



Virginia Main Street FY2027 Grants How-to-Apply

January 14, 2026
11:00 AM – 12:00 PM



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities





Agenda

- Background
- Virginia Main Street Grants:
 - Community Vitality Grant
 - Downtown Investment Grant
- Additional Information & Requirements
- Q&A





Virginia Main Street (VMS)



VMS Grants



Community
Vitality Grant
(CVG)



Downtown
Investment Grant
(DIG)



Community Vitality Grant (CVG)





CVG

Eligibility:

- Exploring Main Street (EMS)
- Mobilizing Main Street (MMS)

Award Amount:

- \$15,000

Match Requirement

- 3:1 (grant to match)

Timeline

- Grant applications due May 01, 2026
- Projects underway in Fall 2026
- Projects completed by Fall 2027





CVG Scoring Rubric

Criteria	Points
Project's impact on organizational development or the commercial district	35
Relation to community / organization's strategies / goals	30
Organizational capacity / readiness	20
Realistic project work plan and budget	15
Total	100



CVG

Required Application Attachments

- Mission and Vision Statements
- Strategic Plans
- Project Work Plan
- Project Budget
- Explanation of Estimated Project Costs
- Match Verification

Optional Application Attachments

- Map / Photos of Project Area
- Project Renderings
- Program Design
- Local / Regional Economic Development Plans / Studies





Past CVG Projects



Town of Gate City
[Streetscape Project](#)



Town of Leesburg
[Wayfinding Update](#)



Louisa Forward Foundation
[Strategic Market Analysis](#)



Downtown Investment Grant (DIG)



VIRGINIA DEPARTMENT OF HOUSING
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DIG

Eligibility:

- Advancing Virginia Main Street (AVMS)

Award Amount:

- \$75,000

Match Requirement

- 1:1 for requests of \$50,001+
- 2:1 for requests of \$25,001 to \$50,000
- 3:1 for requests up to \$25,000

Timeline

- Grant applications due May 01, 2026
- Projects underway in Fall 2026
- Projects completed by Fall 2027





DIG Scoring Rubric

Criteria	Points
Alignment with organization's strategies / goals and mission / vision	30
Project's impact / outcomes in alignment with grant program's priorities	30
Organizational capacity / readiness	15
Included in organizational annual work plan / dashboard	10
Realistic project work plan and budget	10
Organization is Nationally Accredited by Main Street America	5
Total	100



DIG

Required Application Attachments

- Mission and Vision Statements
- Strategic Plans / Transformation Strategies
- Project Work Plan and Budget
- Annual Work Plan / Dashboard
- Explanation of Estimated Project Costs
- Match Verification

Required Application Attachments Based on Project Type

- Map / Photos of Project Area
- Project Renderings
- Program Design
- Local / Regional Economic Development Plans / Studies





Past DIG Projects



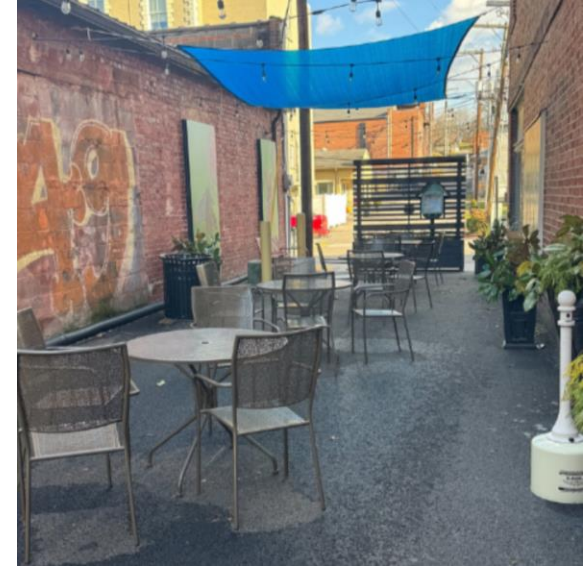
Altavista On Track

[Spark Innovation Center Parklet](#)



Farmville Downtown Partnership

[Façade Improvement Grant](#)



St. Paul Tomorrow

[Outdoor Dining & Alleyway Improvement](#)



Additional Information & Requirements



Getting Set

- Confirm your community's [VMS status](#)
- Applications must be submitted via [CAMS](#):
 - [Register](#)
 - [Unique Entity Identifier](#) (UEI) required
 - Upload [COV W-9](#)
 - [CAMS User Guide](#)
- Matching Funds:
 - Cash
 - In-Kind
 - Volunteer hours
 - [Independent Sector](#)





Onboarding

- All grantees must adhere to [DHCD Audit Policy](#)
- All grantees must upload a procurement policy to CAMS
 - Examples can be provided upon request
- Memorandum of Understanding (MOU)
- Reporting through CAMS is required for all grants
- Up to 10% of awarded grant funds must be used for administrative costs





Questions

For more details, consult the FY2027 VMS Grant Manual or connect with your assigned Program Administrator.





Announcements

- [Grant Year 2025 Virginia Enterprise Zone \(VEZ\) How-to-Qualify Workshops \(In-Person\)](#)
 - Wednesday, January 14 – Staunton, VA
 - Thursday, January 15 – South Boston, VA
 - Tuesday, January 20 – Henrico, VA
 - Tuesday, January 27 – Wytheville, VA
 - Friday, January 30 – Newport News, VA
- [Exploring Main Street \(EMS\) Community Interchange](#)
 - Thursday, January 22 from 11 AM – 12 PM
- [Community Business Launch](#)
 - Place-based entrepreneurial development strategy / program
 - cro@dhcd.virginia.gov

Use links above to register / learn more



State Coordinator / Program Manager

- Courtney Mailey

Program Administrators:

- Kyle Meyer (Eastern)
- Zachary Whitlow (Southern)
- Blaire Buerger (Northern)
- Amy Guzulaitis (Southwest)
- Kelvin Whitehurst (Central / Shenandoah)

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