of the building on the Main Street district	30
Organizational capacity/readiness	20
Relation to community/organization's vision	10
Realistic project work plan and budget	10
<b>Total</b>	<b>100</b>

# Financial Feasibility Grants

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## Required Application Attachments:

- Vision and Mission Statements (if applicable)
- Project Team
- Project Work Plan
- Project Budget + Explanation of Cost Estimates + Leverage Verification (if applicable)
- Visual Documentation
- Plans/Studies

# Financial Feasibility Grant Projects

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[Altavista's Spark  
Innovation Center](#)



[Danville's White Mill  
Building](#)



[Orange's Earl's Glass  
Shop Building](#)

# Funding Priorities

1. Promote a **community's unique, identity-defining assets**—both built and cultural;
2. Promote **inclusive collaboration and engagement** with a vast and diverse set of local partners, leaders, stakeholders, and residents;
3. Support local **entrepreneurs, small businesses, women- and/or minority-owned businesses, entrepreneurial ecosystems, and small-scale development**;
4. Promote **equal access to opportunity and thoughtfully acknowledge and address diversity, equity, inclusion, and accessibility (DEIA)** challenges and opportunities; and
5. Promote the awareness, growth and financial **sustainability of the local Main Street organization**.

# Additional Information

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- Confirm your community's [VMS standing](#)
- Grantees must comply with [DHCD's Audit Policy](#) and upload a [COV W-9](#) to CAMS
- Applications must be submitted through [CAMS](#)
  - Secure your organization's [UEI](#)
  - [Register](#) today
  - Help? Check out the [CAMS User Guide](#)
- Match can include in-kind services and/or [volunteer hours](#)
- Reporting through CAMS is required for all grants
- Up to 10% of the awarded grant funds must be used to cover administrative costs



# Questions?

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Consult the [VMS Grant Manual](#) for more details and/or reach out to your assigned PA.



[Amy Guzulaitis](#)  
Program  
Administrator  
(Southwest)



[Blaire Buergler](#)  
Program  
Administrator  
(Northern)



[Ellie Dudding-McFadden](#)  
Program  
Administrator  
(Central / Shenandoah)



[Kyle Meyer](#)  
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(Eastern)



[Zachary Whitlow](#)  
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# Economic Development & Community Vitality

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Deputy Director | [Sara J. Dunnigan](#)

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## Virginia Main Street (VMS)

- See previous slide

## Community Business Launch (CBL)

- [Jessica Hartness](#)

## Industrial Revitalization Fund (IRF)

- [Brandon Archer](#)
- [Jeff Szyperski](#)

## Virginia Enterprise Zone (VEZ)

- [Kate Pickett](#)
- [Mandy Archer](#)

## Growth & Opportunity (GO) Virginia

- [Billy Gammel](#)
- [Joseph Dennie](#)
- [Cody Anderson](#)