



FY2026

# VMS Grants How-to-Apply

Virginia Main Street



VIRGINIA DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT  
*Partners for Better Communities*



# Agenda

- Background
- Virginia Main Street Grants:
  - Community Vitality Grant (CVG)
  - Downtown Investment Grant (DIG)
  - Financial Feasibility Grant (FFG)
- Grant Administration
- Q&A





# Virginia Main Street (VMS)



VIRGINIA DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT  
*Partners for Better Communities*

*Belcher Images*



# VMS Grants

**Community  
Vitality  
Grants**

**Downtown  
Investment  
Grants**

**Financial  
Feasibility  
Grants**



# Community Vitality Grants (CVGs)

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



# CVGs

**Who is eligible?** Exploring Main Street (EMS) & Mobilizing Main Street (MMS) communities

**Maximum award amount?** \$15,000

**Match requirement?** 3:1 (grant to match)

**Timeline?**

- Grant applications due April 25, 2025
- Projects underway in Fall 2025
- Projects completed by Fall 2026



# CVGs

## Scoring Rubric

Criteria	Points
Project's impact on organizational development or the commercial district	35
Relation to community/organization's strategies/goals	30
Organizational capacity/readiness	20
Realistic project work plan and budget	15
<b>Total</b>	<b>100</b>



# CVGs

## Required Application Attachments:

- Vision and Mission Statements
- Strategic Plans
- Project Work Plan, Project Budget, Explanation of Estimated Project Costs, and Match Verification







# Past CVG Projects



[Town of Leesburg's  
Main Street Exploration Project](#)



[Town of Halifax's  
Downtown Connections Project](#)



[Louisa Forward Foundation's  
Strategic Market Analysis  
Project](#)



# Downtown Investment Grants (DIGs)

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



# DIGs

**Who is eligible?** Advancing Virginia Main Street (AVMS) organizations

**Maximum award amount?** \$75,000

**Match requirement?** 3:1 for requests up to \$25,000; 2:1 for requests of \$25,001 to \$50,000; and 1:1 for requests of \$50,001+ (grant to match)

## Timeline?

- Grant applications due April 25, 2025
- Projects underway in Fall 2025
- Projects completed by Fall 2026



# DIGs

## Scoring Rubric

Criteria	Points
Alignment with organization's strategies/goals and mission/vision	30
Project's impact/outcomes in alignment with grant program's priorities	30
Organizational capacity/readiness	15
Included in organizational annual workplan/dashboard	10
Realistic project work plan and budget	10
Organization is Nationally Accredited by MSA	5
<b>Total</b>	<b>100</b>



# DIGs

## Required Application Attachments:

Organizational support documents:

- Vision and Mission Statements, Strategic Plan/Transformation Strategies, and Annual Workplan/Dashboard

Project related support documents:

- Project Work Plan, Project Budget, Explanation of Estimated Project Costs, and Match Verification





# Past DIG Projects



[Downtown Lynchburg Association's  
Bright Nights on the Bluffwalk Project](#)



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



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



# Financial Feasibility Grants (FFGs)

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



# FFGs

**Who is eligible?** All VMS communities with priority to AVMS

**Maximum award amount?** \$25,000

**Match requirement?** None

**Timeline?**

- Applications open for AVMS communities on February 3, 2025
- Applications open for all VMS communities (funding permitting) on April 28, 2025
- Projects underway by Fall 2025
- Projects completed by April 30, 2026







# FFGs

## Scoring Rubric

Criteria	Points
Likelihood of future redevelopment	30
Impact of the building on the Main Street district	30
Organizational capacity/readiness	20
Relation to community/organization's vision	10
Realistic project work plan and budget	10
<b>Total</b>	<b>100</b>



# FFGs

## Required Application Attachments:

- Vision and Mission Statements
- Project Work Plan
- Project Budget, Explanation of Estimated Project Costs, and Match Verification (if applicable)
- Visual Documentation
- Plans/Studies





# Past FFG Projects



[Lynchburg's 409 Fifth Street](#)



[Tappahannock's DAW Theatre](#)

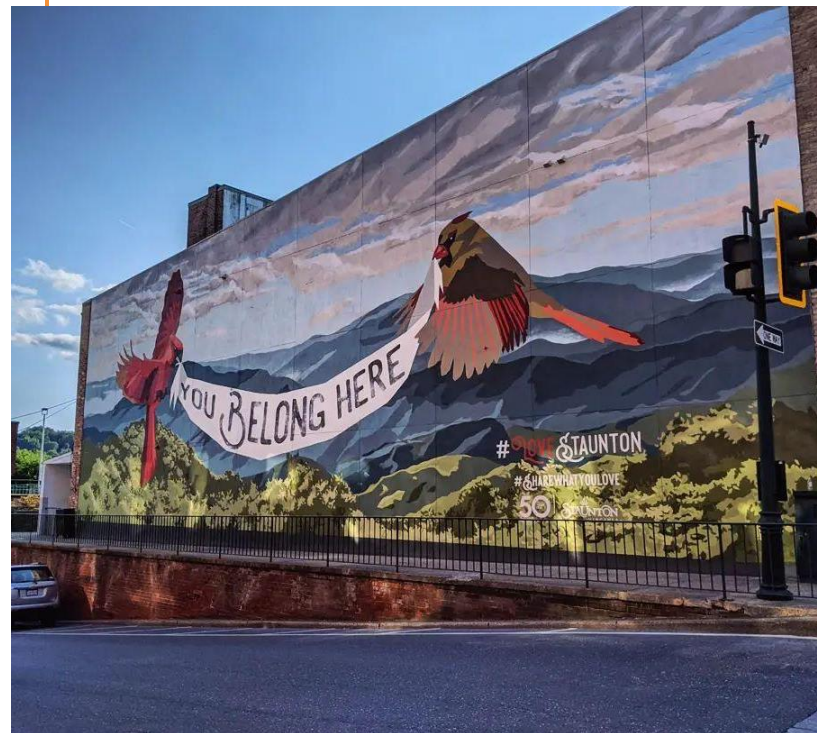


[Marion's 120 N. Chestnut Street](#)



# Getting Ready

- Confirm your community's [VMS standing](#)
- Applications must be submitted through [CAMS](#)
  - Secure your organization's [UEI](#)
  - [Register](#) today
  - Upload a [COV W-9](#)
  - Help? Check out the [CAMS User Guide](#)
- Match can include in-kind services and/or [volunteer hours](#)





# Onboarding

- Grantees must comply with [DHCD's Audit Policy](#)
- Grantees must upload organization's procurement policy to CAMS
- Reporting through CAMS is required for all grants
- Up to 10% of the awarded grant funds must be used to cover administrative costs





# Questions

Consult the [VMS Grant Manual](#) for more details and/or reach out to your assigned PA.



# Announcements

- [Virginia Enterprise Zone \(VEZ\) How-to-Qualify Workshops](#) –
  - Tuesday, January 14 - Chilhowie, VA
  - Wednesday, January 15 - Henrico, VA
  - Wednesday, January 22 - Martinsville, VA
- [Community Business Launch \(CBL\) How-to-Apply Webinar](#) – Wednesday, January 15 from 10 - 11 AM
- [Exploring Main Street \(EMS\) Community Interchange](#) – Thursday, January 30 from 11 AM - 12 PM
- [Virginia Main Street \(VMS\) 40<sup>th</sup> Anniversary Reception](#) – Tuesday, February 4 from 6 - 8 PM

*Please register using the links above.*



## State Coordinator / Program Manager

- Courtney Mailey

## Program Administrators:

- Amy Guzulaitis (Southwest)
- Blaire Buerger (Northern)
- Kyle Meyer (Eastern)
- Zachary Whitlow (Southern)
- Vacant (Central / Shenandoah)

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