

## APPLICATION OVERVIEW

Impact Capital and OED are soliciting applications for participation in the *Only in Seattle Initiative*.

Approximately \$1,600,000 is available from OED, Impact Capital, Seattle Investment Fund LLC and the Seattle Department of Transportation (SDOT) (contingent upon federal and city funding allocations) for district grants and services that accomplish goals in the five strategy areas: Organization, Marketing & Promotion, Business & Retail Development, Appearance & Pedestrian Environment and Clean & Safe. See Appendix A: *Only In Seattle* Program Description.

Tier I and II *Only in Seattle* grants can be used for staff time dedicated to the commercial district and the cost of implementing work in the five strategy areas.

Tier III grants are for physical Façade Improvements. Seattle Investment Fund LLC ("LLC") is a limited liability company established by the City of Seattle to participate in the New Markets Tax Credits ("NMTC") program. The NMTC program purpose is to assist the economic development of economically distressed neighborhoods. The LLC is working with the City of Seattle Office of Economic Development ("OED") to invest \$100,000 in neighborhood facade improvement projects.

*Only In Seattle* Tier IV, Tier V and Tier VI are consulting services that are meant to catalyze or enhance the Organization or Marketing & Promotion strategies in a district.

In 2013, the City of Seattle is expanding the *Only In Seattle* program by making available a pool of \$500,000 for capital improvement projects that enhance business districts. See Tier VII: City Infrastructure Improvements on pages 13-15. Neighborhood business districts that have paid on-street parking are eligible to submit proposals. The types of projects include infrastructure and amenities in parks and in the public right of way.

*Only in Seattle* is in the third year of a three-year grant program. New grantees selected through this application process will receive a one-year investment commitment for 2013 with the potential for a tentative investment in upcoming years. Current *Only in Seattle* grantees also need to submit an application to receive funding in 2013. Each year the final investments are contingent upon the availability of funds for this program and the grantee's satisfactory progress on activities during the previous year(s).

### NEW IN 2013

- Tiers have been re-numbered and indicate if funding is in the form of a grant or consultation services or other work dedicated to the district.
- The façade grant application is included in the *Only In Seattle* application (Tier III: Grant for Façade Improvements).
- Qualifying districts may apply for capital improvement projects (Tier VII: City Infrastructure Improvements) through *Only In Seattle*
- Applications will only be accepted via email in one complete PDF with a Cover Page as page 1. Instructions are included throughout the application.

### APPLICATION TIMELINE

October 1, 2012: Request for Applications and Program Description released.

November 2, 2012: Application due to Impact Capital

November 13 – 15, 2012: Tier I and II presentations to *Only In Seattle* Review Committee

December 31, 2012: Applicant notified of funding decision. *Note:* Tier VII decisions may extend into 2013

### CONTRACTING PROCESS

2013 contracts will be developed January - February and fully executed by March 31. Specific activities and milestones based on an Action Plan that is accepted by OED, Impact Capital and the district are part of the contract. Payments are 75% of the contract amount paid monthly or quarterly and 25% tied to achievement of milestones. Façade contract payments are direct reimbursements of actual expenditures. Funding recipients will receive separate contracts from OED, Seattle Investment Fund LLC and/or Impact Capital, depending on the grant award and will work directly with OED and/or Impact Capital to develop the contracts and invoicing requirements. See Appendix B for reporting and contract requirements.

**INSTRUCTIONS FOR COMPLETING AN APPLICATION**

Three (3) Tiers of funding and four (4) Tiers of services are available, each with a separate set of instructions and requirements.

	<i>Application page</i>
Tier I: <b>Grant</b> for Comprehensive Approach .....	3 - 5
Tier II: <b>Grant</b> for Start-Up or Smaller Scale Approach.....	6 - 8
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Tier IV: <b>Consultation</b> for Organization Capacity Building and District Vision Creation .....	10
Tier V: <b>Consultation</b> Support for BIA Creation, Modification or Basics of a BIA.....	11
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Tier VII: <b>Work Dedicated</b> for City Infrastructure Improvements .....	13-15

Templates & Appendices available for download from OED’s website: [www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)

Cover Page Template.....	download from OED
Action Plan Template .....	download from OED
Budget Template .....	download from OED
Appendix A: <i>Only In Seattle</i> Program Description .....	download from OED
Appendix B: Contract and Reporting Requirements .....	download from OED

1. Tier I and Tier II: A district seeking a grant for operational support and project funding should choose Tier I OR Tier II - do not apply for both. Choose the Tier (I or II) that best matches the district’s qualifications and needs before applying. **If it is unclear which Tier is the best fit for the district, contact OED or Impact Capital for assistance.**
  - a. Tiers III through VII can be applied for in combination with Tier I and Tier II OR may be an independent application. Priority for Tiers III and VII will be given to districts with comprehensive action plans.
  - b. Tier VII: Tier VII can be applied for in combination with Tier I or Tier II if the district has parking meters.
2. Complete the **Cover Sheet** and include it as the **FIRST PAGE** of the **Application**.
3. **The deadline for submission is November 2, 2012.** Please submit one PDF of the completed application, **including all completed Tier applications, and additional information to Beth Dufek** at Impact Capital [beth@impactcapital.org](mailto:beth@impactcapital.org) by 11:59pm on November 2, 2012. Paper copies will not be accepted.

For specific questions regarding the Application process or materials, please contact Beth Dufek (206) 658-2610 or [beth@impactcapital.org](mailto:beth@impactcapital.org) or Theresa Barreras (206) 684-4505 or [Theresa.barreras@seattle.gov](mailto:Theresa.barreras@seattle.gov).

**Tier I: Grant for Comprehensive Approach**

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**QUALIFICATIONS**

In order to qualify for a **Tier I** grant the district must:

- Demonstrate that **three to five** of the strategy areas are in progress - with a significant level of effort and activities in planning or implementation, and
- Have at least **one lead person** who is overseeing and managing the implementation of a comprehensive revitalization strategy for the district. The person should be paid staff, and they must spend a significant amount of time to leading the revitalization strategy.
- Either have a Business Improvement Area (BIA) established and engaged in the revitalization strategy OR include an assessment of the interest and capacity of the district to begin a BIA process.
- Have a plan that includes both staffing costs and project implementation costs. The funding request does not have to include both, but the entire *Only In Seattle* budget should demonstrate a combination of funding staffing and projects.

**DESCRIPTION OF DISTRICT & EXISTING CONDITIONS**

1. Provide a map OR describe the geographic boundaries of the business district or focus area
2. Describe the business district, include the information below: (*1 page maximum, 10pt font or larger*)
  - Demographic information: population, income, racial/ethnic groups represented in the neighborhood and served by the target commercial corridor.
  - Business district's assets, brand and/or position statement. (These three ways of describing the district are inter-related.) Provide the best summation of these concepts:
    - ✓ Unique features about the location, large employers who provide customers, history and culture that attract tourists;
    - ✓ If a brand exists, describe it, or articulate what the district brand would be;
    - ✓ A position statement is 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. Include data and other evidence about the current conditions of the business district and an assessment of that data. Such information could include, but is not limited to:
    - ✓ Approximate number of businesses, primary anchor businesses on the corridor, and current business mix (restaurant, retail, services, etc).
    - ✓ Vacancy rate (issues and major causes), number of business closures or new businesses
    - ✓ Key problems faced by the district in any of the five strategy areas: Organization, Marketing and Promotion, Business and Retail Development, Appearance and Pedestrian Environment and Clean and Safe.
3. Describe the Applying Agency's Organizational Experience, include the following information (*1 page maximum, 10pt font or larger*):
  - Describe the applying agency's past experience in **business district development** activities, including commercial real estate development, commercial corridor planning, small business assistance, outreach or organizing in the district, etc.
  - Describe the applying agency's experience in working with **community stakeholders** such as residents, organizations, businesses, and property owners in obtaining input and feedback and developing and implementing joint strategies.
  - 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.

**Tier I: Grant for Comprehensive Approach**

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**STRATEGIC VISION**

4. Describe the strategic vision for the district and this initiative. Include a description of how this vision was developed, to demonstrate that this is a broadly shared and compelling vision for the district. (*½ page maximum, 10pt font or larger*)

Use the following questions to help answer this.

- ✓ What is the strategic vision for the district? Go beyond the general ideas of walkable, safe, attractive, and lively. Think about the district's position statement and how to build on the strengths.
- ✓ How was this vision created? Who was involved in its creation? If the district does not have a vision already, please describe the process that will be used to create one.

**PARTNERS**

5. 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. (*½ page maximum, 10pt font or larger*)

Include the following information:

- ✓ List the stakeholders who are critical to the initiative in the district and describe their involvement or potential involvement in the *Only In Seattle* initiative. These could include businesses, business associations, property owners, community organizations, residents, corridor anchors.
- ✓ Describe the process used to engage stakeholders and the process that will be used to engage new stakeholders or partnerships that will be cultivated in the next year.
- ✓ Describe the role of stakeholders in carrying out the business district improvement goals. How will these partners help accomplish the work-plan? Which strategies will they be implementing?

**SUSTAINABILITY**

1. Describe how the applicant organization and other stakeholders plan to sustain and/or build business district improvement and support activities beyond the term of this grant, including steps that will be taken to explore the creation of a BIA (if applicable) or other similar model. (*½ page maximum, 10pt font or larger*)

**OPERATING BUDGET**

2. Attach the 2011/12 Operating Budget to Actual report of the **applying agency** as a whole.

**Tier I: Grant for Comprehensive Approach**

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**GRANT REQUEST & ACTION PLAN INSTRUCTIONS**

3. Describe the Applying Agency's proposed use of grant funds, include the following information (2 page maximum, 10pt font or larger):

Summarize Goals & Strategies for each of the five strategy areas - See *Only In Seattle* Program Description in Appendix A for descriptions for each strategy area.

- |                 |                          |                                  |  |                             |
|-----------------|--------------------------|----------------------------------|--|-----------------------------|
| 1. Organization | 2. Marketing & Promotion | 3. Business & Retail Development | 4. Appearance & Pedestrian Environment | 5. Clean & Safe Environment |
|-----------------|--------------------------|----------------------------------|--|-----------------------------|

For **current** *Only in Seattle* participants, include accomplishments and challenges to date.

- a. The 2011/12 - 2013 Action Plan can be updated and submitted with the 2013 application OR
- b. A narrative summary of all three years can be submitted for 2013 activities OR
- c. The Action Plan Template (found here: [www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)) can be used  
*Note: Upon a successful application, a scope of work based on an Action Plan will be required as part of the contract.*
- d. Goals and strategies should contain all coordinated activities in the action plan, including those accomplished directly by the applying agency and those and activities performed by other community partners. A strategy area can be left blank if there is no activity.
- e. If the district is requesting funds to develop an action plan, please describe the steps that need to be taken and include a budget request for those activities.

For **first-time** applicants, include accomplishments and challenges where it is anticipated that the *Only In Seattle* program can produce results.

- a. The Action Plan Template (found here: [www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)) can be used OR
- b. A narrative summary can be submitted for 2013 activities.  
*Note: Upon a successful application, a scope of work based on an Action Plan will be required as part of the contract.*
- c. Goals and strategies should contain all coordinated activities in the action plan, including those accomplished directly by the applying agency and those and activities performed by other community partners. A strategy area can be left blank if there is no activity.
- d. If the district is requesting funds to develop an action plan, please describe the steps that need to be taken and include a budget request for those activities.

4. Complete the Budget Template (found here: [www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)) List the sources and uses of funds for this project. Add lines or columns as needed and fill in Agency names, sources and expenses.
- ✓ The Amount Requested line item is the amount requested from the *Only In Seattle* program in 2013 and amounts for each agency.
  - ✓ Other Sources: List other sources for this project/initiative. List funding sources that will be applied for but that have not yet been awarded and make a note of this in the budget narrative.
  - ✓ Include all expenses expected for each agency involved.

**Optional** Additional Information - Include PDF's of other information, such as marketing materials, before and after pictures, etc. Keep the materials to a minimum. Materials can also be included in the presentation to the *Only In Seattle* Review Committee.

Complete **all Grant** and **Support Services Request** materials and **email** one PDF of the completed application with the **Cover Page** as Page 1 to Beth Dufek at Impact Capital: [Beth@impactcapital.org](mailto:Beth@impactcapital.org)  
Applications are due by **11:59PM on November 2, 2012**. Late applications and paper copies will not be accepted.  
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**Tier II: Grant for Start-Up or Smaller Scale Approach**

page 1 of 3

**QUALIFICATIONS**

In order to qualify for Tier II, the district must:

- Be in the implementation or planning stages for at least **two of the five strategies areas** (see Program Description in Appendix A).
- Have at least **one lead person**. The person can be paid staff or volunteer, and they must spend a significant amount of time to leading the revitalization strategy.
- Either have a Business Improvement Area (BIA) established and engaged in the project or include an assessment of the interest and capacity of the district to begin a BIA process.

**OR**

- Be working on creating a comprehensive commercial district revitalization plan

**DESCRIPTION OF DISTRICT & EXISTING CONDITIONS**

1. Provide a map OR describe the geographic boundaries of the business district or focus area
2. Describe the business district and include the information listed below.  
(1 page maximum, 10pt font or larger)
  - Demographic information: population, income, racial/ethnic groups represented in the neighborhood and served by the target commercial corridor.
  - Business district's assets, brand and/or position statement. (These three ways of describing the district are inter-related.) Provide the best summation of these concepts:
    - ✓ Unique features about the location, large employers who provide customers, history and culture that attract tourists;
    - ✓ If a brand exists, describe it, or articulate what the district brand would be;
    - ✓ A position statement is 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. Include data and other evidence about the current conditions of the business district and an assessment of that data. Such information could include, but is not limited to:
    - ✓ Approximate number of businesses, primary anchor businesses on the corridor, and current business mix (restaurant, retail, services, etc).
    - ✓ Vacancy rate, issues of vacancy and major causes, numbers of business closures or new businesses
    - ✓ Key problems faced by the district in any of the five strategy areas: Organization, Marketing and Promotion, Business and Retail Development, Appearance and Pedestrian Environment and Clean and Safe.
3. Describe the Applying Agency's Organizational Experience, include the following information  
(1 page maximum, 10pt font or larger):
  - Describe the applying agency's past experience in **business district development** activities, including commercial real estate development, commercial corridor planning, small business assistance, outreach or organizing in the district, etc.
  - Describe the applying agency's experience in working with **community stakeholders** such as residents, organizations, businesses, and property owners in obtaining input and feedback and developing and implementing joint strategies.
  - 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.

**Tier II: Grant for Start-Up or Smaller Scale Approach**

page 2 of 3

*STRATEGIC VISION*

4. Describe the strategic vision for the district and this initiative. Include a description of how this vision was developed, to demonstrate that this is a broadly shared and compelling vision for the district. (*½ page maximum, 10pt font or larger*)

Use the following questions to help answer this.

- ✓ What is the strategic vision for the district? Go beyond the general ideas of walkable, safe, attractive, and lively. Think about the district's position statement and how to build on the strengths.
- ✓ How was this vision created? Who was involved in its creation? If the district does not have a vision already, please describe the process that will be used to create one.

*PARTNERS*

5. 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. (*½ page maximum, 10pt font or larger*)

Include the following information:

- ✓ List the stakeholders who are critical to the initiative in the district and describe their involvement or potential involvement in the *Only In Seattle* initiative. These could include businesses, business associations, property owners, community organizations, residents, corridor anchors.
- ✓ Describe the process used to engage stakeholders and the process that will be used to engage new stakeholders or partnerships that will be cultivated in the next year.
- ✓ Describe the role of stakeholders in carrying out the business district improvement goals. How will these partners help accomplish the work-plan? Which strategies will they be implementing?

*SUSTAINABILITY*

6. Describe how the applicant organization and other stakeholders plan to sustain and/or build commercial district improvement activities beyond the term of this grant, including steps that will be taken to explore the creation of a BIA (if applicable) or other similar model. (*½ page maximum, 10pt font or larger*)

*OPERATING BUDGET*

7. Attach the 2011/12 Operating Budget to Actual report of the **applying agency** as a whole.

**Tier II: Grant for Start-Up or Smaller Scale Approach**

page 3 of 3

**GRANT REQUEST & ACTION PLAN INSTRUCTIONS**

8. Describe the Applying Agency's use of grant funds, include the following information (*½ page maximum, 10pt font or larger*):

Summarize Goals & Strategies for each of the five strategy areas - See *Only In Seattle* Program Description in Appendix A for descriptions for each strategy area.

- |                 |                          |                                  |  |                 |
|-----------------|--------------------------|----------------------------------|--|-----------------|
| 1. Organization | 2. Marketing & Promotion | 3. Business & Retail Development | 4. Appearance & Pedestrian Environment | 5. Clean & Safe |
|-----------------|--------------------------|----------------------------------|--|-----------------|

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- e. If the district is requesting funds to develop an action plan, please describe the steps that need to be taken and include a budget request for those activities.

For **first-time** applicants, include accomplishments and challenges where it is anticipated that the *Only In Seattle* program can produce results.

- a. The Action Plan Template (found here: [www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)) can be used OR
- b. A narrative summary can be submitted for 2013 activities.  
*Note: Upon a successful application, a scope of work based on an Action Plan will be required as part of the contract.*
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- d. If the district is requesting funds to develop an action plan, please describe the steps that need to be taken and include a budget request for those activities.

9. Complete the Budget Template (found here: [www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)) List the sources and uses of funds for this project. Add lines or columns as needed and fill in Agency names, sources and expenses.
- ✓ The Amount Requested line item is the amount requested from the *Only In Seattle* program in 2013 and amounts for each agency.
  - ✓ Other Sources: List other sources for this project/initiative. List funding sources that will be applied for but that have not yet been awarded and make a note of this in the budget narrative.
  - ✓ Include all expenses expected for each agency involved.

**Optional** Additional Information - Include PDF's of other information, such as marketing materials, before and after pictures, etc. Keep the materials to a minimum. Materials can also be included in the presentation to the *Only In Seattle* Review Committee.

Complete **all Grant** and **Support Services Request** materials and **email** one PDF of the completed application with the **Cover Page** as Page 1 to Beth Dufek at Impact Capital: [Beth@impactcapital.org](mailto:Beth@impactcapital.org)

Applications are due by **11:59PM on November 2, 2012**. Late applications and paper copies will not be accepted.

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**Tier III: Grant for Façade Improvements**

page 1 of 1

**CRITERIA FOR EVALUATING PROPOSALS**

In order to qualify for a Tier III Grant, the following criteria will be considered:

- Project improves the physical appearance of a business district, including but not limited to façade renovations, improved signage, awning replacement and painting
- 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 Seattle Investment Fund LLC anticipates awarding \$100,000 to 1-5 projects in Seattle. Interested organizations should prepare a letter responding to the following instructions:

**INSTRUCTIONS**

1. Provide a brief description of the applying organization (business district organization, property owner, etc.) and the proposed facade improvements, including an explanation how the project will meet the criteria outlined above
2. Describe how the organization participates in the *Only in Seattle* program and how the project fits within the context of a comprehensive set of strategies for improving the business district in the five areas:
  1. Organization
  2. Marketing & Promotion
  3. Business & Retail Development
  4. Appearance & Pedestrian Environment
  5. Clean & Safe

*Participation in the Only in Seattle business district program is not required; however, the Seattle Investment Fund LLC will give high priority to those applicants participating in the program*

3. Describe whether the organization has received support from the business district for the proposed project. Please provide letters of support from property owners where the proposed project is located.
4. Describe the budget for the organization's project and whether the organization will contribute matching funds from another source. Please identify the source of 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.
5. Describe the timeline for completion of the organization's project, with identification of key milestones and corresponding completion dates.

**PROTEST PROCEDURES**

*In the event that an unsuccessful respondent wishes to protest the selection of a successful respondent, they must do so by submitting in writing the reason for the protest to the Director of the Office of Economic Development. Any such protest must be received within three (3) business days of receipt of notification of the successful respondent. The decision of the Director will be final and conclusive unless the respondent affected makes a written request for reconsideration by the Director. Such a request must be received within three (3) business days after receipt of the Director's decision. A request for reconsideration will be denied unless the respondent affected shows the request is based on information that was not available prior to the protest. The Director shall consider all the facts available and issue a decision within five (5) business days after receipt of the request for rehearing, unless additional time is necessary, in which case, the affected respondent will be notified of the delay. Questions about this Request should contact Theresa Barreras: [theresa.barreras@seattle.gov](mailto:theresa.barreras@seattle.gov) or (206) 684-4505*

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**Tier IV: Consultation for Organizational Capacity Building & District Vision Creation** *page 1 of 1*

**QUALIFICATIONS**

In order to qualify for Tier IV, the district must:

- Have a group of stakeholders who represent the primary business interests in the district and who are willing to engage in training and visioning sessions to build a stronger business organization and develop a district vision.

**INSTRUCTIONS**

1. Describe the Business District, include the following information  
(1 page maximum, 10pt font or larger):
  - Approximate number of businesses, primary anchor businesses on the corridor, and current business mix (restaurant, retail, services, etc) and the percentage of those that are local independently owned.
  - Describe the current organizational capacity: who is currently involved in supporting the business district? For example, if the applicant is a business organization, how many members does it have, who are the board members, how many committee members are active, what key businesses, property owners or nonprofits are active in the organization? Do other business organizations serve the area and is this application a collaborate effort with them?
  - Are there key businesses, property owners or other stakeholders who are not currently involved with the organization who would be important to include in this process?
2. Describe why the district would benefit from facilitated training and capacity building.  
(1 page maximum, 10pt font or larger):
  - Provide a brief history of organized work in the district: who has been involved, what has been accomplished, etc. Why is this a good time for the district to build organizational capacity? Are there external forces placing pressure on businesses in the district? What have been the challenges to creating a unified vision for the district?

**Optional** Additional Information - Include PDF's of other information, such as marketing materials, before and after pictures, etc. Keep the materials to a minimum.

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**Tier V: Consultation Support for BIA Creation, Modification or Basics of BIA's**

page 1 of 1

**INSTRUCTIONS**

1. Describe the district's association with or interest in a **Business Improvement Area (BIA)**  
(1 page maximum, 10pt font or larger)
  - Does the district have a BIA? If not, provide an assessment of the interest and capacity of the district to begin a BIA process.
  - Is the district interested in technical assistance with the existing BIA, or to assess the potential to form a BIA? If yes, please describe the interested in and why.
2. Describe the business district ( $\frac{1}{2}$  page maximum, 10pt font or larger)
  - Geographic boundaries, approximate number of businesses, primary anchor businesses on the corridor, and current business mix (restaurant, retail, services, etc) and the percentage of those that are local independently owned.
  - Describe the business organization/s in the district if there are any.
3. Organizational / Volunteer Capacity ( $\frac{1}{2}$  page maximum, 10pt font or larger)
  - Describe the organization's mission and experience in supporting businesses. If the applicant is not an organization, describe who is involved in this effort.
  - Describe the lead staff and/or volunteers who will be participating in implementing the work.

**Optional** Additional Information - Include other information, such as marketing materials developed, before and after pictures, etc. Please keep the materials to a minimum. Materials can also be included in the presentation to the *Only In Seattle* Review Committee.

Complete **all Grant** and **Support Services Request** materials and **email** one PDF of the completed application with the **Cover Page** as Page 1 to Beth Dufek at Impact Capital: [Beth@impactcapital.org](mailto:Beth@impactcapital.org)

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**Tier VI: Participation in the Only In Seattle Marketing Campaign\***

page 1 of 1

**INSTRUCTIONS**

1. Describe why the *Only in Seattle* marketing campaign is important for the district  
(1 page maximum, 10pt font or larger)
2. Describe the business district (1 page maximum, 10pt font or larger)
  - Geographic boundaries, approximate number of businesses, primary anchor businesses on the corridor, and current business mix (restaurant, retail, services, etc) and the percentage of those that are local independently owned.
  - Describe the business organization(s) in the district if there are any.
3. Organizational / Volunteer Capacity (½ page maximum, 10pt font or larger)
  - Describe your mission and experience in supporting businesses. If the applicant is not an organization, describe who is involved in this effort.
  - Describe the lead staff and/or volunteers who will be participating in implementing the work.

**Optional** Additional Information - Include other information, such as marketing materials developed, before and after pictures, etc. Please keep the materials to a minimum. Materials can also be included in the presentation to the *Only In Seattle* Review Committee.

\*Please visit the *Only In Seattle* marketing website [www.onlyinseattle.org](http://www.onlyinseattle.org) and *Only In Seattle's* facebook page <https://www.facebook.com/#!/onlyinseattle> for examples of the campaign

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Questions? Contact Beth Dufek (206) 658-2610 or Theresa Barreras (206) 684-4505 or [Theresa.barreras@seattle.gov](mailto:Theresa.barreras@seattle.gov)

**Tier VII: City Infrastructure Improvements**

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**QUALIFICATIONS**

In order to qualify for Tier VII districts must:

- Have paid on-street parking. A map showing on-street paid parking areas is available here: <http://www.seattle.gov/transportation/parking/paidparkingrates.htm>
- Coordinate proposals under one lead agency that has significant ties to the business district
- Have a comprehensive action plan such as those developed for the *Only in Seattle* Program and demonstrate how the project enhances, supports and/or leverages business district revitalization efforts. *Priority will be given to those districts that are applying or have participated in the program.*
- Submit only **one** proposal per business district
- Demonstrate a strong community involvement process

**CRITERIA FOR EVALUATING PROPOSALS**

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

- How does this project enhance revitalization for the district and relate to its unified vision?
- Does the project address known improvement needs?
- What is the potential impact of the proposed project?
- Will the project have a positive impact on race and social justice by benefitting 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?
- If applying for Construction & Implementation dollars, has the proposed project completed sufficient design and engineering review?
- 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)?
- 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?
- 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.
- Is the project in a district with increased parking rates or extended parking hours?

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**PROJECT EXAMPLES**

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

1. **Large Infrastructure Improvements:** Examples: repaving alleys and streets, improving stormwater 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](http://www.seattle.gov/transportation/stuse_sip.htm)*

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

3. **Beautification Projects:** Examples: 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*

**PROGRAM TIMELINE AND IMPLEMENTATION**

OED will convene an inter-departmental team (IDT) to review the concepts received. Based on program requirements and the established evaluation criteria the IDT will select the best concepts to move forward to a final selection process. The finalist districts would present their concepts to the IDT and might need to work with IDT members to estimate potential project costs before final decisions can be made. The IDT will be led by OED staff and will include staff representation from the Mayor's Office, City Council, Department of Neighborhoods, Department of Transportation, Department of Planning and Development, Parks Department, Seattle City Light and Seattle Public Utilities

**INSTRUCTIONS**

1. Describe the business district (*½ page maximum, 10pt font or larger*)
  - Geographic boundaries, approximate number of businesses, primary anchor businesses on the corridor, and current business mix (restaurant, retail, services, etc) and the percentage of those that are local independently owned. Customer base for the district, including does the district serve a racially and ethnically diverse and/or low-income population?
  - Describe the current organizational capacity: who is currently involved in supporting the business district? For example, if the applicant is a business organization, how many members does it have, who are the board members, how many committee members are active, what key businesses, property owners or nonprofits are active in the organization? Do other business organizations serve the area and is this application a collaborate effort with them?

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2. Describe the project. Answer all of the following questions, include any visual design plans. (1 page maximum, 10pt font or larger)
  - Choose one of the categories where the project best fits based on PROJECT EXAMPLES above
    - Large Infrastructure Improvements**
    - Small Scale Infrastructure Improvements**
    - Beautification Projects**
  - Has the project been designed by a licensed professional? If so, include the designs completed.
  - What is the estimated cost for this project? How has the cost been determined? (If there is not a cost estimate, this funding could help obtain one).
  - Are other public or private funding sources identified and committed to this project? How much of the budget is covered?
  - 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).
3. Describe how the district would benefit from this project. Answer all of the following questions: (1 page maximum, 10pt font or larger)
  - How does this project enhance revitalization for the district and relate to its unified vision and goals for Appearance and Pedestrian improvements?
  - What is the potential impact of the proposed project?
  - Are there potentially any adverse impacts for this project?
  - Are there any Historic and/or Landmarks affected by this project?
4. Describe the community/stakeholder engagement that has been conducted to identify and prioritize this project. Who has been involved in this process? If additional community or stakeholder engagement is needed, describe the plan for outreach. (½ page maximum, 10pt font or larger)
  - Is the project included or prioritized in other city planning efforts? (List the plans).
  - Describe how the proposed project is consistent with the City's adopted modal plans, including the Pedestrian Master Plan, the Bicycle Master Plan and the Transit Master Plan if applicable.
  - Is the project currently on the SDOT Capital Improvement Project work plan?
5. Describe any prior coordination with the city of Seattle. Include the name(s) of the relevant departments and individuals at the city with whom you have worked.

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