

Culpeper, VA

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# FY2024

## VMS Grant Programs 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

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meeting

Attendees

Chat

# Agenda

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

The background features a large, light blue logo for the Department of Housing and Community Development (DHCD). The logo consists of a stylized house with a gabled roof on the left and a wavy line representing water or a path on the right. 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.**

**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 1,200 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

Virginia Business District Resurgence Grants

# Community Vitality Grants

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

# Community Vitality Grants

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

**Maximum award amount?** \$15,000 for EMS & \$30,000 for MMS

**Match requirement?** 2:1 (grant to match)

**Timeline?**

- Grant applications due **April 28, 2023**
- Projects underway by **October 1, 2023**
- Projects completed by **May 31, 2024**



# Community Vitality Grants

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## SCORING RUBRIC

Criteria	Points
Impact on organizational development or the commercial district	40
Relation to community/organization's strategies/goals	25
Organizational capacity/readiness	15
Realistic project work plan and budget	15
Alignment with VMS priorities	5
<b>Total</b>	<b>100</b>

# Community Vitality Grants

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## Required Application Attachments:

- Vision and Mission Statements (if applicable)
- Strategic Focus Areas / Market-Based Strategies
- Project Work Plan
- Project Budget + Explanation of Cost Estimates + Leverage Verification

# Community Vitality Grant Projects



[Nelson County's  
Lovington Market Study](#)



[Main Street Petersburg's  
Community Listening  
and Planning Project](#)



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

# Downtown Investment Grants

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 Grants

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

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

**Match requirement?** 2:1 (grant to match)

**Timeline?**

- Grant applications due **April 28, 2023**
- Projects underway by **October 1, 2023**
- Projects completed by **May 31, 2024**

# Downtown Investment Grants

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## SCORING RUBRIC

Criteria	Points
Relation to organization's strategies/goals	30
Project impact/outcomes	25
Organizational capacity/readiness	15
Relation to organization's mission and vision	10
Realistic project work plan and budget	10
Organization is Nationally Accredited	5
Alignment with VMS priorities	5
<b>Total</b>	<b>100</b>

# Downtown Investment 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

# Downtown Investment Grant Projects

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[Farmville Downtown Partnership's Wayfinding](#)



[Love Orange Virginia's Commemorative African-American Park](#)



[Staunton Downtown Development Association's Little Things](#)



# 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 Grants

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

**Maximum award amount?** \$50,000

**Match requirement?** None

**Timeline?**

- Applications open on **February 1, 2023**
- Projects underway by **October 1, 2023**
- Projects completed by **May 31, 2024**

# Financial Feasibility Grants

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## SCORING RUBRIC

Criteria	Points
Likelihood of future redevelopment	30
Impact of the building on the Main Street district	25
Organizational capacity/readiness	20
Relation to community/organization's vision	10
Realistic project work plan and budget	10
Alignment with VMS priorities	5
<b>Total</b>	<b>100</b>

# Financial Feasibility Grants

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## Required Application Attachments:

- Vision and Mission Statements (if applicable)
- Project Team
- Project Work Plan
- Project Budget + Explanation of Cost Estimates + Leverage Verification (if applicable)
- Visual Documentation
- Plans/Studies

# 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

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.**

# Questions?

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

- Virginia Counties
- VMS Eastern Shore - Kyle Meyer - kyle.meyer@dhcd.virginia.gov
- VMS Northern - Blaire Buegler - blaire.buegler@dhcd.virginia.gov
- VMS Shenandoah - Ellie Dudding-McFadden - ellie.dudding-mcfadden@dhcd.virginia.gov
- VMS Southern - Zachary Whitlow - zachary.whitlow@dhcd.virginia.gov
- VMS Southwest - Nicole Childress - nicole.childress@dhcd.virginia.gov



# Additional Information

- 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





# Another Opportunity

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Funds the activation of vacant or underutilized downtown spaces, creating opportunities for commercial development and housing units in Main Street districts

For more information, check out the [Program Guidelines](#) & the [How-to-Apply Webinar](#).

# DHCD's Community Vitality Office



[mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov)

(804) 371-7171

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

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

[Rebecca Rowe](#), Associate Director

[Courtney Mailey](#), Program Manager

VMS Program Administrators:

- [Blaire Buergler](#) (Northern Virginia/Shenandoah)
- [Nicole Childress](#) (Southwest)
- [Ellie Dudding-McFadden](#) (Central Virginia/Shenandoah)
- [Kyle Meyer](#) (Tidewater)
- [Zachary Whitlow](#) (Southern)