Only in Seattle Initiative Request for Proposal to Administer Capitol Hill Business District Grant

To further previous efforts of small business and community development in the Capitol Hill business district, the City of Seattle’s Only in Seattle program requests proposals for a 2019 Action Plan Grant.

Grant Term: July through December 2019

Grant Amount: The award will range from $30,000 to $80,000 depending on the agency’s ability to service micro-enterprises for CDBG (Community Development Block Grant) priorities. See Federal Funding Requirements under Background Information.

Grant Application: A complete proposal will include all three components of the following:

1. Organizational information
2. Proposed scope of work
3. Proposed budget

*Submit your proposal via email to* [*peter.bloch-garcia@seattle.gov*](mailto:peter.bloch-garcia@seattle.gov) *in MS Word and/or Excel.*

Please review the [Program Description](http://www.seattle.gov/economicdevelopment/business-districts/about-only-in-seattle) and [FAQs](http://www.seattle.gov/economicdevelopment/business-districts/only-in-seattle-grants/frequently-asked-questions)  to help you complete your proposal.

Grant Timeline:

RFP announcement – Thursday, June 6, 2019

Submission deadline – Wednesday, June 19, 2019

Notification – Wednesday, June 26, 2019

Grant Qualification and Review Criteria:

Proposals will be reviewed and selected based on evidence of capacities to complete the scope of work, ability to continue serving the business community beyond 2019, and ability to serve small diverse businesses. For specific questions regarding the Application process or materials, please contact: Peter Bloch Garcia, Business Districts Advocate at (206) 386-9748 or [peter.bloch-garcia@seattle.gov](mailto:peter.bloch-garcia@seattle.gov)

Organizational information

|  |  |
| --- | --- |
| Agency Name: |  |
| Agency Address: |  |
| Agency Contact Person: |  |
| Contact Person’s Email: |  |
| Agency Contact Tel No: |  |
| Agency Director Name: |  |
| Director Title: |  |
| Nonprofit IRS EIN number: |  |
| If you have a fiscal sponsor, name of the organization: |  |

Briefly describe your organization and include the following information:

* Mission, vision, key programs and strategies.
* Capacities and strengths particular to successful business development program implementation.
* Strengths for continuing the work in 2020, if selected for 2019.
* Strengths for working with micro-enterprise businesses.
* Attach a copy of your organization’s financial statement (Balance Sheet & Profit/Loss) for the last completed fiscal year.

Proposed scope of work - Briefly describe key goals and outcomes for the following business support strategies.

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| --- | --- | --- |
| **KEY OUTCOMES TO BE ACCOMPLISHED IN 2019** | | |
| **Capitol Hill** | | |
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| Organizational Development – Include diverse businesses and engage them in decision making of business development programs. | Projected # of businesses served | Target Completion Date |
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| Marketing & Events – Coordinate events that attract new and recurring customer base and feature the character of the Capitol Hill district. | Projected # of businesses served | Target Completion Date |
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| Business Development - Implement a business membership strategy that provides benefits, technical assistance, and connections to other resources to members, particularly for small businesses. | Projected # of businesses served | Target Completion Date |
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| Clean & Safe - Improve neighborhood appeal through community safety and clean up activities. | Projected # of businesses served | Target Completion Date |
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| Placemaking - Engage diverse small businesses in advocating Capitol Hill design guidelines with other development stakeholders. | Projected # of businesses served | Target Completion Date |
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Proposal Budget

Please complete a budget for this proposed scope of work using the template document.



Background Information

The Office of Economic Development’s Only in Seattle Initiative strives to build an equitable and vibrant city by fostering neighborhood business districts that are centers of local commerce, community, and culture. With seed funding and expertise, the Initiative supports local businesses, building owners, and residents to unite around a common vision for their district and work together to achieve it. From business coaching, community festivals, and litter cleanup, to murals, outreach and real estate development, Seattle's business districts have used Only in Seattle to tackle tough issues, attract new investment and care for their communities that accomplish goals in the five strategy areas:

◾Organization - Neighborhood organizations, residents, property owners and business owners collaborate and work together toward a common vision for the business district.

◾Marketing & Events - Local businesses are supported by marketing strategies and events that bring customers and emphasize a positive, consistent image of the district.

◾Business Development - Businesses prosper because they are organized, supported by the community and they receive the assistance they need to strengthen and grow their business. New businesses move into the district that complement and improve the business mix.

◾Placemaking - The physical environment of a commercial node is inviting and easily accessible by multiple modes of transportation. Real estate development involves community input and vision. Public spaces are maximized to enhance vibrancy and promote social interaction.

◾Clean & Safe - The district is clean, and customers, employees, and visitors feel safe and welcome.

Program Requirements

Target Area - Business districts need clearly defined geographic boundaries that will be the focus of the work.

Coordination - If multiple organizations are working together, there must be a clear plan for coordination, with one organization or individual identified as the lead for overseeing the implementation of the action plan.

Strong Stakeholder Participation - While the activities are overseen by a local lead organization or individual, no one agency can do everything. Public agencies, nonprofit organizations, area residents, businesses and property owners must share investments in and responsibility for strengthening their neighborhoods. Action Plans must be developed with the input and involvement of key stakeholders and each component of the plan must identify the organizations, staff or volunteers to take responsibility for ensuring implementation.

Impact and Long-Term Sustainability - The Action Plans should be focused on making an immediate impact in the district and developing infrastructure that will allow the work to be sustainable over time.

Investment - OED will make an investment of grant dollars, technical assistance, training resources and staff time in each participating business district. The grant funding can reimburse operating and direct costs incurred by the lead agencies and other agencies submitting joint proposals. This can include staff costs, supplies, marketing, etc. Funding can also be used for physical improvement projects such as business district beautification.

Business District Coordination - Efforts in the district should be coordinated among community stakeholders. The application can include funding for multiple agencies and the lead agency or individual will be responsible for coordinating the work of organizations involved.

Federal Funding Requirements - A portion of funding for this program is federal - Community Development Block Grant (CDBG). Business districts receiving federal funds need to be provide technical assistance to businesses that are either serving low to moderate income customers or are themselves low income microenterprises. Federal funding eligibility will need to be determined for each proposal and requires additional reporting.

Reporting Requirements - Business districts are required to keep track of outcomes in their contract, including a list of businesses receiving direct support. All reporting requirements will be included in the contract.

Code of Conduct - The Office of Economic Development's Only in Seattle Initiative is committed to providing a friendly, safe and welcoming environment for all, regardless of gender, sexual orientation, ability, race, ethnicity, socioeconomic status, and religion (or lack thereof). Participants in Only in Seattle Initiative include City of Seattle staff, neighborhood and business organization staff, volunteers, board and committee members, businesses, residents and property owners involved in action planning and implementation of Only in Seattle action plans and projects. We invite all those who participate in Only in Seattle to help us create safe and positive experiences for everyone.