

Beaverton Main Street Seed Fund Application

Fiscal Year 2017-2018

Application Due Date: June 15, 2017

Overview

The City of Beaverton is committed to the revitalization of downtown Beaverton and seeks to support organizations using the comprehensive Main Street Approach to undertake projects that improve the downtown area. The Beaverton Main Street Seed Fund ("Seed Fund") supports these commercial revitalization efforts in downtown Beaverton. A total of \$15,000 will be made available to eligible organizations for fiscal year 2017-2018.

Eligible Organizations

Organizations are encouraged to apply to the Seed Fund if they meet the following criteria:

- Active nonprofit status and incorporated in the state of Oregon
- Actively engaged in commercial revitalization work in downtown Beaverton
- Follow the Four Point Approach to Main Street and an active participant in the Oregon Main Street Network

Eligible Projects

Eligible organizations must propose meaningful projects that they will carry out during the fiscal year that utilize the Main Street Approach. Projects should have clear deliverables and outcomes.

Examples of eligible projects could include:

Project 1: Create promotional campaign to showcase downtown Beaverton	Project 2: Increase the organization's volunteer capacity
<u>Deliverable 1:</u> Produce a walking map of downtown Beaverton highlighting historic buildings and public art	<u>Deliverable 1:</u> Create volunteer development plan
<u>Outcome:</u> Visitors to downtown are engaged with the history of downtown Beaverton	<u>Outcome:</u> Organization has a clear plan to recruit and retain volunteers
<u>Deliverable 2:</u> Create profiles of downtown Beaverton business owners and other downtown stakeholders for organization's newsletter, website & social media	<u>Deliverable 2:</u> Recruit 10 new volunteers and form at least 2 committees
<u>Outcome:</u> Increased awareness of downtown businesses	<u>Outcome:</u> Organization has more support and new energy to undertake projects

Funding may be used for operating expenses which support these projects, including salary expenses.

Application Process

The following documents must be submitted as a complete application:

- This application form, including a project information sheet for each proposed project
- The application budget
- The organization's overall budget for fiscal year 2017-2018
- The organization's most recently submitted 990

Applications should be emailed to Rachel Thieme at rthieme@beavertonoregon.gov by Thursday, June 15, 2017, at 5pm.

Scoring Criteria

The Seed Fund is a competitive application process. Applications will be evaluated based on the following criteria for each project proposed:

- Project Impact (70%):
 - How much will the proposed project impact Downtown Beaverton? Does it create something new to energize local stakeholders, build capacity of a downtown organization or improve an existing design element downtown?
- Alignment with Main Street Approach (10%):
 - Does the organization utilize the Main Street Approach to comprehensive commercial revitalization?
- Organizational capacity (20%):
 - Does the organization have the capacity to carry out the proposed project during the year? Is the organization comprised of downtown stakeholders?

Application

Organizational Information

Organization Name _____

Contact Person _____ Title _____

Level of Oregon Main Street network participation (check one):

Exploring Downtown

Transforming Downtown

Performing Downtown

Organizational mission statement:

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District boundary covered by your organization:

Describe your organization's board and staff capacity:

Explain how your organization utilizes the Main Street Approach:

Overall proposed organization budget for fiscal year 2017-2018:

Expenses: _____

Income: _____

Total Requested Seed Fund amount: _____

This amount should match the total requested amount on the application budget.

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Project Information

Please describe the project that you propose to complete during fiscal year 2017-2018 with the help of the Seed Fund. If you are proposing more than one project to be funded through the Seed Fund, please complete one project information sheet for each project.

<i>Project Description: Briefly describe the overview of the project</i>	<i>Deliverables: Describe the specific activity/activities that will be produced as a part of the project</i>	<i>Outcomes: Describe what will be achieved as a result of the deliverables. What is the impact of this project?</i>

How does this project align with your organization's mission and goals?

How will your organization utilize the Main Street Approach with this project?

Who will be involved in this project? (list specific board member titles, committee positions and/or staff positions)