



# 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
<b>Total</b>	<b>100</b>



# 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)





# 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
<b>Total</b>	<b>100</b>



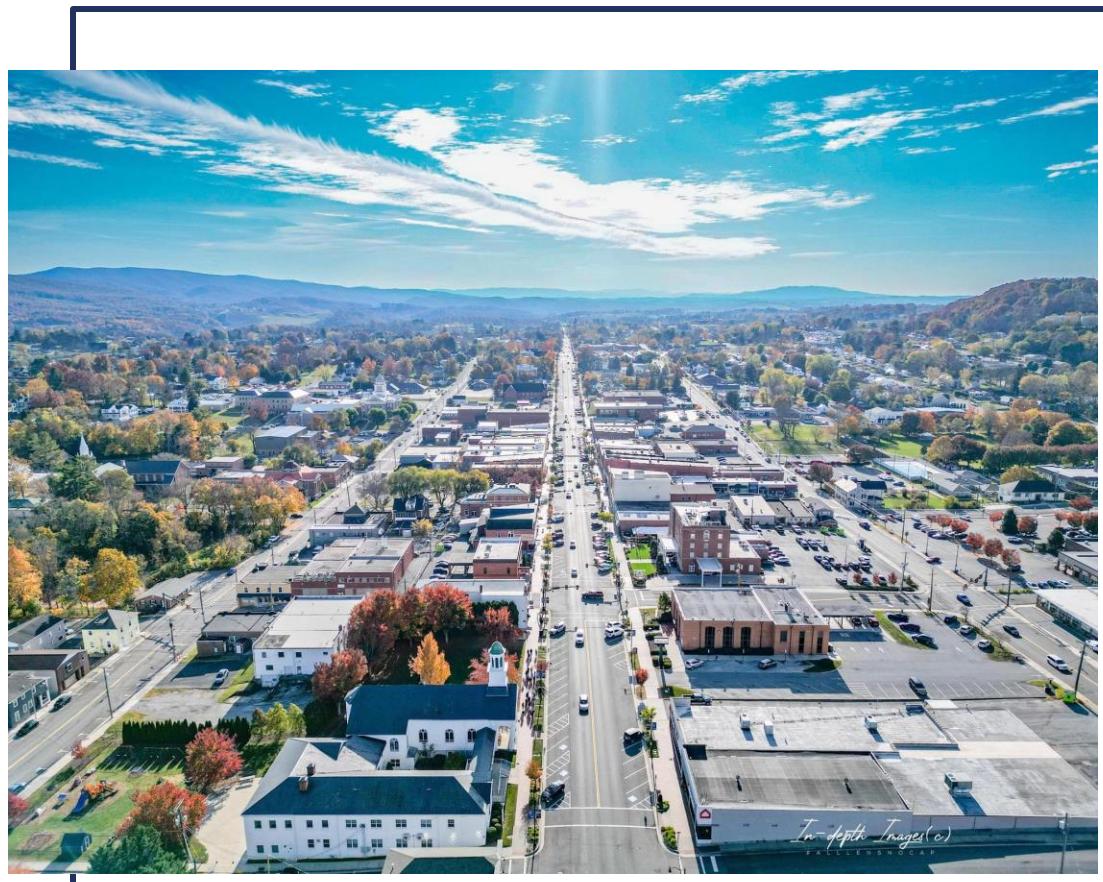
# DIG

## 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



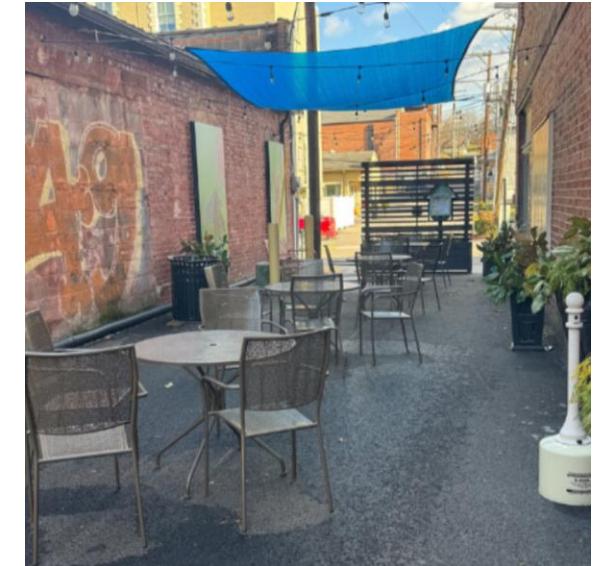
**Altavista On Track**

[Spark Innovation Center Parklet](#)



**Farmville Downtown Partnership**

[Façade Improvement Grant](#)

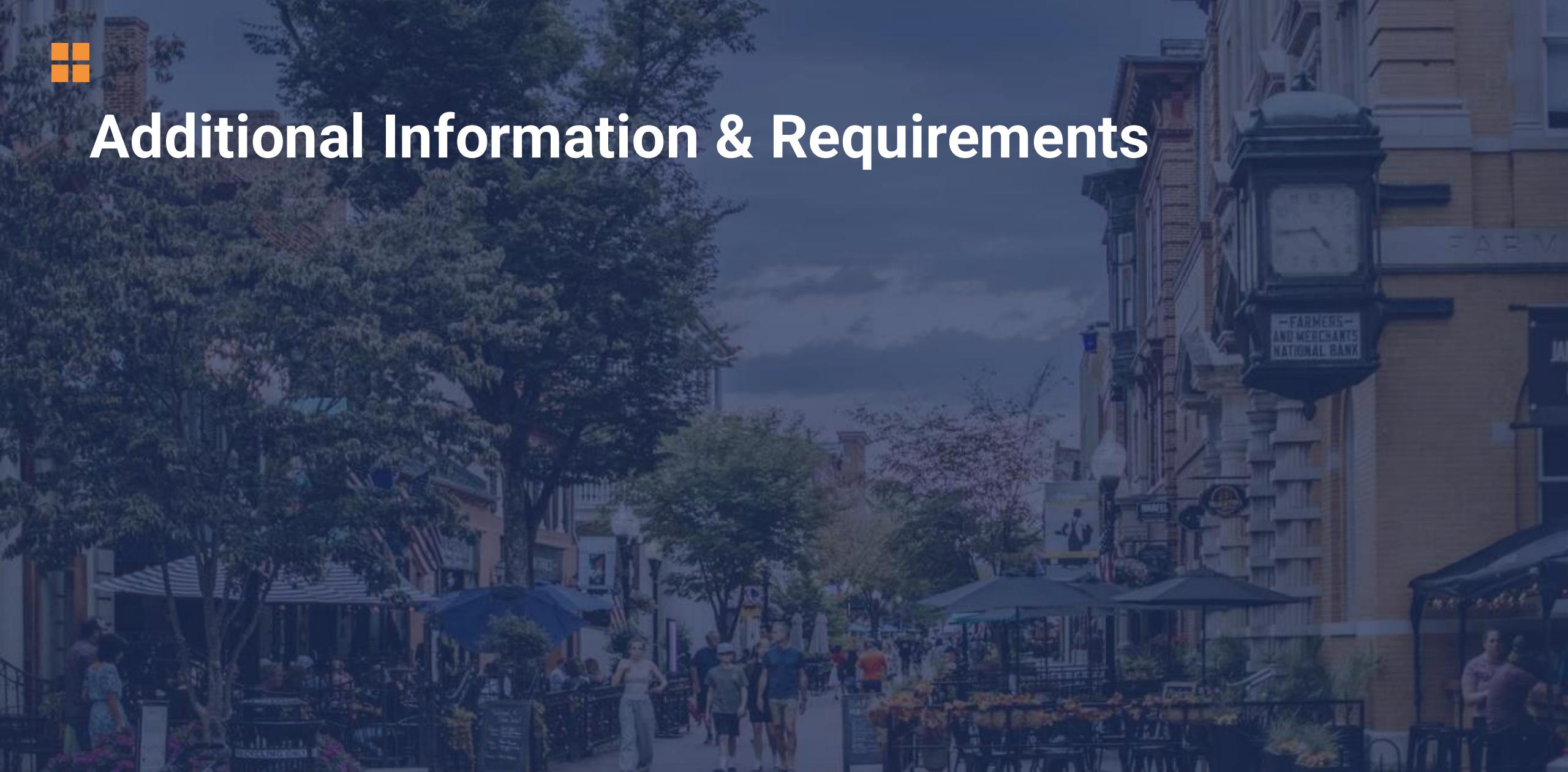


**St. Paul Tomorrow**

[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](mailto:cro@dhcd.virginia.gov)

*Use links above to register / learn more*



# VIRGINIA Main Street



*2025 Coordinating Program*

## State Coordinator / Program Manager

- Courtney Mailey

## Program Administrators:

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

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