



# **PRESERVATION ALLIANCE**

*for greater philadelphia*

## **REQUEST FOR PROPOSALS for VITAL NEIGHBORHOODS INITIATIVE**

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### **APPLICATION DEADLINES**

SMALL GRANT APPLICATIONS: 3:00pm on DECEMBER 17, 2010  
LARGE GRANT APPLICATIONS: 12:00pm on JANUARY 7, 2011  
SERVICE GRANT APPLICATIONS: 3:00pm on DECEMBER 17, 2010

QUESTIONS:  
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VITAL NEIGHBORHOODS INITIATIVE  
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# VITAL NEIGHBORHOODS INITIATIVE GRANT APPLICATION OVERVIEW

## I. INTRODUCTION

The Vital Neighborhoods Initiative is intended to strengthen “middle-market” neighborhoods in Philadelphia, neighborhoods that already have strengthened but could use investments that will help to attract new residents and improve the residential housing market. The Vital Neighborhoods Initiative is intended to achieve these objectives through investments in the public environment and support for marketing and other 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 apply for any or all grant opportunities and may receive both small and large grants during a single year.

**Small Grants (up to \$5,000)** *All eligible organizations may apply for grants twice 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 in a target area of the neighborhood. Applicants can be a Community Development Corporation or a community association or a joint venture of such organizations. Projects must make a visible improvement to the public environment of a residential block, which can also include 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, a neighborhood festival, an historic preservation project or survey. Improvements on private property must have a financial contribution from the property owner. 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.

The Alliance expects to provide 5 to 10 grants in the first application round and 3 to 5 grants in each of the following application rounds.

**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 residential blocks in a target area of the neighborhood, which may include façade improvements or improvements on private property that contribute to the public environment. For these grants, organizations must demonstrate prior experience with project implementation either on their own or in partnership with another organization. Priority consideration will be given to projects that are part of the implementation 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. No more than 10% of the grant may be used for administrative purposes.

The Alliance expects to provide 3 to 7 grants each year.

**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 nonprofit 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 service grants are being offered to help eligible organizations prepare for Vital Neighborhoods Initiative large grant proposals. Priority consideration for large grants will be given

to projects developed with the Community Design Collaborative. 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.

The Community Design Collaborative expects to provide 3 service grants each year 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 2010-11 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, Near Northeast Philadelphia  
Northwood, Near Northeast Philadelphia  
Penn Knox, Germantown  
Pomona Cherokee/ Tulpehocken, Germantown  
Powelton, West Philadelphia  
West Powelton, West Philadelphia  
Saunders Park, West Philadelphia  
Tacony, Near 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 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 the one year period of the grant for inclusion on a website created by the Alliance to market and promote Vital Neighborhoods grant recipients, 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.
- Have the fiscal capacity to accept and manage grants or 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 the one year period of the grant for inclusion on a website created by the Alliance to market and promote Vital Neighborhoods grant recipients 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 block party, neighborhood art festival, scavenger hunt, jazz festival etc. (VNI small grants can be used to initiate and support such events.)

## **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.

## **1V. APPLICATION OVERVIEW**

### **SMALL GRANTS AND COMMUNITY DESIGN COLLABORATIVE ASSISTANCE**

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.
- Applications seeking funds for a project to improve the public environment must complete the Alliance's "*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 "*How to Look at Your Neighborhood*" guide.
- Evidence of 15% matching funds or a plan for how those funds will be raised before grant contract.
- Demonstration of resident participation in selection of and implementation of the proposed project, including names and address of participants from the target area.
- Presentation of the proposed project on January 13, 2011.

## **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](http://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**

Applications for small grants are due on December 17, 2010 by 3:00pm, applications for large grants are due on January 7, 2011 by 12:00pm and Community Design Collaborative service grants are due on December 17, 2010 by 3:00pm; awards will be announced by January 15, 2011.

**VITAL NEIGHBORHOODS SMALL GRANT APPLICATION  
COVER SHEET**

**Legal Name of Lead Organization:**

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**Street Address and Zip Code:**

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**Name and title of contact person:**

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**Telephone:**

**Fax:**

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**Email for contact person:**

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**Website (optional):**

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**Name of Partner Organization if any:**

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**Federal ID Number if incorporated**

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**Size of grant being applied for:**

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**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:**

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**Street Address and Zip Code:**

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**Name and title of contact person:**

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**Telephone:**

**Fax:**

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**Email for contact person:**

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**Website (optional):**

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**Name of Partner Organization if any:**

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**Federal ID Number if incorporated**

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**Size of grant being applied for:**

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**Brief description of project (limit to this page):**

**VITAL NEIGHBORHOODS INITIATIVE  
SMALL GRANT ASSISTANCE  
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.** Two copies of the application should be submitted, with attachments as noted.

**1. NEIGHBORHOOD DESCRIPTION (not to exceed 2 pages)**

- A brief description of the history of the neighborhood and its current character.
- Current population of the neighborhood composition by age, race, household size (see list of resources in “How to Look at Your Neighborhood” guide.)
- Briefly describe the strengths of the neighborhood and actions that would help improve those strengths.

**2. 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.

**3. NEIGHBORHOOD ANALYSIS**

- **Not required for marketing grants, but encouraged. Required for public environment improvement grants. See “How to Look at Your Neighborhood.”**

**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.
- Describe how the grant funds will be used.

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

## **VITAL NEIGHBORHOODS INITIATIVE LARGE 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. Two copies of the application should be submitted, with attachments as noted.

### **1. NEIGHBORHOOD DESCRIPTION (not to exceed 2 pages)**

- A brief description of the history of the neighborhood and its current character.
- Current population of the neighborhood and its composition by age, race, household size.

### **2. 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.

### **3. NEIGHBORHOOD ANALYSIS**

- Include the maps, text and photographs described in the "*How to Look at Your Neighborhood*" guide.

### **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 showing how funds will be used and the source and amount of 15% matching funds. Indicate whether matching funds are committed 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.