



PRESERVATION ALLIANCE

for greater philadelphia

REQUEST FOR PROPOSALS for VITAL NEIGHBORHOODS INITIATIVE

“revitalizing Philadelphia neighborhoods one block at a time”

APPLICATION DEADLINES

SMALL GRANT APPLICATIONS: NOVEMBER 21, 2011

LARGE GRANT APPLICATIONS: DECEMBER 9, 2011

SERVICE GRANT APPLICATIONS: DECEMBER 9, 2011

QUESTIONS:

AMY McCOLLUM, INTERIM DIRECTOR

VITAL NEIGHBORHOODS INITIATIVE

PRESERVATION ALLIANCE

Amy@PreservationAlliance.com

215-546-1146 x 8

VITAL NEIGHBORHOODS INITIATIVE
revitalizing Philadelphia neighborhoods one block at a time

GRANT APPLICATION CHANGES

Based on the experience of the first year of the Vital Neighborhoods Initiative, the Preservation Alliance for Greater Philadelphia has clarified and made some revisions to guidelines for grant applications. These changes are as follows:

- All grants, whether a Small Grant (under \$5,000) or a Large Grant (from \$5,000 to \$30,000) must be for projects that will enhance or directly improve residential blocks in the neighborhood.
- Large Grants are for projects that will improve residential blocks in a target area that is in or related to the strongest section of the neighborhood.
- Priority for Large Grants will be given to projects that improve residential blocks with a distinctive, historic architectural character.
- All applicants for Large Grants must complete or have previously completed all of the exercises in the Alliance's handbook, "How to Look at Your Neighborhood." Applicants who completed these exercises in 2010, must resubmit the exercise in Chapter 5 following the guidelines in the revised handbook.
- All applicants for Small Grants must complete or have previously completed the exercises in Chapters 1, 2 and 5 of the "How to Look at Your Neighborhood" guidebook, including a re-submission of the exercise in the revised Chapter 5.
- Applications for Service Grants with the Community Design Collaborative must also focus on projects that will improve the character of residential blocks in the neighborhood or on a unique community asset that will improve the desirability of the neighborhood as a place to live.
- Community organizations may apply for only one grant.
- Projects are expected to be completed within 6 to 8 months after the grant is awarded, additional design assistance may be available to complete plans in this time period.
- Neighborhood identity banners and community festivals are not eligible for funding.

I. INTRODUCTION

The Vital Neighborhoods Initiative intends to strengthen “middle-market” neighborhoods in Philadelphia one block at time. These are neighborhoods that are strong but could benefit from additional targeted reinvestment to maintain a positive growth trajectory and promote their unique history. The focus of the Initiative is to promote the positive attributes of neighborhoods and build on existing strengths.

The Vital Neighborhoods Initiative is intended to achieve these objectives through investments in the public environment and support of activities that will bring the neighborhood to the attention of potential homebuyers. The goals of the program include:

- Encouraging home improvements and exterior upgrading by current residents.
- Attracting new buyers and promoting home ownership in the neighborhood.
- Marketing changes to current and potential home owners so as to stimulate further positive investment in the neighborhood.
- Expanding neighborhood pride and neighborliness through involvement of residents in neighborhood projects and events.

II. GRANT OPPORTUNITIES

The Vital Neighborhoods Initiative offers three grant opportunities for which eligible neighborhoods may apply. Eligible neighborhoods may only apply for one (1) grant opportunity during a single year.

Small Grants (up to \$5,000) All eligible organizations may apply for grants once each year, provided projects funded with previous grants have been completed or are well underway and on schedule for completion.

Small grants are intended to carry out a project that will enhance the public environment or the marketability of residential properties. Projects can make a visible improvement to the public environment of a residential block, including façade improvements or improvements on private property that contribute to the public environment, OR have a marketing focus, which can include such activities as a neighborhood website, an historic preservation project or a publication or activity that showcases the unique history of the neighborhood. Improvements on private property must have a financial contribution from the property owner. Applicants can be a Community Development Corporation or a Community Association or a joint venture. Applications must demonstrate resident participation in the selection and implementation of the project.

No portion of this grant funding can be used for administrative purposes or improvement of an individual privately owned property.

Large Grants (up to \$30,000): *All eligible neighborhoods may apply once each year provided a previously funded large grant project has been completed.*

Large grants are intended to carry out a project that will improve the public environment of a single residential block. The goal behind this grant is to improve residential neighborhoods one block at a time. Work should concentrate on a block in a target area that is related to the strongest section of the neighborhood. Projects may include façade improvements or improvements on private property that contribute to the public environment. In certain cases additional design assistance from the Community Design Collaborative may be available to fully develop plans.

Organizations must demonstrate prior experience with project implementation. Priority consideration will be given to projects that are part of a neighborhood plan developed with OHCD funding, City Planning Commission assistance, or developed with the Community Design Collaborative or that have a strong historic preservation focus. Applications must demonstrate resident participation in the selection and implementation of the project.

Applications for large grants must provide not less than 15% of the total project cost in matching funds. Improvements on private property must have a financial contribution from the property owner. Use of grant funds for administrative purposes is discouraged, but when necessary up to 10% of the grant may be used for administrative purposes. No grant can be used for improvement of an individual privately owned property.

Service Grants (\$15,000-\$20,000 in technical services) *All eligible organizations may apply once each year.*

Service grants for preliminary design services will be provided through the Community Design Collaborative. Each grant is tailored to meet the specific needs of the organization and result in tangible, visual documents that can be presented to stakeholders and funders.

Service grants typically provide \$15,000-\$20,000 in technical services, completed within six months. The services are donated by teams of volunteer design professionals that may include architects, landscape architects, preservationists, interior designers, urban planners, engineers, or cost estimators. The Community Design Collaborative will waive its typical administrative fee of \$1,000 for eligible organizations applying for service grants through the Vital Neighborhoods Initiative.

Service grants must also focus on projects that are intended to improve the residential blocks of a neighborhood within a target area related to the strongest section of the neighborhood or on unique community assets that have the potential to improve the neighborhood as a place to live. While such projects may be planned to be implemented in several phases, a Phase One should be capable of being implemented with funding in part from a Vital Neighborhoods Large Grant.

The Community Design Collaborative expects to provide up to 3 service grants through the Vital Neighborhoods Initiative.

III. ELIGIBILITY CRITERIA

A. NEIGHBORHOOD ELIGIBILITY

Applications may be submitted by organizations representing a neighborhood defined as an eligible neighborhood by the Preservation Alliance. For 2011-12 the following neighborhoods have been selected as eligible to receive grants:

Belmont Village, West Philadelphia
Cedar Park, West Philadelphia
Fairmount, North Philadelphia
Fishtown, North Philadelphia
Holmesburg, Northeast Philadelphia
Penn Knox, Germantown
Pomona Cherokee, Germantown
Tulpehocken, Germantown
Powelton Village, West Philadelphia
Roxborough, Northwest Philadelphia
Saunders Park, West Philadelphia
Tacony, Northeast Philadelphia
Walnut Hill, West Philadelphia
Wynnefield, West Philadelphia
Yorktown, North Philadelphia

B. ORGANIZATION ELIGIBILITY

SMALL GRANTS

Organizations applying for small grants must meet the following criteria:

- Be a Community Association, CDC or other similar neighborhood organization.
- Have an active volunteer board and/or committees engaged in neighborhood activities.
- Have the fiscal capacity to accept grants or have a fiscal agent.
- Have capacity for email and Internet access.
- Be willing to provide the Alliance with information about the neighborhood for inclusion on a website created by the Alliance and have a designated contact person from which information can be obtained.

LARGE GRANTS

Organizations applying for large grants must meet the following criteria:

- Be an incorporated 501 (c) (3) non-profit organization or CDC or a partnership of a Community Association and an incorporated non-profit organization.
- Have an active volunteer board and at least one full time staff person or have the fiscal capacity to accept and manage grants and have a fiscal agent.
- Have capacity for email and Internet access; a website is desirable but not required.
- Be willing to provide the Alliance with information about the neighborhood for inclusion on a website created by the Alliance and have a designated contact person from which information can be obtained.
- The neighborhood must have an annual public event that attracts residents of the neighborhood and people from outside the neighborhood. This could consist of a house tour, block party, neighborhood art festival, scavenger hunt, jazz festival etc.

SERVICE GRANTS

Organizations applying to the Community Design Collaborative for service grants must meet the following criteria:

- Be an incorporated 501 (c) (3) nonprofit organization or CDC or a partnership of a community association and an incorporated nonprofit organization.
- Have an active volunteer board and at least one full time staff person.
- Are undertaking a project located in a neighborhood defined as an eligible neighborhood by the Preservation Alliance.
- Are seeking preliminary design services.

IV. APPLICATION OVERVIEW

SMALL GRANTS

Application requirements for small grants are:

- Completion of the Small Grant Application Form.
- Demonstration of resident participation in selection of and implementation of the proposed project, including names and addresses of participants, and participants from the target area in the case of applications for public environment improvements.
- All applicants must complete or have previously completed Chapter's 1, 2 and 5 of the Alliance's revised "How to Look at Your Neighborhood" guide, including a re-submission of the exercise in Chapter 5 following the revised guidelines.
- **Applicants seeking a grant for a project to improve the public environment must complete all chapters in the revised "How to Look at Your Neighborhood" guide.**

LARGE GRANTS

Application requirements for large grants are:

- Completion of the Large Grant Application Form.
- Evidence of a 501 (c) (3) nonprofit status from the IRS.
- Completion of the Alliance's revised "*How to Look at Your Neighborhood*" guide, including a re-submission of the exercise in Chapter 5 if previously submitted.
- Evidence of 15% matching funds or a plan for how those funds will be raised.
- Demonstration of resident participation in selection of and implementation of the proposed project, including names and address of participants from the target area.
- Applicants will be required to make a presentation of the project to the Alliance's selection committee.

SERVICE GRANTS

Application requirements for service grants are:

- Completion of a Community Design Collaborative Service Grant Application Form. An editable .pdf can be found online at: www.cdesignc.org/documents/service_grant_app_editable_08_002.pdf
- Completion of a site visit and interview with representatives of the Community Design Collaborative and the Preservation Alliance.
- Articles of Incorporation as a nonprofit corporation.
- IRS 501 (c) (3) tax exemption qualification letter.
- List of board members (including names, addresses, and occupations).
- Form 990 (or most recent financial statement if your organization does not submit Form 990).
- Recent newsletter or other communications materials that provide information about your organization, if available.

V. GRANT AWARDS

Small Grants (Under \$5,000) December 2, 2011

Large Grants (Up to \$30,000) January 6, 2012

**VITAL NEIGHBORHOODS SMALL GRANT APPLICATION
COVER SHEET**

Legal Name of Lead Organization: _____

Street Address and Zip Code: _____

Name and title of contact person: _____

Telephone: _____

Fax: _____

Email for contact person: _____

Website (optional): _____

Name of Partner Organization if any: _____

Federal ID Number if incorporated _____

Size of grant being applied for: _____

Brief description of project (limit to this page):

**VITAL NEIGHBORHOODS LARGE GRANT APPLICATION
COVER SHEET**

Legal Name of Lead Organization: _____

Street Address and Zip Code: _____

Name and title of contact person: _____

Telephone: _____

Fax: _____

Email for contact person: _____

Website (optional): _____

Name of Partner Organization if any: _____

Federal ID Number: _____

Size of grant being applied for: _____

Amount and source of matching funds _____

Brief description of project (limit to this page):

**VITAL NEIGHBORHOODS SERVICE GRANT APPLICATION
COVER SHEET**

Legal Name of Lead Organization: _____

Street Address and Zip Code: _____

Name and title of contact person: _____

Telephone: _____

Fax: _____

Email for contact person: _____

Website (optional): _____

Name of Partner Organization if any: _____

Federal ID Number if incorporated _____

Size of grant being applied for: _____

Brief description of project (limit to this page):

VITAL NEIGHBORHOODS INITIATIVE

SMALL GRANT APPLICATION REQUIREMENTS AND FORMAT

Applications must be typed on 8 x 11 paper in not less than 12-point font. Applications should follow the format described below, using the section titles indicated in **BOLD** as the application format. Each section should cover the information asked for in each section. **The application must include materials about the neighborhood as described in the Alliance’s “How to Look at Your Neighborhood” guide.** One (1) copy of each application should be submitted as a hard copy and one (1) copy of the application as a word doc. with any images submitted separately as a .jpg.

1. NEIGHBORHOOD DESCRIPTION (not to exceed 2 pages)

- A brief description of the history of the neighborhood and its current character, Chapter 2 of the “How to Look at Your Neighborhood” guidebook.
- Current population of the neighborhood composition by age, race, household size using 2010 census data.
- Briefly describe the strengths of the neighborhood and actions that would help improve those strengths.

2. NEIGHBORHOOD ANALYSIS

- All applicants must complete Chapter’s 1, 2, & 5 of the revised “How to Look at Your Neighborhood” guidebook.
- Applicants seeking a grant to complete a public environment project must complete the all Chapters in the “How to Look at Your Neighborhood” guidebook.

3. APPLICANT ORGANIZATION OR PARTNERSHIP (not to exceed 2 pages)

- Description of the applicant organization and partners, if any.
- Purpose of organization and length of time it has been in existence.
- How is the organization run (board of directors) and staff, if any?
- List of grants over \$5,000 received in past two years, if any.
- If more than one organization, describe responsibilities of each for this project.
- Describe neighborhood events the organization has sponsored in past two years including attendance.

4. PROPOSAL DESCRIPTION (not to exceed 6 pages)

- A general overview of the project.
- How was the project selected? Describe resident participation including number and type of meetings, dates, and number of people in attendance.
- What is the relationship of the project to the strengths of the neighborhood?
- What is the relationship of the project to historic preservation issues, if any?
- How will the project be implemented? Will there be consultants involved? How will residents be involved in implementation?
- How is this proposal related to an existing neighborhood plan, if any, or to a longer-term program for neighborhood improvement?
- Provide a timeline for completing the project.
- Provide a budget for the project.

5. LETTERS OF SUPPORT are not required but are encouraged.

VITAL NEIGHBORHOODS INITIATIVE

LARGE GRANT APPLICATION REQUIREMENTS AND FORMAT

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- A brief description of the history of the neighborhood and its current character, Chapter 2 of the "How to Look at Your Neighborhood" guidebook.
- Current population of the neighborhood and its composition by age, race, household size using 2010 census data.

2. NEIGHBORHOOD ANALYSIS

- All chapter's in the revised "How to Look at Your Neighborhood" guide including maps, text and photographs.

3. APPLICANT ORGANIZATION OR PARTNERSHIP (not to exceed 2 pages)

- Description of the applicant organization and partners, if any.
- Purpose of organization and length of time it has been in existence.
- How is the organization run (board of directors) and staff, if any?
- List of grants over \$5,000 received in past two years, if any.
- If more than one organization, describe responsibilities of each for this project.
- Describe annual neighborhood events or other events the organization has sponsored in past two years including attendance.

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- What is the relationship of the project to the strengths of the neighborhood?
- What is the relationship of the project to historic preservation issues, if any?
- How will the project be implemented? Will there be consultants involved? How will residents be involved in implementation?
- How is this proposal related to an existing neighborhood plan, if any, or to a longer-term program for neighborhood improvement?
- Provide a timeline for completing the project.
- Provide a budget showing how funds will be used and the source and amount of 15% matching funds. Indicate whether matching funds are committee or if not how and when they will be raised.

5. REQUIRED ATTACHMENTS

- Copy of IRS letter regarding tax-exempt status.
- Letters of support are not required but are encouraged.
- Agreements with consultants are not required, but identification of consultants or types of consultants expected to be involved in the project is desirable, if known.
- List of names and contact information for real estate brokers actively engaged in marketing residential properties in the neighborhood.