

Culpeper, VA

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# FY2024

## Virginia Business District Resurgence Grant How-to-Apply Webinar

January 10, 2023

VIRGINIA  
**MAIN**  
Street  
VIRGINIA DEPARTMENT  
OF HOUSING AND  
COMMUNITY DEVELOPMENT



# Welcome

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- Please mute yourself and turn off your camera
- This webinar is being recorded
- Please use the Chat feature to ask questions as we go along



Turn  
microphone  
on or off

Turn  
camera on  
or off

Settings

Leave  
meeting

Attendees

Chat

The background features a large, light blue watermark of the DHCD logo. It consists of a stylized house with a gabled roof, a chimney on the left, and a window with a grid pattern. 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.

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

# Resurgence Grants

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Advance and accelerate the  
post-pandemic recovery of Virginia's  
business and commercial districts

# Objectives

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- Serve historically economically disadvantaged communities, such as small, women-owned, minority-owned, and immigrant-owned businesses within a targeted business district
- Provide consultant services, technical assistance and training opportunities for:
  - Entrepreneurs
  - Small business owners
  - Commercial and mixed-use building owners
  - Small-scale real estate developers
- Create and strengthen local networks and organizations supporting community and economic development in targeted business districts
- Expand e-commerce opportunities for micro, small, and sole proprietorship businesses that are producing, creating, and making products

# Eligibility

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- Local governments
- Economic development organizations
- Regional economic development organizations
- Planning district commissions
- Non-profit organizations with a focus on small businesses within a commercial district—including Main Street organizations
- Chambers of Commerce

# Available Funding

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## Two grant options:

- Organizational Capacity Building (\$50,000 maximum award)
- Business Support (\$100,000 maximum award)

**Maximum award amount?** \$150,000

**Match requirement?** 5:1 (grant to match)

# Timeline

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- Register in CAMS **ASAP**
- Applications open **February 1, 2023**
- Applications due **April 28, 2023**
- Projects underway by **October 31, 2023**
- Projects completed by **May 31, 2024**



# Scoring Rubric

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Criteria	Points
Project targets fund program objectives	40
Project impact/outcomes	30
Organizational capacity/readiness	20
Leverage Funding	5
Alignment with VMS's priorities	5
<b>Total</b>	<b>100</b>

# Application Requirements

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- Project Team
- Project Work Plan
- Project Budget + Explanation of Cost Estimates + Leverage Verification
- Maps/Photographs

# Sample Projects



[Inner Peace Coalition's  
Childcare Business  
Support](#)



[The City of Bristol's  
Made in Bristol](#)



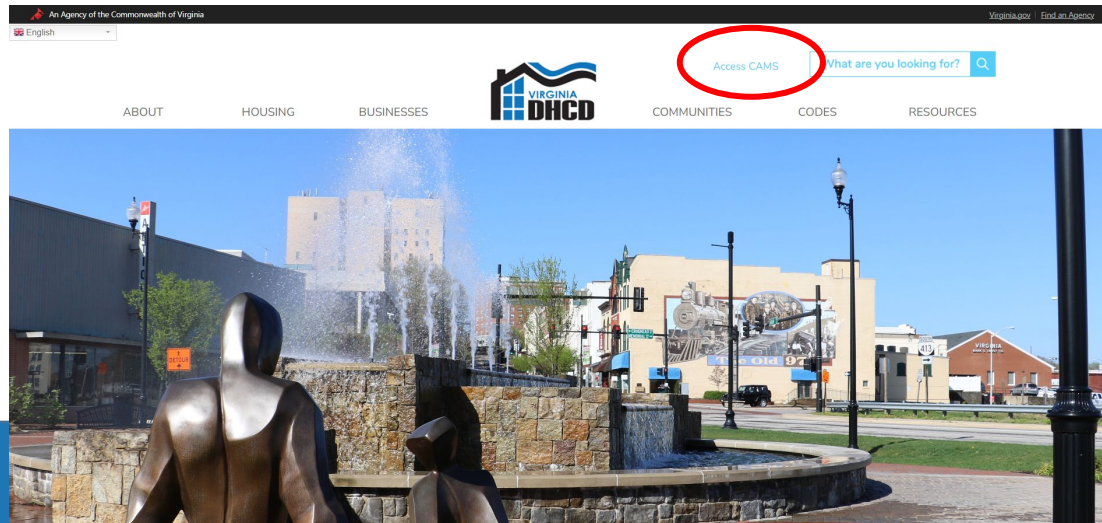
[Black BRAND's B-Force  
Accelerator](#)

# Funding Priorities

1. Promote a **community's unique, identity-defining assets**—both built and cultural;
2. Promote **inclusive collaboration and engagement** with a vast and diverse set of local partners, leaders, stakeholders, and residents;
3. Promote local **entrepreneurs, small businesses, women- and/or minority-owned businesses, entrepreneurial ecosystems, and small-scale development**;
4. Promote **equal access to opportunity and thoughtfully acknowledge and address diversity, equity, inclusion, and accessibility (DEIA)** challenges and opportunities; and
5. Promote the awareness, growth and financial **sustainability of the local Main Street organization.**

# CAMS

- Applications must be submitted through [CAMS](#)
  - Secure your organization's [UEI](#)
  - [Register](#) today
  - Help? Check out the [CAMS User Guide](#)



# Additional Information

- Grantees must comply with [DHCD's Audit Policy](#) and upload a [COV W-9](#) 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
- Consult the [VMS Grant Manual](#) for more details



# Questions?

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# DHCD's Community Vitality Office



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[dhcd.virginia.gov/vms](http://dhcd.virginia.gov/vms) (Program Website)

[virginiastreet.com](http://virginiastreet.com) (Blog)

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