

Instructions

1. All applicants must complete the individual applications for each Tier being requested.
2. Please submit all final applications through the [online platform](#). Paper copies will not be accepted.
 - a. Tier I - Action Plan Grants – Organizing, Transforming or Established Districts.
 - b. Tier II – BIA Creation, Modification or Basics Consultation
 - c. Tier III – Business Outreach
 - d. Tier IV - Cultural Place Making
 - e. Tier V – Façade Grants
 - f. Tier VI – City Infrastructure/Public Space Improvements (only available to districts with paid on-street parking)

Priority for Tiers V and VI will be given to districts with comprehensive action plans.

3. **Deadline** for submission is November 3, 2014 at 11:59PM PST

For specific questions regarding the Application process or materials, please contact Theresa Barreras at (206) 684-4505 or Theresa.barreras@seattle.gov.

[Apply now](#)

TIERS I: ACTION PLAN GRANTS

Applicant Information

*Business District:

*Is the applying organization incorporated and able to receive public funding?

- Yes
- No

If no, is there a Fiscal Sponsor/Agent that has agreed to receive funds on the organization's behalf?

- Yes
- No

Fiscal Sponsor Name:

Fiscal Sponsor Street Address:

City:

State:

Zip Code:

Fiscal Sponsor Federal ID#:

Fiscal Sponsor Contact Person:

Fiscal Sponsor Contact Person Email:

Fiscal Sponsor Contact Person Phone:

Criteria for Evaluating Proposals

- Is there a unified vision for the district that helps to drive strategies and actions for revitalization?
- Is the need and potential impact demonstrated?
- Have business district stakeholders been successfully engaged?
- Is there a lead agency with the ability to successfully implement the initiative?
- Will the effort be sustainable after OIS funds are expended?

Description of District

GEOGRAPHIC BOUNDARIES

*Provide a brief summary of the geographic boundaries of your neighborhood business district and the area in which your work will focus. *(Maximum characters allowed 1,000)*

MAP OF DISTRICT

If you have a map of your district in a pdf or Word Doc, please upload it by clicking the link to the right.

DESCRIBE THE BUSINESS DISTRICT

*Describe the business district using the kinds of information shown below: *(Maximum characters allowed 3,300)*

- Demographic information: population, income, racial/ethnic groups represented in the neighborhood and served by the target commercial corridor.
- Business district's assets: unique features about the location, large employers, history and culture that attract visitors; how the district is unique compared to other districts, who is served, why do people come to the district?
- Major challenges and issues facing the business district: rapid growth, business or resident displacement pressures, etc..
- Approximate number of businesses, primary anchor businesses on the corridor, and current business mix (restaurant, retail, services, etc); vacancy rate, ethnic/racial diversity of business owners and/ or customers.

PARTNERS

*Demonstrate that the stakeholders who are critical to the district are engaged and/or supportive of this initiative and there is capacity to carry it out. Include the following information: *(Maximum characters allowed 2,500)*

- List the major stakeholders who are critical to the initiative and describe their role and involvement or potential involvement in the *Only in Seattle* initiative.
- Describe lead staff and/or volunteers who will participate in implementing the action plan. Describe their experience, skills and strengths in carrying out this work and amount of time they will spend.

ORGANIZATIONAL CAPACITY

*The organization or Fiscal Sponsor has the financial capacity to manage funds (financial systems in place, hired bookkeeper, etc.) Note: incorporation or fiscal sponsorship are only required for some of the OIS awards. OIS staff will determine if it is required for your organization's request.

- Yes
- No

Action Plan Grants

Are you Organizing, Transforming or Established?

*PLEASE SELECT ONE OF THE BOXES TO INDICATE YOUR DISTRICT'S CURRENT STAGE OF DEVELOPMENT AND REQUEST.

- ORGANIZING - You want to work on organizing (or reorganizing) your district and creating a new action plan
- TRANSFORMING - You have a new action plan and you are requesting funds for implementation
- ESTABLISHED - You have an established action plan with ongoing implementation and you are requesting funds for a key project to help you grow your district work.

ACCOMPLISHMENTS

*Summarize the top accomplishments to date in your business district that your organization/ group (or its individual members) have achieved. These can vary depending on which stage of development you selected above. *(Maximum characters allowed 2,500)*

Based on the box you selected above (Organizing, Transforming or Established), complete only that section below to describe the proposed use of grant funds. Include how this request will make a positive impact in your district.

ORGANIZING

For Organizing districts requesting funds to develop an action plan, please describe the steps that you think are needed. For example, do you need consulting support to facilitate the development of a shared vision and action plan? Do you want seed funds for early projects to help build momentum? Generally, OIS is reluctant to fund new permanent staff positions for this stage of work if there is not a feasible plan to generate funds for the staff going forward. *(Maximum characters allowed 5,000)*

TRANSFORMING - VISION

What is the strategic vision for the district? Include a description of how this vision was developed and who was involved to demonstrate that this is a broadly shared and compelling vision for the district. *(Maximum characters allowed 2,500)*

TRANSFORMING - GOALS & STRATEGIES

Summarize the goals & strategies in your action plan, using the 5 Strategy Areas, or your version of them: Organization, Marketing & Promotion, Business & Retail Development, Appearance & Pedestrian Environment, Clean & Safe. This provides roughly two pages of text. It's helpful to summarize your major activities within this limit. You can also attach an Action Plan document below. *(Maximum characters allowed 10,000)*

TRANSFORMING - SUSTAINABILITY

Describe the level of sustainability that the district is hoping to achieve and the plan to reach it. For example, what programs and services do you hope to maintain, what kind of organization is needed and how will it be funded? *(Maximum characters allowed 2,500)*

ESTABLISHED

For Established districts, describe how *Only in Seattle* funds will allow your district to reach a new level of operations. *(Maximum characters allowed 5,000)*

OPTIONAL - File Upload of Action Plan

If you have an action plan document that can provide additional information about your application, please attach it here. This is OPTIONAL. Generally, only Transforming and Established districts would have action plans.

Please use the online form to submit your file

OPTIONAL - OIS Action Plan Template

You can choose to use the OIS Action Plan Template and attach it here. [Click on this link to download the template](#). It is not required that you complete this template for the application. If you receive an OIS grant, this template will be used for the contract scope.

Please use the online form to submit your file

PLEASE NOTE

Please complete all questions within either the Organizing, Transforming or Established sections based on which stage your district is in. If you click on the "Did I Complete This Page?" message below, it will not indicate that these are required questions so be sure to check that you have completed them.

Budget and Additional Info

In this section you will enter your total Tier I Action Plan grant request, complete and upload the Project/Action Plan budget and upload an annual budget of the applying organization.

GRANT AMOUNT REQUESTED

*Please enter the total Tier I OIS Action Plan Grant Request in the box to the right.

OIS PROJECT/ACTION PLAN BUDGET

*[Click here to download the Budget Template](#). Complete the budget template and upload it using the link to the right.

This budget will show your grant request and the full budget for the project or action plan for which you are requesting funds.

Please use the online form to submit your file

ORGANIZATION'S ANNUAL BUDGET

*Please upload the applying organization's annual budget for 2014 using the link to the right. This provides context about your organization's budget size and type of activities.

Please use the online form to submit your file

Tier II: BUSINESS IMPROVEMENT AREAS (BIA) SUPPORT

Applicant Information:

*Business District:

Please complete all sections shown below to apply for BIA Support.

If you do not want to apply for Tier II, please proceed to the next page.

TYPE OF BIA SUPPORT REQUESTED

Please select all that apply.

- We are interested in exploring the expansion or change of an existing BIA
- We are interested in exploring the feasibility of creating a new BIA
- We have begun BIA work and want a consultant to help us with the next phase of our work.

STAKEHOLDER GROUP

Please list the individuals who are interested in working together with the consultant. Include if they are business owners, property owners, residents, etc. *(Maximum characters allowed 2,000)*

CAPACITY

Please describe the capacity (staff, volunteer or otherwise) of the district to work with the consultant. Do you have a staff person? How much staff or volunteer time can be dedicated to this work?
(Maximum characters allowed 2,000)

PLEASE NOTE

You need to complete the check boxes and two questions above for this Tier II application. If you click on "Did I Complete This Page?" below, it will not indicate that these are required.

TIER III: IMPROVING OUTREACH TO BUSINESSES

The Public Outreach and Engagement Liaison (POEL) program and the Inclusive Outreach model of the City of Seattle are extremely effective and impactful methods of engaging under-represented constituents in planning and implementation efforts. The model has helped districts reach out to small business owners, hear their interests and concerns and engage them in revitalization work. This tier is a partnership between OED and the Department of Neighborhoods' POEL program to offer this resource to business districts interested in making better connections with small business owners in their districts. The program hires liaisons who share language, culture, ethnicity, or other demographics with local business owners to provide a bridge of communication and understanding between the businesses and the local organization. These liaisons can do outreach, conduct surveys, help facilitate focus groups, etc. in close partnership with the local organization. They complement and bolster, but do not take the place of, the local organization's own outreach efforts. The City's POEL program will manage the liaisons, facilitate development of their scope of work, and provide training and orientation to the district and liaisons. This tier can complement outreach efforts in partnership with OED's Business Retention and Expansion program.

CRITERIA FOR EVALUATING PROPOSALS

- The outreach fits naturally into the applying organizations' existing programs and services and will strengthen the organization and their ability to serve businesses.
- The organization has an existing, demonstrated competency in engaging immigrant and refugee business owners and/or has an interest in building its capacity to do so.
- The outreach is part of a comprehensive action plan for a business district, such as those developed for the *Only in Seattle* Initiative, and enhances, supports and/or leverages business district revitalization efforts.
- The applying agency is located in a business district with many immigrant and refugee businesses and/or business owners of color or other under-represented groups.
- Potential to make a significant impact by providing support.

PREVIOUS OUTREACH

Describe how you have tried to engage small businesses in your district and the challenges you have encountered in establishing relationships with them. *(Maximum characters allowed 2,000)*

HOW COULD POELS HELP?

Describe how you think POELs could help you improve your outreach and engagement. Do you have a particular outreach plan in mind or a specific project that you are hoping to get input on? (*Maximum characters allowed 2,000*)

PLEASE NOTE

You need to complete the two questions above for this Tier III application.

If you click on "Did I Complete This Page?" message below, it will not indicate that these fields are required.

Tier IV: GRANTS FOR FAÇADE IMPROVEMENTS

Criteria for Evaluating Proposals

- Project improves the physical appearance of a business district, including but not limited to façade renovations, improved signage, awning replacement and painting, streetscape improvements
- Predominant benefit of improvements accrues to small business owners
- Improvements occur in business districts serving low and moderate income residents
- Improvements are concentrated in a small geographic area to maximize cumulative impact
- Project management capacity is available to reduce administrative costs and ensure compliance with associated rules and regulations
- The building or business must have property insurance (proof of insurance will be required to receive funds).
- The Seattle Investment Fund LLC anticipates awarding \$100,000 split between 1-3 projects in Seattle.
- There is a unified vision for the district that helps to drive strategies and actions for revitalization, and business district stakeholders have been successfully engaged in its development.

Applicant Information

*Business District:

Is the applying organization incorporated and able to receive public funding?

- Yes
- No

If No, is there a Fiscal Sponsor/Agent that has agreed to receive funds on the organization's behalf?

- Yes
- No

Fiscal Sponsor Name:

Application Questions

*Provide a brief description of the property owner and the proposed facade improvements, including an explanation of how the project will meet the criteria outlined on the previous page. *(Maximum characters allowed 5,000)*

Please provide letters of support from property owners and business owners where the proposed project is located. (Max file size is 4Mb. File types accepted: pdf, doc, xlx.)

Please use the online form to submit your file

*Describe how this project fits into the district's Action Plan. *(Maximum characters allowed 2,000)*

*Describe the budget for the project and whether the owner or organization will contribute matching funds and the status of commitment of such funds. While contribution of matching funds is not required, the Seattle Investment Fund LLC will give high priority to those applicants contributing matching funds. *(Maximum characters allowed 1,500)*

Total Amount Requested:

*Describe the timeline for completion of the organization's project, with identification of key milestones and corresponding completion dates. *(Maximum characters allowed 2,000)*

*Please describe the capacity (staff, volunteer or otherwise) to oversee the projects, complete and submit paperwork and verify the match. *(Maximum characters allowed 1,500)*

Facade Project Budget

Please list the project costs, the amount requested from OIS and the amount that will be matched. If there is more than one facade project site, list each one separately. If there are more than 4 projects, please attach a separate spreadsheet detailing the project costs and match.

Please input your budget into the online form

Tier V: ENHANCE CULTURAL PLACEMAKING

Description

“In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.” –Ann Markusen/ Anne Gadwa Nicodemus from NEA Report on Creative Placemaking

OED and the Office of Arts & Culture (ARTS) are offering technical assistance and funding to business districts that have an existing or potentially strong connection to arts and culture as part of the identity of their district. The goal of this partnership is to support or facilitate a connection between artists/arts organizations/cultural organizations and business districts to develop a common vision and plan for enhancing art and culture as a significant identity/component of the neighborhood.

In many business districts, there are arts and cultural organizations, artists, community activists as well as business district organizations that organize events and projects on their own. This tier is intended to bring these worlds together to have a dialogue about how their work supports each other’s interests and could benefit from collaboration.

Approximately three districts will be selected and will receive technical assistance from ARTS staff and a small grant up to \$2,000 to support a project resulting from the collaboration of the business district and arts community. (This funding is provided in partnership with ARTS’ smART Ventures program.)

Criteria for Evaluating Proposals:

- Demonstrate strong community involvement
- Existing arts and cultural assets within the business district as evidenced by: arts or cultural institutions operating there, artists located or holding performances/events there, cultural festivals and events held there, it is a current or historical home to cultural/ethnic communities, etc.
- Art and cultural events within its action plan.
- Potential for better collaboration and/or capacity building between existing organizations. For example; there are many small organizations organizing events that are not connected to business district action plans, etc.
- Potential to increase race and social justice through building partnerships and collaboration between business districts and arts/cultural organizations and events.
- Potential to make a significant impact with support.

Applicant Information

*Business District:

Is the applying organization incorporated and able to receive public funding?

- Yes
- No

If No, is there a Fiscal Sponsor/Agent that has agreed to receive funds on the organization's behalf?

- Yes
- No

Fiscal Sponsor Name:

Application Questions

*What are the existing art and cultural assets in your district (include organizations and events)?
(Maximum characters allowed 3,300)

*How does your current vision and action plan for the district integrate arts/culture? How could the current vision be expanded to be more inclusive? (Maximum characters allowed 3,300)

*How will better collaboration between businesses, arts/cultural organizations and individuals improve cultural place-making and why this is important to your district/community? Describe some ongoing or prospective projects/events in your district that demonstrate the potential for collaboration. (Maximum characters allowed 3,300)

OPTIONAL Additional Information

Include other information, such as marketing materials, before and after pictures, etc. Materials can also be included in the *Only in Seattle* presentation. (Max file upload size is 4Mb. File types accepted: pdf, doc, xls.)

Please use the online form to submit your file

**Tier VI: WORK DEDICATED TO CITY INFRASTRUCTURE/PUBLIC SPACE
IMPROVEMENTS 2015**

Applicant Information

*Business District:

Is the applying organization incorporated and able to receive public funding?

- Yes
- No

If no, is there a Fiscal Sponsor/Agent that has agreed to receive funds on the organization's behalf?

- Yes
- No

Fiscal Sponsor Name:

GUIDELINES

Qualifications

- Paid on-street parking in the business district. A map showing on-street paid parking areas is available [here](#)
- Applying agency has significant ties to the business district

Criteria for Evaluation

The level and duration of funding commitments will be based on the quality of the proposals as determined by the following criteria:

- Comprehensive action plan such as those developed for the *Only in Seattle* Initiative and demonstrate how the project enhances, supports and/or leverages business district revitalization efforts.
- Clear vision for project and community capacity to work with the City as needed.
- How does this project enhance revitalization for the district and relate to its unified vision?

- What is the potential impact of the proposed project? Will the project have a positive impact on race and social justice by benefiting a district serving a diverse customer base?
- Are there any Historic and/or Landmarks affected by this project?
- Have business district stakeholders been successfully engaged?
- Is the project included or prioritized in other city planning efforts? Is the proposed project consistent with the City's adopted modal plans, including the Pedestrian Master Plan, the Bicycle Master Plan and the Transit Master Plan?
- If the project is in the concept stage, can it be reasonably designed and implemented with the dollars available (i.e. is it a feasible project idea)?
- Does the proposed project leverage other public or private funding sources?
- How will the proposed project address future maintenance needs once the project is installed/completed? Is the business organization willing to obtain annual permits and assume maintenance responsibilities for certain improvements? Assets owned by the city will be maintained by the City. These include items such as new drainage features, curbs, lighting.

Project Examples

Projects can fit into any of three categories, depending on the scope and scale.

Large Scale Infrastructure Improvements: repaving alleys and streets, installing sidewalks and curb ramps, pedestrian and street lighting, improving storm water drainage, parks/open space improvements

These projects will have significant design and construction costs. It is recommended that a licensed professional work on cost estimating and design. Such projects may need to follow the city's Street Improvement Permit (SIP) process: http://www.seattle.gov/transportation/stuse_sip.htm

Small Scale Infrastructure Improvements: new crosswalks, maintaining or remarking existing crosswalks, small scale sidewalk replacements or repairs, improving public transit facilities such as bus passenger waiting areas, enhancing pedestrian and/or bicycle access to the neighborhood, including bicycle parking curb replacement.

Beautification Projects: district gateways, benches, planters, banners, pedestrian way finding signs or kiosks, landscaping.

Items that are not owned and maintained as City assets will require an annual permit for the ongoing liability and maintenance. Examples include: benches, flowerpots, pole banners

Application Questions

*Describe the Project. *(Maximum characters allowed 5,000)*

*Has the project been designed by a licensed professional?

- Yes
- No

If you checked yes, include the completed design. (Max file upload size is 4Mb. File types accepted: pdf, doc, xlx.)

Please use the online form to submit your file

What is the estimated cost for this project and how was it determined? *If no cost estimate is available, this funding could help obtain one.*

Please describe any other public or private funding sources identified and committed to this project and include the amount of the budget that is covered. *(Maximum characters allowed 1,500)*

*How will the proposed project address maintenance needs after the project is installed/ completed? Is the sponsoring organization willing to obtain annual permits and assume maintenance responsibilities for certain improvements if required? Assets owned by the City will be maintained by the City - including items such as new drainage features, curbs, lighting. *(Maximum characters allowed 2,000)*

*Is the project included or prioritized in other city planning efforts (list the plans)? And/or currently on the SDOT Capital Improvement Project work plan? Include the name(s) of the relevant City departments and individuals at the City who have a history of coordination for this project. *(Maximum characters allowed 1,500)*

How is the proposed project consistent with the City's adopted modal plans, including the Pedestrian Master Plan, the Bicycle Master Plan and the Transit Master Plan if applicable? *(Maximum characters allowed 1,500)*

DESCRIBE THE DISTRICT BENEFIT

*How does this project enhance revitalization for the district and relate to its unified vision and goals for appearance and pedestrian improvements? What are the potential impacts of the proposed projects? Please explain any adverse impacts? *(Maximum characters allowed 2,000)*

*Are there any historic and/or landmarks affected by this project?

- Yes
- No

COMMUNITY ENGAGEMENT

*Describe the community/stakeholder engagement that has been conducted to identify and prioritize this project. How was this project identified as a priority? Who has been involved? If additional community or stakeholder engagement is needed, describe the plan for outreach. *(Maximum characters allowed 5,000)*

*Describe the organization and the lead person (staff, volunteer or otherwise) who will coordinate between the business district and City staff to oversee the project? *(Maximum characters allowed 1,500)*