



Welcome to the 2017 *Only in Seattle* Initiative Application

The City of Seattle's Office of Economic Development (OED) is partnering with the Seattle Department of Transportation (SDOT), the Seattle Department of Neighborhoods (DON), and the Seattle Office of Arts and Culture (ARTS) to make approximately \$1,400,000 available for the *Only in Seattle* Initiative in 2017.

Please review the Program Description, FAQs, Helpful Tips and the supplemental templates to help you complete your application.

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 – Racial Equity in Business Districts](#)
 - d. [Tier IV – Mobile Business Consulting](#)
 - e. [Tier V – Consultation to Enhance Arts and Culture in Your District](#)
 - f. [Tier VI – City Infrastructure/Public Space Improvements](#) (*only available to districts with paid on-street parking, a majority low-moderate income residents and/or significant impacts from construction*)

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

3. **Applications are due 11:59 pm PST on Tuesday, October 31, 2016 via the online grant system. Late applications and paper copies will not be accepted.**

For specific questions regarding the Application process or materials, please contact:

Theresa Barreras, Business Districts Manager at (206) 684-4505 or theresa.barreras@seattle.gov

Heidi Hall, Business Districts Advocate at (206) 733-9967 or heidi.hall@seattle.gov

Mikel Davila, Business Districts Advocate at (206) 386-9748 or mikel.davila@seattle.gov

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TIER I AND II: ACTION PLAN GRANTS AND BUSINESS IMPROVEMENT AREAS

This initiative provides seed funding and support that can help a business district move ahead of its current state to a new level of organization and operations. Participating districts develop a strategic vision of where they want to be, an action plan to achieve that vision and clear outcomes that are intended from the work.

TIER I: In this section of the application you can apply for an Action Plan grant. These grants fall into three categories based on the district's work: Organizing, Transforming or Established

See the Program Description for more information about these stages.

TIER II: You can also apply for support in forming a Business Improvement Area (BIA), modifying an existing BIA's boundaries or rate payment structure, or exploring the feasibility of a BIA.

TIER I and II: Description of District

Please complete the required questions on this page if you are applying for Tier I and/or Tier II.

*Business District Name:

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. (*Limited to one file upload (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed.*)

DESCRIBE THE DISTRICT

*Provide a brief description of the business district. If you click on "Help" there are examples of the types of information that can help us understand your district (*The following information can help us understand your district. You do not need to provide all of this information. Maximum characters allowed 3,300*).

- Demographic information: population, income, racial/ethnic groups represented in the neighborhood and served by the target commercial corridor.



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- 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**

List the major stakeholders, staff and volunteers who are critical to your work and describe their role and involvement or potential involvement (*Demonstrate that the stakeholders who are important to the district are engaged and/or supportive of this initiative and there is capacity to carry it out. If you are applying for BIA support under Tier II, describe who will be working with the consultant to analyze BIA feasibility. Maximum characters allowed 2,500*).

ABILITY TO ACCEPT GRANT FUNDS

*Please check the boxes below indicating if your group or organization is incorporated and able to receive and manage grant funds or if you have a Fiscal Sponsor who has agreed to receive funds on your behalf (*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.*)

- Our organization is incorporated and able to receive funds.
- We have a fiscal sponsor who has agreed to receive funds on the applicant's behalf
- We need help finding a fiscal sponsor

FISCAL SPONSOR

If you have a fiscal sponsor, enter the organization's name and federal tax ID number in the box to the right.



TIER I: ACTION PLAN GRANTS

Please complete this section if you are applying for a Tier I Action Plan Grant. ***Skip this section if you are only applying for Tier II BIA support.***

ARE YOU ORGANIZING, TRANSFORMING OR ESTABLISHED?

Please select one of the boxes to indicate your district's current stage of development and request (*This question is required if you are applying for Tier I*).

- 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 (*This question is required if you are applying for Tier I. 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? (*Complete this section if you selected the "Organizing" stage for your district. You do not need to complete the "Transforming" or "Established" sections. Note that 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 (*Only complete this section if you are a "Transforming" 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, and 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 it will 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 (*Describe the project, the funding request, other resources raised and how this project will help your district. 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 (*Limited to one file upload (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed*).

OPTIONAL - OIS Action Plan Template



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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 *(Limited to one file upload (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed).*

TIER I: 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 *(This question is required if you are applying for Tier I).*

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 *(A budget is required if you are applying for Tier I. Limited to one file upload (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed).*

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 *(The organization budget is required if you are applying for Tier I. This provides context about your organization's budget size and type of activities. If your actual expenditures in 2015 vary greatly from your original budget, you can provide actual expenditures with a projection through year end. Limited to one file upload (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed).*



TIER II: Business Improvement Area

Please complete this section if you are applying for Tier II BIA Support. ***Skip this section if you are only applying for Tier I action plan grants.***

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.

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)*



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Tier III: Racial Equity in Business Districts

In this tier, you can apply to receive Public Outreach and Engagement Liaison support to improve your outreach to under-represented businesses and business of color in your district. You will also participate in a training cohort with other districts to obtain tools and support in improving your engagement efforts.

The City of Seattle has developed a model of outreach using "Public Outreach and Engagement Liaisons" that is an extremely effective method 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 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 will manage the liaisons, facilitate development of their scope of work, and provide training and orientation to the district and liaisons. This tier can also complement the Mobile Business Consulting project in Tier IV by helping to provide outreach for that project.

Business districts receiving POEL support will also nominate at least two members of their organization (board and/or staff) to attend a training on racial equity that will enhance the POEL project. Topics in the training include: authentic relationship building with communities of color, racial implicit bias, systemic racism, and individual/organizational ally actions. All business districts receiving Tier III support will attend the training together along with the corresponding POEL consultants. The training consists of several sessions totaling 12-14 hours.

CRITERIA FOR EVALUATING PROPOSALS

- The outreach fits naturally into the applying organization's 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* Program, 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.

BUSINESS DISTRICT

*Enter the name of your Business District in the box to the right.

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)*



Tier IV: Mobile Business Consulting

Mobile Business Consulting brings OED's business consulting, financing and problem solving services directly to neighborhood businesses. OED will work with the business district organization to conduct outreach to businesses and schedule individual appointments with the consultants. Based on identified interests and needs of the businesses, OED will bring the right technical assistance partners to the meeting and small businesses can connect with several providers at the same time and location. Districts applying for this service will receive at least one event in their neighborhood, providing free consulting services to approximately 10 businesses.

BUSINESS DISTRICT

*Enter the name of your Business District in the box to the right.

APPLICATION QUESTIONS

*Why do you think businesses in your district would be interested in a Mobile Business Consulting event? *(Maximum characters allowed 1,500).*

*Who from your district or organization would be able to do outreach to businesses and help set up appointments for the event? *(Maximum characters allowed 100).*

* Is there a convenient location in your district where the event could be held and what time of year would be best for you? *(Maximum characters allowed 500).*



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Tier V: Enhance Cultural Place-Making

OED and the Office of Arts & Culture (ARTS) are offering technical assistance to business districts interested in strengthening their connection to arts and culture in their district. The goal of this partnership is to infuse art and culture into more projects in business districts throughout the city.

OED and ARTS will bring business district leaders and artists/arts organizations/cultural organizations together to explore possibilities for collaboration and learn about resources that could support their ideas. This small step has led several neighborhoods to access new funding sources, integrate arts and culture into events and develop partnerships that extend their capacity.

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.

BUSINESS DISTRICT

*Enter the name of your Business District in the box to the right.

ARTS AND CULTURE IN DISTRICT

*Please describe the role that you see arts & culture playing in your district currently, or that they could play. We are interested in helping organizations that want to explore how to expand or connect their work to arts and culture. You do not need to have any experience with this and you do not need to have a particular project idea in mind. If you have a project in mind, you can also briefly describe it.

(Maximum characters allowed 2,000)?



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SUPPORTING DOCUMENTS

You can attach additional marketing materials, photos, etc. if you think they help your application *(Optional. If you would like to include other information such as marketing materials, photos, etc. that support your application, you can upload them here. Materials can also be included in the Only in Seattle presentation. Limited to one file upload (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed).*



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Tier VI: Work Dedicated For City Infrastructure/Public Space Improvements

OED has available a pool of \$370,000 for capital improvement projects that enhance business districts. Eligible neighborhood business districts include those that have: paid on-street parking; a majority of low-moderate income residents; and/or significant impacts from construction. Tier VI projects include design, cost estimating, construction and activation of improvements and amenities in parks and in the public right of way.

OVERVIEW AND APPLICATION

Neighborhood business districts that have paid on-street parking AND/OR have a majority of low-moderate income residents AND/OR significant impacts from construction are eligible. Tier VI projects include design, cost estimating, construction and activation of improvements and amenities in parks and in the public right of way

A map showing on-street paid parking areas is available [here](#)

CRITERIA FOR EVALUATING PROPOSALS:

- This project enhances revitalization for the district and relates to its unified vision and comprehensive action plan. Business district stakeholders have been successfully engaged in prioritizing this project.
- There is a clear vision for project and community capacity to work with the City as needed.
- There is potential for a big impact. The project will have a positive impact on race and social justice by benefiting a district serving a diverse customer base.
- The project is in a business district serving low to moderate income residents and/or is impacted by private or public construction projects.
- The project is included or prioritized in other city planning efforts, adds to an existing construction project and/or is 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, it can be reasonably designed and implemented with the dollars available (i.e. it is a feasible project idea).
- The project leverages other public or private funding sources.
- The proposed project addresses future maintenance needs once it is installed/completed. The business organization is 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.

PROJECTS EXAMPLES



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Infrastructure Improvements: repaving alleys and streets, installing sidewalks and curb ramps, pedestrian and street lighting, improving storm water drainage, parks/open space improvements, maintaining, remarking or adding crosswalks, sidewalk 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. *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

Beautification, Public Space Activation and Cultural Place-Making Projects: custom crosswalks, custom street signs, kiosks, wayfinding, district identifying signs, art historic markers, parklets, banners, district gateways, benches, planters, banners, landscaping, street furniture, public art, etc. *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*

BUSINESS DISTRICT

*Enter the name of your Business District in the box to the right.

PROJECT DESCRIPTION

*Provide a description of the project and how it relates to the business district's vision and action plan (Maximum characters allowed 3,300).

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 2,500).

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)

CONSTRUCTION IMPACTS

If your district has been impacted by private or public construction projects, describe these impacts and how this project would help the district recover. Does this project add to a City construction project planned or underway (Maximum characters allowed 2,000)?



PROJECT COST AND FUNDING

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

CONNECTION TO CITY PLANS AND PROJECTS

*Is the project included or prioritized in other city planning efforts and/or 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? 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*).

MAINTENANCE

*Describe the maintenance, permits and other ongoing operational needs of the proposed project and how this will be managed (*Note that 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*).

*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*)

*Has the project been designed by a licensed professional?

- Yes
- No

If you checked yes, include the completed design (*Limited to one file upload (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed*).

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

- Yes
- No