



CITY OF LETHBRIDGE

# Re-Imagine Downtown Activation Grant APPLICATION GUIDE

October 2021

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## OVERVIEW

The **Re-Imagine Downtown Activation Grant Program** aims to support businesses, entrepreneurs, organizations, and community-minded individuals in implementing initiatives, events, and/or programs that seek to activate vacant, underutilized, and under programmed private and public spaces and places– safely with COVID-19 restrictions in mind – within the downtown district.

## OUTCOMES

Proposed initiatives, events, and programs should align with the vision and direction of the [Heart of Our City Master Plan](#) and be connected to addressing the wants, needs, and pain points identified through the [Heart of Our City Downtown Personas Project](#).

Proposed initiatives, events, and programs should also support the following outcomes:

- Transforms vacant or underutilized public or private spaces into vibrant places accessible to the community
- Breathe new life into spaces making them attractive, inviting, and safe.
- Create opportunities for people to connect with their local downtown neighborhood.
- Experiment with fun and innovative ideas that generate community engagement
- Showcase the downtown area along with its businesses and organizations
- Enhance sense of creativity, connection and local identity.
- Be accessible to a large number of people (safely)
- Encourages links between community, arts, culture, recreation, business, and tourism.
- Promotes and grows local tourism that celebrates the public and private assets of downtown area

## ELIGIBILITY

- Applications are open to be submitted by businesses, entrepreneurs, organizations, and community-minded individuals. However, partnerships with non-profit organizations are strongly encouraged.
- Must physically take place within the Downtown or within the Civic Precinct areas. Online or digital proposals will not be considered (see figure 1).
- Not be established with a main purpose of fundraising.
- Initiatives must begin within six (6) months from date of funding.
- Applications may not include the following ineligible expenses:
  - Prizes including gift cards, alcohol, and merchandise for resale.
  - Retroactive expenses or accumulated deficits
  - Purchase of land or buildings
  - Capital expenses not related to or necessitated by the proposed initiative



Figure 1: Geographic Boundaries

## FUNDING

- Total funding available for 2021 is \$150,000. \$90,000 was funded in Intake 1 (May) which leaves \$60,000 available for Intake 2.
- Applications can be made for up to \$25,000 per initiative, event, or program.
- Matching funding is not required however applications that have a lower percentage of the total project funded by the grant will be scored higher.
- Successful applicants will receive 70% of their approved grant within two weeks of award and the final 30% within two weeks of a Final Report being submitted and deemed complete by City administration. Special circumstances may be considered.
- Funding is from the Downtown Redevelopment Fund, previously allocated to the HOC Activity Grant in 2020 and 2021.
- Applicants are eligible for multiple applications in each intake period as long as the applications are distinct and separate initiatives.

- An application for continuation funding for a previously funded initiative, event, or program is permitted IF it is not in a back to back intake (e.g. If funded in Intake 1, continuation funding would not be considered until Intake 3 or 4).

## KEY DATES

- Applications will be accepted in 4 intakes and will be reviewed and approved by the Heart of Our City Committee. Dates are subject to change.
- Deadlines:
  - Intake 1: June 25, 2021 @ 4:00pm
  - **Intake 2: November 1, 2021@ 4:00pm**
  - Intake 3 2: April 1, 2022@ 4:00pm
  - Intake 4: September 1, 2022 @ 4:00pm

## ASSESSMENT CRITERIA

- Applications will be assessed by a Heart of Our City subcommittee against a rubric that considers the following:
  - Project Idea – project is aligned with the HOC Downtown Persons project and identified program outcomes.
  - Safety – Project provides a safety plan and is flexible in nature to adapt to changing conditions of COVID-19 restrictions
  - Budget – The extent to which the budget is comprehensive, realistic, and provides value for money. Including the leveraging of alternative funding sources.
  - Community Partnerships & Support – the project shows evidence of community support and promotes partnerships with other organizations.
  - Capacity – Capacity of the applicant to successfully complete the project with the outcome being a high impact initiative.
  - Sustainability – the proposal has demonstrated the potential to occur and/or expand beyond a one-time scenario either with less or no financial support from the City.

## APPLICATION PROCESS

- **FIRST**, utilize this **Grant Application Guide** including the overview of the application questions below to prepare responses and complete the [budget template attachment document](#).
  - There are two sheets in the budget template file 1) For applications of 100% grant funding; and 2) For application of partial grant funding. Only utilize the sheet that applies to your application, leaving the other blank.
- **SECOND**, open the [digital application form](#), copy/paste responses.
- **THIRD**, add (upload) the [budget template file](#) on the [digital application form](#).
- All applications must be received by the identified intake period deadline.
- All applications will be accessed and approved by the Heart of Our City Committee or appointed sub-committee.
- Heart of our City Committee reserves the right to:
  - Request further information in considering any application;
  - Reject any application that does not meet the criteria;
  - Award an amount less than that applied for if it is assessed that the amount requested is not justified or the full amount is not available
- All decisions are final and no negotiations will be entered into.

## APPLICATION QUESTIONS

- **Project Name**
- **Application Intake** (Select Intake 1-4)
- **Type of Applicant Organization** (Select Business, Not-For-Profit, Charity, Entrepreneur, Individual, Other)
- **Applicant Organization Name**
- **Primary Contact Name**
- **Primary Contact Email**
- **Primary Contact Phone**
- **Brief Project Description** (limited to 50 words or less)
- **Project Location** (Street address and/or description)
- **Public or Private Space** (Is the location a public space (street, sidewalk, lane, park, public building, etc.) or a private space (commercial unit, private parking lot, etc.))
- **Project Start and End Date(s)**
- **Detailed Project Description** (Comprehensive outline of the initiative)
- **Personas Project Connection** (Describe how the proposed initiative is connected to the [Heart of Our City Downtown Personas Project](#). Limited to 200 words or less.)

- **Outcomes that the Initiative Supports** (select all that apply... see outcomes section of guide)
- **Outcomes Description** (Comprehensive outline of how the initiative supports the outcomes selected in the previous question. Outline all selected. Limited to 200 words or less.)
- **COVID-19 Safety Description** (Describe a safety plan that is flexible in nature to adapt to changing conditions of COVID-19 restriction. Limited to 200 words or less.)
- **Budget Description** (Describe how the budget is comprehensive, realistic, and provides value for money. Including the leveraging of alternative funding source. Limited to 500 words or less. Limited to 200 words or less.)
- **Community Partnerships & Support Description** (Describe how the project shows evidence of community support and promotes partnerships with other organizations. Limited to 200 words or less.)
- **Capacity Description** (Describe the capacity of the applicant to successfully complete the project with the outcome being a high impact initiative. Limited to 200 words or less.)
- **Sustainability Description** (Describe how the proposed initiative has the potential to occur and/or expand beyond a one-time scenario either with less or no financial support from the City. Limited to 200 words or less.)
- **Total Estimate Project Cost**
- **Proposed Grant Request**
- **Dependency on Full Request** (If the full grant request is not available, is the applicant interested in partial funding and working with HOCC/City Administration to scale accordingly?)
- **File Uploads** (Project Budget Template-required, Letters of Support-encouraged, and Other Supporting Documents-optional)

## LINKS AND RESOURCES

Applicants are encouraged to look through the collection of links provided to get the creative energy flowing:

- <https://medium.com/swlh/city-solutions-how-coronavirus-could-prompt-a-street-scape-revolution-a0ef39e57812>
- [https://www.abettercity.org/assets/images/Boston\\_Tactical\\_Public\\_Realm\\_Guidelines.pdf](https://www.abettercity.org/assets/images/Boston_Tactical_Public_Realm_Guidelines.pdf)
- <https://downtownmemphis.com/wp-content/uploads/2020/07/How-to-Pop-Up-2020.pdf>
- <https://springboardperformance.com/containr>

- <https://municipalinfonet.com/article/municipal/category/Infrastructure/40/797554/B-Improvements-brightening-up-downtown-underpasses.html>
- <https://www.curbed.com/2019/10/28/20935683/best-street-plazas-bloomberg-asphalt-art>
- <https://asphaltart.bloomberg.org/> -
- <https://gothamist.com/arts-entertainment/how-bryant-parks-iconic-chairs-revolutionized-public-spaces>
- <https://www.calgarymlc.ca/newsletter/2019/11/25/inglewood-parking-lot-thinking-outside-the-box> -
- <https://www.brookings.edu/blog/the-avenue/2020/02/03/how-san-francisco-is-adopting-inclusive-place-management-to-revive-its-civic-center-plaza/>
- <https://parklife.co.nz/panna-courts>
- <https://trnto.com/patio-policy-extended-year-round-toronto/>
- <https://www.dtvancouver.ca/2020/11/2020-perch-review/>
- <https://icma.org/articles/article/just-released-problem-solving-through-arts-and-cultural-strategies> -
- [https://theconversation.com/post-pandemic-cities-can-permanently-reclaim-public-spaces-as-gathering-places-150729?utm\\_medium=email&utm\\_campaign=Latest%20from%20The%20Conversation%20Canada%20for%20January%204%202021&utm\\_content=Latest%20from%20The%20Conversation%20Canada%20for%20January%204%202021%20CID\\_e14476ae8878d353b0c803225a84e9e4&utm\\_source=campaign\\_monitor\\_ca&utm\\_term=Post-pandemic%20cities%20can%20permanently%20reclaim%20public%20spaces%20as%20gathering%20places](https://theconversation.com/post-pandemic-cities-can-permanently-reclaim-public-spaces-as-gathering-places-150729?utm_medium=email&utm_campaign=Latest%20from%20The%20Conversation%20Canada%20for%20January%204%202021&utm_content=Latest%20from%20The%20Conversation%20Canada%20for%20January%204%202021%20CID_e14476ae8878d353b0c803225a84e9e4&utm_source=campaign_monitor_ca&utm_term=Post-pandemic%20cities%20can%20permanently%20reclaim%20public%20spaces%20as%20gathering%20places)
- <https://www.stantec.com/en/ideas/topic/cities/winter-city-design-3-ways-to-save-our-small-businesses-this-covid-19-winter>
- <https://www.archdaily.com/927754/11-rules-to-follow-when-creating-vibrant-public-spaces>
- <https://vanmuralfest.ca/vmf-winter-arts/overview>
- <https://www.wearethebackyard.com/offerings>