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# FY2025

## Crater Planning District Grant

## How-to-Apply Webinar

August 1, 2024



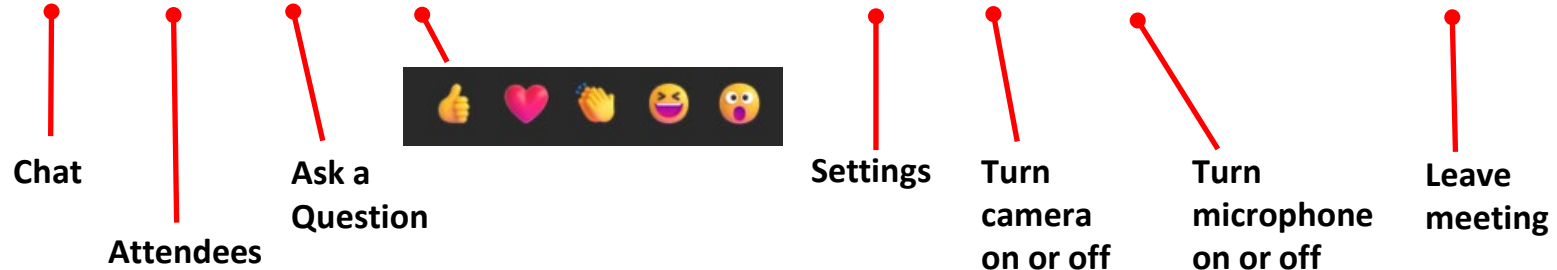
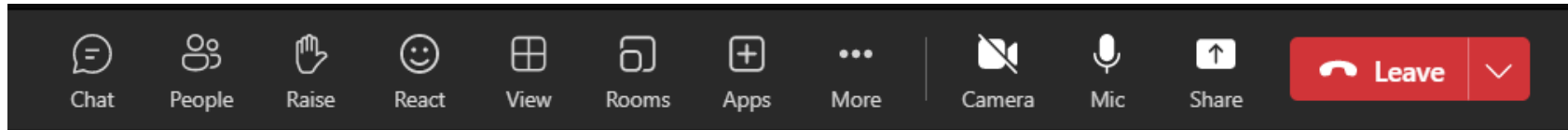
Hopewell, VA

# Meeting Controls

- Please mute yourself
- The webinar is being recorded
- Use the chat feature for questions/comments



Microsoft Teams



# Agenda

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- Background
- Crater Planning District Grant
- Funding Priorities
- Grant Administration
- Q&A

A faint, light blue background logo featuring a stylized house with a gabled roof and a chimney. Below the house, the word 'VIRGINIA' is written in a serif font, and below that, the letters 'DHCD' are written in a large, bold, sans-serif font. The entire logo is semi-transparent and centered behind the main text.

**DHCD is committed to creating safe,  
affordable and prosperous communities  
to live, work and do business in Virginia.**

**As a Main Street America™ Coordinating Program, Virginia Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.**



# Grants

Community  
Vitality  
Grants

Downtown  
Investment  
Grants

Financial  
Feasibility  
Grants

# Crater Planning District Grants

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Implement special initiatives in support of small business relief within the framework of Virginia Main Street

# Crater Planning District Grants

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**Who is eligible?** Nonprofits and units of local government in the [Crater Planning District](#)

- Chambers of Commerce
- City, Town, or County Government
- Economic or Industrial Development Authorities
- Main Street Organizations



# Crater Planning District Grants

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**Match requirement?** 2:1 (grant to match; 25% must be in cash)

## **Timeline?**

- Grant applications due **August 19, 2024**
- Projects completed by **September 30, 2025**

# Crater Planning District Grants

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## SCORING RUBRIC

Criteria	Points
Relation to organization/locality strategies/goals	30
Project's impact/outcomes & alignment with Grant priorities	30
Organizational capacity/readiness	20
Realistic project work plan and budget	15
Secured Match	5
<b>Total</b>	<b>100</b>

# Crater Planning District Grants

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## Question 1:

Provide a detailed description of the proposed project. What activities are you proposing to do with this funding? Where will this project take place – within the entire district or a specific location? Include as an attachment any design renderings, façade program guidelines or other supporting documents to demonstrate the scope of your project.

# Crater Planning District Grants

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## Question 2:

How and when will the proposed project be accomplished? Include a fully completed work plan with a detailed timeline. (See the template linked in the “Application Attachment” section.)

# Crater Planning District Grants

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## Question 3:

Who will be working on this project? List any/all organizational or municipal staff, committee members and/or volunteers that will be working to implement this project. What role(s) will they play and how will they contribute? (Note: This should provide more detail than the simple team member list included in the work plan.)

# Crater Planning District Grants

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## Question 4:

Describe how the proposed project furthers the community's vision for the Main Street district, aligns with the mission of the Main Street organization or Locality, and addresses one or more of the board's Transformation Strategies/goals for the Main Street district.

# Crater Planning District Grants

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## Question 5:

Describe outcomes that are expected from this project, both quantitative and qualitative. Examples of outcomes might be: number of new jobs created, number of new businesses created or supported, building renovation or construction, private and public investment, number of housing units created, public improvement, increased community engagement, percentage increase in foot traffic, percentage increase in shopper spending, and such. Describe how these outcomes will be tracked and reported and how these anticipated outcomes align with program priorities.

# Crater Planning District Grants

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## Required Application Attachments:

- Vision and Mission Statements
- List of Board of Directors and Committee/Project Team Members
- Strategic Focus Areas / Market-Based Strategies
- Project Work Plan
- Project Budget + Explanation of Cost Estimates + Leverage Verification



# Crater Planning District Grants

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## Optional Application Attachments:

- Design Projects – Include a map of the downtown with the location of the project identified on the map along with current photos of the proposed project area. Also, include design renderings of the project, if available.
- Program Designs/Programs – Include draft documents of proposed façade program, loan pools, or other plans and documents as appropriate.
- Plans/Studies – Upload any recent economic development plans or studies the organization or locality has completed and adopted that includes the downtown area. Include any plan or study that supports the proposed project.

# Downtown Investment Grants

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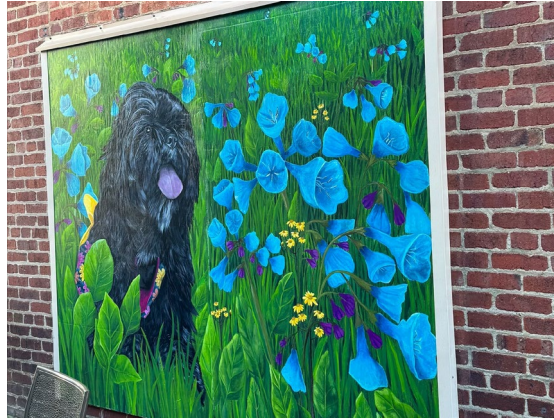
Allow Main Street organizations to take on unique, one-time projects that measurably, creatively and sustainably advance the organization's goals and strategies

# Downtown Investment Grant Projects

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[Downtown Blackstone,  
Inc.'s Façade Improvement  
Grant Project](#)



[St. Paul Tomorrow, Inc.'s  
Outdoor Dining & Alleyway  
Improvement Project](#)



[City of Winchester's  
Streetscape Improvement  
Project](#)

# Community Vitality Grants

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Assist communities and organizations  
in achieving their long-term  
downtown revitalization goals

# Community Vitality Grant Projects



[City of Buena Vista's  
Downtown  
Beautification Project](#)



[Clifton Forge Main  
Street's LOVE Sculpture  
Project](#)



[Pulaski on Main's  
Pocket Park and Mural  
Project](#)

# Financial Feasibility Grants

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Address significant “white elephant” buildings or structures and identify the highest and best use of such properties

# Financial Feasibility Grant Projects

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[Altavista's Spark  
Innovation Center](#)



[Danville's White Mill  
Building](#)



[Orange's Earl's Glass  
Shop Building](#)

# Funding Priorities

A strong application will clearly explain how the proposed project will result in measurable economic improvement for the small businesses in the Main Street district.

The project will:

- Support the community's vision for encouraging the private investment necessary for the economic revitalization of the Main Street district;
- Clearly align with the mission of the Main Street organization or Locality, adopted local Strategic and Master Plans; and
- Address specific market-based strategic planning goals for the Main Street district.



# Additional Information

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- Confirm your community's [VMS standing](#)
- Grantees must comply with [DHCD's Audit Policy](#) and upload a [COV W-9](#) to CAMS
- Applications must be submitted through [CAMS](#)
  - Secure your organization's [UEI](#)
  - [Register](#) today
  - Help? Check out the [CAMS User Guide](#)
- Match can include in-kind services and/or [volunteer hours](#)
- Reporting through CAMS is required for all grants
- Up to 10% of the awarded grant funds must be used to cover administrative costs



# Questions?

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[Amy Guzulaitis](#)  
Program  
Administrator  
(Southwest)



[Blaire Buergler](#)  
Program  
Administrator  
(Northern)



[Ellie Dudding-McFadden](#)  
Program  
Administrator  
(Central / Shenandoah)



[Kyle Meyer](#)  
Program  
Administrator  
(Eastern)



[Zachary Whitlow](#)  
Program  
Administrator  
(Southern)

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# Economic Development & Community Vitality

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Deputy Director | [Sara J. Dunnigan](#)

Associate Director | [Rebecca Rowe](#)

Program Manager | [Shara Gibson](#)

Program Manager | [Tory McGowan](#)

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## Virginia Main Street (VMS)

- See previous slide

## Community Business Launch (CBL)

- [Jessica Hartness](#)

## Industrial Revitalization Fund (IRF)

- [Brandon Archer](#)
- [Jeff Szyperski](#)

## Virginia Enterprise Zone (VEZ)

- [Kate Pickett](#)
- [Mandy Archer](#)

## Growth & Opportunity (GO) Virginia

- [Billy Gammel](#)
- [Joseph Dennie](#)
- [Cody Anderson](#)