



## Welcome to the 2019 Only in Seattle Initiative

### Application

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.

The Initiative is a partnership between OED, the Seattle Department of Transportation (SDOT), and the Seattle Department of Neighborhoods (DON). Approximately \$1,400,000 is available (contingent upon federal and City funding allocations) for district grants and services.

Please review the [Program Description](#), [FAQs](#), [Helpful Tips](#) and the [Application Templates](#) to help you complete your application.

### Instructions

All applicants must complete the individual applications for each Tier being requested. Please submit all final applications through the [online platform](#). Paper copies will not be accepted. If you need help, please contact any OIS staff member. Contact information is at the bottom of this page

[Tier I - Action Plan Grants – Organizing, Transforming or Established Districts](#)

[Tier II – BIA Creation, Modification or Basics Consultation](#)

[Tier III – Racial Equity in Business Districts](#)

[Tier IV – Commercial Affordability Workshops](#)

[Tier V – City Infrastructure/Public Space Improvements](#)

Priority for Tiers III, IV and V will be given to districts with comprehensive action plans.

**Applications are due 5:00 PM PST on Monday, October 29, 2018 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:



**Seattle** Office of  
Economic Development

Only in Seattle

- Theresa Barreras, Business Districts Manager at (206) 684-4505 or [theresa.barreras@seattle.gov](mailto:theresa.barreras@seattle.gov)
- Heidi Hall, Business Districts Advocate at (206) 733-9967 or [heidi.hall@seattle.gov](mailto:heidi.hall@seattle.gov)
- Mikel Davila, Business Districts Advocate at (206) 386-9748 or [mikel.davila@seattle.gov](mailto:mikel.davila@seattle.gov)

[Apply now](#)



## Tier I: Action Plan Grants

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. See the Program Description for more information about these stages.

### TIER I: Description of District

Please complete all questions on this page. Be sure to save your work before proceeding to the Action Plan Grants page and the Budget and Additional Info page. You can navigate to these pages by clicking on them at the top left-hand side of the screen or by selecting Next at the bottom right-hand side of the page. Once you are finished with all pages and have saved your work, click on Submit.

#### BUSINESS DISTRICT

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

#### 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 250*).

#### MAP OF DISTRICT

Please attach the map of your district located here or other map in a pdf or Word Doc, by clicking the link to the right. (*Limited to one file upload (PDF, DOC, XLS). If you do not have one, contact OED for assistance.*)

#### 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 1,500).*

- Review the data provided by OED. Describe how this information does or does not reflect what you see in your district.



- What are your 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. Maximum characters allowed 1,500*).

## ACCOMPLISHMENTS

Summarize the top accomplishments to date in your business district that your organization/group (or its individual members) have achieved. (*Maximum characters allowed 1,500*).

## 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 in the box to the right.



## Tier I: Action Plan Grants

Please choose your stage below and complete the questions that correspond to that stage. **ALSO** complete the last question, OIS Key Outcomes. Save your work before proceeding to the Budget page.

### 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).

- 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.

Based on the box you selected above to indicate your district's stage: (Organizing, Transforming or Established), complete the sections below that correspond to your stage AND complete the OIS Key Outcomes section that is "required for all." Save your work before proceeding to the Budget and Additional Info page to complete those sections.

### 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" questions. Please also complete the Key Outcomes and Budget questions below. 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 2,000).*

### 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 - 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*).

## TRANSFORMING - File Upload of Action Plan

If you are a Transforming district, please upload your action plan document to provide details on your priorities, goals and strategies. This is REQUIRED for Transforming districts. (*If you are a TRANSFORMING district, you should have an action plan. Please see FAQs for examples of Action Plans. If you need more help, please contact us. This is an application requirement for Transforming districts and replaces the questions about goals and strategies from previous OIS applications. 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*).

## 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*).

## REQUIRED for ALL - OIS Key Outcomes for 2019

Please summarize the key outcomes you hope to accomplish in 2019 with the Only in Seattle grant. Use the [2019 OIS Key Outcomes and Accomplishments Template](#). Please complete this template and upload it into the application. If you receive an OIS grant, this template will be used for the contract scope. (*The template has a section for each of the 5 OIS Strategy Areas. You do not need to have outcomes in all the areas and you can change the titles to match your own Vision and Action Plan documents. For example, if your Action Plan has a section called "Urban Design" instead of "Placemaking," you can use your own title. You can add or reduce the number of outcomes in each area of the template to suit your needs. The outcomes should be clear and specific enough to know if you have met them. Measurable outcomes can be great here. It is a good practice to ensure that your key outcomes and accomplishments listed on this document are aligned with your vision and action plan for the neighborhood. Limited to one file upload. Contact OED for assistance if needed*).

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.



## 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

Download the [2019 OIS Budget Template](#) and upload a completed version using the link to your 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 2018 using the link to the right. This provides context about your organization's budget size and type of activities. Do not include the Fiscal Sponsor's budget if they are only serving an administrative role. *(The organization budget is required unless you had no funding in 2018. If your actual expenditures in 2018 vary greatly from your original budget, you can provide actual expenditures with a projection through year end. If you did not have funding in 2018, you can skip this step. 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, III and IV: Service Tiers

### TIER II: Business Improvement Area

**Tier II - Business Improvement Area Consulting Support - is intended for commercial districts that are seeking assistance in forming a Business Improvement Area (BIA), modifying an existing BIA’s boundaries or rate payment structure, exploring the feasibility of a BIA, or BIAs interested in support to strengthen or improve operations. Districts receive consulting services to guide them through the steps from feasibility analysis and community engagement to the legislative process.**

Please complete this section if you are applying for Tier II BIA Support.

#### BUSINESS DISTRICT

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

#### 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.
- We would like support with strengthening or improving our existing BIA operations

*(Check one or more boxes as applicable. If you are unsure and would like to talk with OIS staff, please contact Phillip Sit, Business Improvement Area Advocate at [phillip.sit@seattle.gov](mailto:phillip.sit@seattle.gov) or 206-256-5137).*

#### INTEREST IN BIA SUPPORT

Please describe the BIA support that you would like to receive. *(Maximum characters allowed 1,500)*





### Tier III: Racial Equity in Business Districts

**In this tier, you can apply to receive training and support to better serve under-represented businesses and business of color in your district. This includes participating in a training cohort with other districts and access to the Department of Neighborhood's Community Liaison program.**

Community Liaisons are expert "bridge-builders" who are bi-cultural and bi-lingual. They can help districts reach out to small business owners, hear their interests and concerns, and offer support and resources to begin building relationships. 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 their local small business owners. 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, provide simultaneous interpretation, and translate related materials 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 projects in other tiers that require outreach.

Business districts receiving Tier III are required to send at least two members of their organization (board and/or staff) to attend a training on racial equity that will enhance the 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. The training will occur on Fridays, January 25, February 8, and 22 from 8 am to 12:30 pm.

#### 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.

## APPLICATION QUESTIONS

Describe your previous work to connect with under-represented business owners and business owners of color in your district and the experience you have had (*Maximum characters allowed 1,000*).

Describe how you think Community Liaisons could help your district. Do you have a particular project in mind? (*Maximum characters allowed 2,000*)

### Tier IV: Commercial Affordability Workshops

**Seattle is experiencing unprecedented growth that has created significant wealth and prosperity while also causing higher property values, taxes and rents. Many small businesses are grappling with pressures to relocate and rising rents that challenge their ability to grow and remain competitive. The Commercial Affordability workshops are designed to help support small businesses as they evaluate their options and learn about resources available. The following examples were held during a pilot in Chinatown-ID:**

- Qualifying for a Commercial Lease
- Commercial Design Workshop
- 1-on-1 Design Clinic
- Financing Workshop
- Commercial Lease Workshop
- 1-on-1 Commercial Lease Clinic

The local district staff and/or volunteers will need to talk with businesses to determine their primary interests and needs and help to promote the workshops. The workshops can be tailored to fit a neighborhood’s needs. For example, the Business District may select the full workshop series used in Chinatown-ID or determine that a smaller number of workshops are more appropriate for their Business District. OED will help design content and find consultants to conduct the workshops. The Chinatown-ID-Little Saigon pilot also used Community Liaisons



(Tier III) to conduct outreach to businesses, translate materials and provide interpretation. If this would help the workshops to be successful in your district, please also apply for Tier III, Community Liaison support.

## BUSINESS DISTRICT

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

## APPLICATION QUESTIONS

Please explain why you think businesses in your district would be interested in a Commercial Affordability Workshop series? Please also describe the workshops desired in the Business District. *(Maximum characters allowed 1,500).*

Who from your district or organization would be able to do outreach to businesses and help organize the workshops? *(Maximum characters allowed 100).*

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



## Tier V: City Infrastructure/Public Space Improvements

Tier V is available for projects that enhance public spaces within business districts. Eligible neighborhood business districts include those that have one or more of the following attributes: paid on-street parking; a majority of low-moderate income residents; and/or significant impacts from construction. Tier V projects can cover the cost of design, cost estimating, construction and/or activation of improvements and amenities in parks and 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 V 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

**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](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 NAME

Enter a name for your project 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 urban design and placemaking? What are the potential impacts of the proposed projects? Please explain the benefits and 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)?*

## AMOUNT REQUESTED

Enter the amount of the grant requested, if known. If you are not sure how much the project will cost, you can enter something such as, "need help to determine the project cost."

## 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? 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)*.

## LEAD STAFF

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)*

## DESIGN FILES/VISUAL AIDS



Attach any design files or other documents that provide visual aids for your request. *(Each upload is limited to one file (PDF, DOC, XLS). If you have multiple files, compile these into one document and upload. Contact OED for assistance if needed).*

## HISTORIC DISTRICT/LANDMARK

Is the project in a historic district or are there any historic buildings or landmarks affected by this project?

- Yes
- No