



2020

# DHCD Commercial District Affiliates Grant Application Manual

Applications accepted on CAMS starting:  
**January 2, 2019**

Grant applications will be accepted until:  
**March 22, 2019**

Grant funded projects must be complete  
and grants closed: **May 31, 2020**



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

Department of Housing and  
Community Development  
600 East Main Street, Suite 300  
Richmond, VA 23219  
804-371-7030



## Department of Housing and Community Development (DHCD) Virginia Main Street (VMS) Commercial District Affiliates (CDA) and Virginia Downtowns Grants

The [Virginia Main Street \(VMS\) Program](#) is a community economic development program that follows the Main Street Approach of the National Main Street Center. Each year local Main Street organizations work to attract to their historic commercial districts the substantial private and public investment necessary to: (1) breathe new life into blighted and vacant buildings, (2) establish and expand independent businesses that make downtowns unique consumer destinations, and (3) create mixed-use downtowns where people once again live above bustling commercial establishments and property owners maximize the productive use of every floor of downtown buildings.

The cumulative success of the Main Street Approach and local programs has earned Main Street the reputation as a powerful economic revitalization tool. In 2017 alone, VMS designated communities reported:

- \$121 million in privately funded improvements to downtown historic buildings;
- \$44 million in public improvements to help encourage private investment in downtowns;
- more than 325 unique businesses created, expanded or retained in historic commercial districts, and;
- more than 1,300 jobs created or retained for local community members seeking employment.

DHCD Affiliate Grants are designed to assist organizations and communities in achieving their downtown revitalization goals. Ideal for former or current Community Development Block Grant (CDBG) grantees or communities in the Virginia Downtowns program, these grants are available for downtown revitalization efforts, including:

- non-profit organizational development
- vision/mission development; work plan and budget development
- market studies
- downtown organization website development
- design projects
- entrepreneur support programs
- wayfinding system development
- economic vitality projects
- or other consultant services that will positively contribute to the historic downtown neighborhood and for which other funds are not available

DHCD Affiliate grants are available to registered DHCD Commercial District Affiliates and Virginia Downtowns. DHCD invites projects that will create a positive impact on the downtown neighborhood's long term goals.

**Award Amounts:** Not to exceed \$7,000.

**Match Requirement:** No match requirement for consultant services; funding requested for a project requires a dollar-for-dollar match.

**Project Implementation Period:** July 1, 2019 - May 31, 2020 (final report due); all disbursements must be completed by May 31, 2020. Quarterly reporting through CAMS is required. All projects must be underway no later than October 1, 2019.

### **Submission Requirements and Instructions**

Applications must be submitted electronically, with supporting documentation, through the Agency's Centralized Application and Management System (CAMS) by 11:59 PM on March 22, 2019. To access CAMS, visit the website at [www.dhcd.virginia.gov](http://www.dhcd.virginia.gov) and click on the CAMS icon in the upper-right hand corner. Please note: Technical support for CAMS is available weekdays between 8:30 am and 4:30 pm.

|  |
|--|
| <p><b>Google Chrome is the recommended browser for CAMS. Remember to SAVE often.</b></p> |
|--|

Proposals not submitted through CAMS will not be accepted.

Applicants must submit complete responses to all appropriate questions and include all required attachments.

### **Grant Eligibility**

Grants are available to all DHCD Commercial District Affiliate (CDA) and Virginia Downtowns communities and organizations.

All applicants must comply with DHCD's financial auditing requirements by uploading on CAMS a copy of the organization's W-9 and a copy of the organization's most recent audit or reviewed financial statement, as applicable, with the grant application.

### **Characteristics of a Strong Application**

A strong application will clearly explain how the proposed project or service is an effective organizational or economic development strategy for the commercial district. Proposed consultant services must advance the sustainability of the local organization through development of bylaws and organizational structure, mission/vision statements, work and budget planning, market studies, or create entrepreneur support programs that will positively contribute to the revitalization of downtown.

Proposed design projects must directly support existing work plans and identified strategies for improving the functionality of the downtown district. In addition, projects or services that enhance or complement other DHCD resources the community or organization is currently receiving will be prioritized.

A strong application will make it clear that the applicant is capable of successfully completing the service or project and that it will enhance organizational readiness, entrepreneurial ecosystems, or the built environment for the district.

Funds **are not available** for continuing operations, program administration, or any other ongoing operational expenses. Funds are not available for predictable expenses for which the community or organization could have reasonably planned (ex. general marketing materials, financial management expenses, etc.).

### **Grant Payment**

Grant funds will be paid upon completion of agreed upon project milestones. Milestones will be negotiated and included in a memorandum of understanding that will be signed by both DHCD/VMS and the grantee prior to the start of the project. Projects must be completed no later than May 31, 2020.

### **Leverage Requirement**

**Design or Implementation** projects require a 1:1 match. In-kind services provided by local government, consultants and other CDA stakeholders and partners may be included. Time contributed solely to the implementation of the project by volunteers from the CDA organization or the organization's partners may be included. Volunteer hours are calculated at \$24.69 per hour ([https://www.independentsector.org/volunteer\\_time](https://www.independentsector.org/volunteer_time)).

**Consultant Services** do not require a funding match, though projects with matching funds will receive priority.

### **Scoring**

Grant proposals will be scored on a 0-100 point scale. Grant funds are limited and only those proposals exceeding the minimum 70-point threshold will be considered for funding. The project scoring methodology is as follows:

| <b>Scoring Criteria</b>                                      | <b>Points</b> |
|--|---------------|
| Relation to organizational development/identified strategies | 30            |
| Impact on the Commercial District                            | 40            |
| Organizational capacity/readiness                            | 20            |
| Realistic work plan for project                              | 10            |
| Total  | 100           |

### **Application Instructions**

The application on CAMS will require the community or organization to:

1. Provide a description of the proposed project and its relationship to the community or organization's vision, mission and goals.
2. Provide the community or organization's vision, mission and strategic goals for the CDA as well as a list of the current board members and committee chairs.
3. Upload multiple supporting documents as attachments.

## **Project Description**

Enter the following information into the relevant text box on CAMS. Please limit responses to no more than 500 words per text box (about one written page).

1. Provide a brief description of the proposed project or service. (100 words or less)
2. Describe how the proposed project or service furthers the community's vision for the commercial district.
3. Describe the intended impact of the proposed project or service on the commercial district.
4. What are the projected outcomes of the proposed project or service?

## **Required Supporting Information - Organizational Leadership**

Enter the following information into the relevant text box on CAMS. Please limit responses to no more than 500 words per text box (about one written page) and note any items that will be generated as a part of the grant project.

1. What is the community's or organization's **Vision statement** for the commercial district?
2. What is the community's or organization's **Mission statement** for the commercial district?
3. Discuss any **local and regional economic development strategies** or plans and explain how the project or service ties in with identified goals/outcomes. Cite and include relevant sections of economic development plans or studies.
4. Provide a list of **current board members and committee chairs**. If the applicant is the municipality, provide a list of **municipal staff** who will be involved with implementing the project or service.
5. If the proposed project is for organizational development to build a Downtown Revitalization organization, provide a list of those participating in the establishment of the organization and project development.

## **Required Supporting Documents - Project Implementation Capacity**

Upload the following documents as attachments in CAMS.

1. **Project Work Plan** – Provide an effective and appropriate work plan for the project that includes tasks, responsible individuals, timeline and budget. Please use a format similar to the one included in **Appendix A**.
2. **Mini-Resumes** - Provide “mini-resumes” that describe the project related expertise of each individual/organization listed on the work plan. No more than one paragraph of relevant information per individual/organization.
3. **Budget** – Provide the following budget information:
  - a. **Project Budget** – Provide a project budget that includes all project related line items for expenditures and all project related line items for funding sources.
  - b. **Explanation of Cost Estimates** – Provide detailed information on the source of the cost estimates and the date the estimates were received.

- c. **Leverage Verification** – Provide verification of leverage funds including contracts, memorandums of understanding/agreements, award letters, and other documentation that confirms the commitment of other resources for the project. Include documentation and calculations for in-kind contributions and volunteer hours.
- 4. **Design Projects** – Include a map and pictures of the downtown/project area.
- 5. **Plans/Studies** – Upload any recent economic development plans or studies the locality has completed that include the commercial district.

**Appendix A – Work Plan Template**

Main Street Work Plan

Committee \_\_\_\_\_ Page \_\_\_\_

Related Board Goal(s): \_\_\_\_\_

Project Description: \_\_\_\_\_ Event date or Project Completion date: \_\_\_\_\_

Anticipated Results/Measure of Success:  
\_\_\_\_\_

Chair/Person Responsible: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Project Team Members: \_\_\_\_\_

| <i>Tasks</i> | <i>Person Responsible</i> | <i>Start and End Date</i> | <i>Cost</i> | <i>Revenue Generated</i> | <i>Volunteer Hours Needed</i> | <i>Staff Hours Needed</i> | <i>Progress/Completion/Comments</i> |
|--------------|---------------------------|---------------------------|-------------|--------------------------|-------------------------------|---------------------------|-------------------------------------|
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |
|              |                           |                           |             |                          |                               |                           |                                     |

TOTAL: \$ \_\_\_\_\_ \$ \_\_\_\_\_