

**SALT LAKE CITY ECONOMIC DEVELOPMENT DIVISION
REQUEST FOR PROPOSALS (RFP)
NEIGHBORHOOD BUSINESS DISTRICT
MATCHING GRANT PROGRAM-2012**

Introduction

Small locally owned businesses provide economic stability and visual anchors for our communities and successful neighborhood business districts provide identity, vitality, and a sense of place for residents. Neighborhood business districts also help to maintain stable commercial and residential property values and safe, vibrant, and walk-able communities.

As part of Salt Lake City's efforts to promote and strengthen neighborhood business districts, the Economic Development Division is offering funding in the form of grants to non-profit neighborhood business district organizations within Salt Lake City. Organizations awarded funding will demonstrate projects geared toward promotions and events, marketing and/or branding initiatives, and/or beautification projects.

Funding

The Economic Development Division has allocated \$10,000 which will be used to match funds raised by selected Salt Lake City Neighborhood Business Districts. The amount available for each project will depend on the number and strength of eligible proposals. Award amounts may not exceed \$2,000 and amounts requested are not guaranteed to be funded in entirety. Cash, in-kind donations, hours worked, and other contributions may be counted towards the matching funds but must be thoroughly documented.

Eligibility

Applicants must meet all of the following criteria:

1. Be registered with the State as a non-profit neighborhood business district organization; and:
 - a. Have identifiable district boundaries defined by the district
 - b. Meet regularly (at least twice per calendar year)
 - c. Provide services within the Salt Lake City limits
 - d. Must include a predominate mix of locally owned businesses
 - e. Should contain a mix of business owners and commercial property interests (business owners who also own their property can fill both requirements)
 - f. Must be open to participation by all business owners, property owners, live-work residents, and entrepreneurs within the core of the neighborhood business district area
2. Have a bank account registered to the non-profit organization
3. Record non-profit registration with the Salt Lake City Economic Development Department

Types of Projects Encouraged

The business district should be thoughtful and creative in determining the type of project(s) to be funded. Suggestions include:

- 1. Promotion/Events:** Business districts may consider projects that strengthen the organization of the business district and/or improve understanding of the needs of the businesses within a neighborhood. Eligible projects include district festivals, radio/T.V. programming, farmers markets, holiday promotions (lights, banners, etc), or other events that highlight the assets of the district.
- 2. Marketing/Branding:** Business districts should explore a variety of marketing and branding ideas that will assist in establishing the district's identity and its character. Some suggestions include brochures, advertisements, banners, signage, a website, and/or projects that encourage place making.
- 3. Physical Improvements/Beautification Projects:** Part of establishing a presence is creating a safe and inviting area. Districts might consider using funds to implement public safety initiatives; beautification projects such as public art, flower baskets and planters, bike racks, garbage cans, etc.; projects to reduce graffiti; and seasonal decorations.

Ineligibility

Awards will not be made to individuals, single businesses, multiple organizations within the same district, institutions, religious organizations, government agencies, political groups, Community Councils, or business organizations located outside of Salt Lake City limits. Projects that conflict with existing City policy will also not be eligible.

Responses

Interested parties must complete a Grant Application and submit all the items required. Please submit your application by email or mail to:

Salt Lake City Economic Development
Attn: Jessica Thesing
451 South State Street, Room 404
PO Box 145484
Salt Lake City, Utah 84114-5484

Email: jessica.thesing@slcgov.com

The Economic Development Division reserves the right to reject any and all proposals and is not required to award any contract if in its opinion proposals received fail to meet its requirements.

Selection Criteria

The responses will be reviewed by a Committee consisting of members from various City departments. The committee will consider the following:

1. A demonstrated need for the project and how it contributes positively to the business district;
2. An explicitly stated mission or goal of strengthening the business community in their neighborhood;
3. The ability of the district to successfully complete the proposed project within one year;
4. Funds granted by the City are matched by cash or other in-kind contributions from the district;
5. Whether the applicant can, if necessary, sustain the project with non-City resources after the grant funds are exhausted.
6. If previous grant recipient, a “project commencement summary” (see below) must be provided and be deemed acceptable by committee in order for the applicant to be eligible for a new award.

Application Review

Upon receipt of a complete application, the Committee will conduct a thorough review and notify applicants upon final decision. The Committee reserves the right to determine the amounts awarded. Funds are limited and award amounts may not be for the full amount requested depending on the number of eligible applications received.

Disbursement

The district’s funds shall be the first dollars invested in each project. Once a district has spent the required match amount, then it may provide documentation of the costs and expenses incurred to the Economic Development Division. Such documentation shall include photocopies of all invoices, checks, completed work orders and other documentary proof as required.

Once submitted and approved, the grantee will receive the matching funds approved by the City within 30 business days. The grantee agrees to comply with the guidelines of the program and agrees to indemnify and hold harmless the City for any costs or expenses incurred by the grantee in excess of the grant amount. The project cannot be modified or substituted without the consent of the Committee.

Failure to comply may result in the grant being rescinded.

Project Commencement Summary Required

Please provide the City with a summary of how your organization contributed and used the grant funding so we can together strengthen this giving program and your neighborhood business districts alike. Upon completion of your project goals, please the following documentation requirements to Jessica Thesing at jessica.thesing@slcgov.com.

1. Documentation of costs and expenses
2. Documentation of in-kind donations
3. Description of sweat equity work conducted and pay per hour
4. Description of other contributions
5. Summary of project/lessons Learned
6. Photos



**2012 NEIGHBORHOOD BUSINESS DISTRICT PROGRAM
APPLICATION FOR MATCH GRANT
APPLICATION DUE DATE: OPEN WHILE FUNDS AVAILABLE**

Applicant Information

Legal Name of Applicant: _____

Full Address: _____

Primary Contact: _____ Daytime Phone: _____

Address of Contact: _____

Email: _____ Fax: _____

Non-profit Status: _____ Federal Tax Id Number: _____

***Attach documentation of non-profit status.**

Project Information:

In an attachment please thoroughly address the following (failure to provide complete information will disqualify your project from receiving funds):

1. **Description:** Give a thorough explanation of the project, its costs, a detailed project budget, how it will be funded, and a completion date. Please describe the steps of the project development. For example, does the project require permits? If so, describe where you are in the process. Will you be utilizing vendors or sub-contractors? If so, have they been identified and who are they?
2. **Group Description:** Detail the history of the organization of the group including its mission statement. Who is involved in the district? What efforts are being made to include all businesses in the area? Who will oversee the project and what is their experience? What are the goals of the organization?
3. **Economic Development:** Describe how the project will help you attain your goals of growing and strengthening the business district. How will this project strengthen the viability of the businesses in the area?
4. **Funding Options:** If the total budget is not awarded, are there parts of the project that are a priority for funding? If so, please explain and give dollar amounts if applicable.
5. **Follow-up:** If this is an on-going project, how will the organization sustain it in the future?

**For more information or to discuss the matching grant program, please contact:
Jessica Thesing at 801-535-7159.**