FY2024

VMS Grant Programs
How-to-Apply Webinar
January 10, 2023

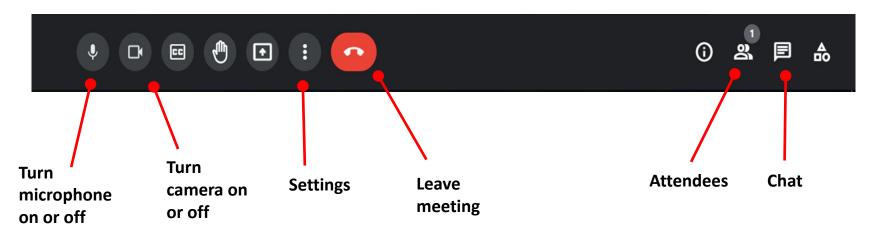






Welcome

- Please mute yourself and turn off your camera
- This webinar is being recorded
- Please use the Chat feature to ask questions as we go along





Agenda

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



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 1,200 neighborhoods and communities across
the country committed to creating high-quality places
and to building stronger communities through
preservation-based economic development.







Downtown Investment Grants

Financial Feasibility Grants

Virginia Business District Resurgence Grants



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



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

Maximum award amount? \$15,000 for EMS & \$30,000 for MMS

Match requirement? 2:1 (grant to match)

Timeline?

- Grant applications due April 28, 2023
- Projects underway by October 1, 2023
- Projects completed by May 31, 2024



CORING RUBRIC

Criteria	Points
Impact on organizational development or the commercial district	40
Relation to community/organization's strategies/goals	25
Organizational capacity/readiness	15
Realistic project work plan and budget	15
Alignment with VMS priorities	5
Total	100



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



Nelson County's
Lovingston Market Study



Main Street Petersburg's

Community Listening
and Planning Project



Pulaski on Main's
Pocket Park and Mural
Project



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



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 28, 2023
- Projects underway by October 1, 2023
- Projects completed by May 31, 2024



SCORING RUBRIC

Criteria	Points
Relation to organization's strategies/goals	30
Project impact/outcomes	25
Organizational capacity/readiness	15
Relation to organization's mission and vision	10
Realistic project work plan and budget	10
Organization is Nationally Accredited	5
Alignment with VMS priorities	5
Total	100



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



<u>Farmville Downtown</u>
Partnership's Wayfinding



Love Orange Virginia's

Commemorative

African-American Park



Staunton Downtown

Development Association's

Little Things



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



Who is eligible? All VMS communities with priority to AVMS

Maximum award amount? \$50,000

Match requirement? None

Timeline?

- Applications open on February 1, 2023
- Projects underway by October 1, 2023
- Projects completed by May 31, 2024



SCORING RUBRIC

Criteria	Points
Likeliness of future redevelopment	30
Impact of the building on the Main Street district	25
Organizational capacity/readiness	20
Relation to community/organization's vision	10
Realistic project work plan and budget	10
Alignment with VMS priorities	5
Total	100



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







Altavista's Spark
Innovation Center

Danville's White Mill
Building

Orange's Earl's Glass
Shop Building





Funding Priorities

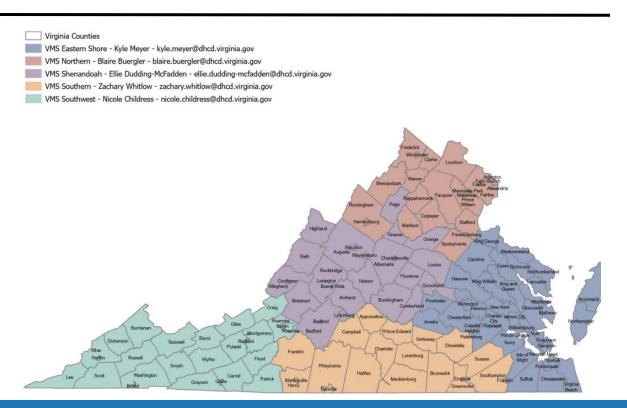
- 1. Promote a **community's unique, identity-defining assets**—both built and cultural;
- Promote inclusive collaboration and engagement with a vast and diverse set of local partners, leaders, stakeholders, and residents;
- Promote local entrepreneurs, small businesses, women- and/or minority-owned businesses, entrepreneurial ecosystems, and small-scale development;
- 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.



Questions?

Consult the VMS Grant Manual

for more details and/or reach out to your assigned PA





Additional Information

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





Another Opportunity



Funds the activation of vacant or underutilized downtown spaces, creating opportunities for commercial development and housing units in Main Street districts

For more information, check out the <u>Program Guidelines</u> & the <u>How-to-Apply Webinar</u>.



DHCD's Community Vitality Office



mainstreet@dhcd.virginia.gov

(804) 371-7171

dhcd.virginia.gov/vms (Program Website)

virginiamainstreet.com (Blog)

Rebecca Rowe, Associate Director

Courtney Mailey, Program Manager

VMS Program Administrators:

- <u>Blaire Buergler</u> (Northern Virginia/Shenandoah)
- <u>Nicole Childress</u> (Southwest)
- <u>Ellie Dudding-McFadden</u> (Central Virginia/Shenandoah)
- <u>Kyle Meyer</u> (Tidewater)
- <u>Zachary Whitlow</u> (Southern)

