Downtown Ferndale Business Revitalization Grant Application

Ferndale DOWNTOWN

2022 Grant Applicant Information – Prospective Ferndale Businesses

Business Name

Owner/Applicant Name

Co-Owner/Applicant Name

Business Address *(Please provide your business address in Ferndale and, if applicable, your legal business address)*

City

State

ZIP Code

Brief Business Description

(Example: restaurant, hardware store, property owner)

Business License ID #
(Please attach a copy of your current business license)

Phone *(Please provide a contact phone # for every person listed on this application)*

Email *(Please provide a separate contact email address for every person listed on this application)*

Preferred Form of Communication *(What is the best way to contact you?)*

Availability for Follow-up *(Please inform us of any schedule limitations you have for attending an interview)*

Assistance *(Let us know if you need special accommodations such as an interpreter assistance, assistance for hearing impairment or guidance completing this application)*

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Please give an overview of the project:
(Example: What is your current business plan? Attach here if possible)

In what ways might this project generate more shoppers or visitors to Downtown Ferndale or cause shoppers or visitors to stay longer in the Downtown Business District?

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In what ways does your project enhance the visual appeal of the Downtown Business District?

(For example, any improvements to the building you will occupy, new signage, awnings, or landscaping)

In what ways does your project/proposal compare to currently operating businesses in Downtown Ferndale? What will make it unique or better?

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What is the expected timeframe to complete your project? Where are you in the permit application process with the City of Ferndale?

(Give us an expected start and end date. In addition, define what completion looks like.)

Will your project result in your business providing products or services that Downtown Ferndale doesn't currently offer or expand upon those which have a high demand?

(For example, you plan to expand to offer art classes, serve frozen yogurt, hobby store, sporting goods or late-night dining)

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What effect might the project have on surrounding businesses?

(Be as specific as possible what effect your project might have on increasing or expanding overall consumer activity in Downtown. For example: generate foot traffic, if they visit my business they will stay and have dinner at one of the restaurants, bring people here in the evening)

What effect do you think your project will have on shopping behavior and shopper demographics?

(Do you expect to bring in more customers on evenings or weekends, attract customers of different ages or genders? Does your project attract underrepresented populations, people of color, LGTBQ, people with disabilities or other groups which are currently not well represented or underserved in the current shopper demographics of Downtown?)

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How will you be investing in the project in addition to any grant funds you might receive? Do you have funding secured for your project?

(For example: your time managing the project, adding cash investment or any other resource you are committing to the project)

Does the project provide a community benefit such as the installation of public art, live performances or other arts and entertainment events?

(Provide brief description of things like murals, sculpture, live music, or performances that will result from your project)

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Does the project result in the creation of jobs in the community or enhance employee earning potential? If so how?

How will you be promoting your business in the community?

(Provide any details about your marketing plans. If you are a landlord, tell us how you plan to market your space differently. ***Also tell us if you are willing to participate in cooperative marketing for the Ferndale Downtown Association, the Ferndale Chamber of Commerce and other local community groups****)*

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Does your project have plans to mitigate the effects of Covid 19 and make your business better prepared for similar events in the future? If so how?

Anything else you want to tell us about the project that we haven't asked?
(Tell us anything else you want us to know)

Downtown Ferndale Business District Revitalization Grant Application

General Instructions – Prospective Businesses

Download the application here: www.ferndaledowntown.com/grants

Review the Scoring Card and all the grant related documents to better understand how these grants are awarded. Focus your responses on how your project meets the program objectives.

The more detailed your proposal is, the better. Attach as many additional sheets as needed. You may include project plans, budgets, drawings. examples if available.

There are **two grant application periods**: One for **Existing Downtown Ferndale businesses** and one for **Prospective Downtown Ferndale businesses**. If you are unsure which path to apply to, please contact us.

Both paths allow for either a business owner or property owner to apply but **only one grant is awarded per project.**

The **maximum** individual **grant award** is **$50,000** and only one grant is awarded per project. Applicants are **not guaranteed an award for their full requested amount** and **this program has a fixed amount of funding,**

If you **lease/rent** the location of your business**, you must also attach written approval** from the **property owner** for any physical modifications to the building.

You must submit an **eligible proposal** to be considered. Eligibility requirements include having a **current business license,** the business is or will be **located within the Downtown Business District** of Ferndale, Washington and must attain *a* **minimum score of 20 points on your completed application** based on the scoring criteria.

The **Downtown Ferndale Business District** area is defined as *addresses along Ferndale's Main Street from the BN Railroad Bridge to the East up to the Public Library to the West and the two city blocks North and two city blocks South of Main Street along that same East/West stretch.* A map of the Downtown Business District for these grants is available on our website.

Applicants who **do not initially submit eligible proposals may have the opportunity to resubmit with the appropriate revisions required to comply with the grant stipulations.** If you are invited to resubmit with changes, make sure you resubmit as soon as possible as there is a limited amount of funds and all applications are evaluated as they are submitted.

Applicants who submit **eligible proposals** will be invited to **meet with the Grants Committee** to present/discuss their proposal and respond to questions from the Committee*. (If you need interpreter assistance or other accommodations, please let us know when your interview is scheduled.).*

Once all submitted and eligible grant applications have been mutually accepted and funded, the 2022 program will be officially closed.

See **ferndaledowntown.com/grants** for more information**.**

Downtown Ferndale Business District Revitalization Grant Application

General Instructions – Prospective Businesses (cont.)

The Committee makes the final determination over how all grant funds are distributed. **There are no appeals to the Committee's decision.**

Following your interview, the Committee will discuss and evaluate your proposal and come to a decision. You will receive a **written letter of determination** regarding your proposal. Your letter will indicate one of the following decisions: 1) You are **awarded a grant**, 2) You are **not awarded a grant**, or 3) You are **requested to resubmit** your application with revisions.

If your letter states that you are awarded a grant you must choose one of the following options and reply to your determination letter in writing within 5 business days: A) **Accept** the grant award, B) **Decline** the grant award.

If your letter states that you are not awarded a grant, there is no further action needed on your part.

If your letter states that you are requested to resubmit it means that the Committee found your proposal had merit but **needs additional detail, information, or changes** to be evaluated**.** You will be given specific instructions on what parts of the proposal needs additional information or changes. To resubmit **you must respond in writing within 5 business days** to the letter received indicating your intent to resubmit. Once your response is received you will be contacted and given a date to resubmit your written proposal and be scheduled for an interview after which the Grants Committee will make its final determination.

ALL APPLICANTS WHO ARE AWARDED A GRANT MUST ACCEPT THEIR AWARD IN WRITING WITHIN FIVE (5) BUSINESS DAYS OF RECEIPT.

FAILURE TO RESPOND IN WRITING BY THE DATE PROVIDED MAY RESULT IN FORFEITURE OF GRANT AWARDED. AN ELECTRONIC DOCUMENT (EMAIL) IS ACCEPTABLE AND CONSTITUTES RESPONSE IN WRITING.

Please submit your Downtown Business District Grant Application via any method below:

USPS Address:
Ferndale Downtown Association
Attn: Grants Committee Chair.
PO BOX 1483 Ferndale WA 98248

Physical Address:
Executive Director
Ferndale Downtown Association
2007 Cherry Street
Ferndale WA 98248

Email:
grants@ferndaledowntown.com

All grant applicants are encouraged to review the complete rules, requirements, Program Recipient Agreement and Grants Committee Score Card for this program which can be found at www.ferndaledowntown.com/grants

Downtown Ferndale Business Revitalization Grant Application

FAQ's – Prospective Businesses

Q: What if my project costs more than I originally estimated?
A: We do not expect the Downtown Revitalization Grants Program to be recharged in 2022 and intend to disburse all funds available. Once all funding has been awarded the grant program will close. Any project costs over the grant amount awarded are the sole responsibility of the business owner/applicant. Additional grant funds are not available for project cost overruns.

Q: What if my project costs less than originally estimated?
A: Any unused grant funds must be returned promptly to the Ferndale Downtown Association at the conclusion of a project.

Q: What if my project takes longer than expected to complete or the scope changes?
A: *Keep us well informed about any changes to the scope of work or project timelines. If it does not result in a material change to the primary objective(s) of your original proposal, we will work with you to amend the project plan and keep your project moving. We understand not every contingency can be foreseen. We will work with all grant recipients to approve reasonable changes or delays in projects so long as the original project goal is still met.*

Q: When and how will I receive my grant funds?
A: Upon your written acceptance of a grant award, unless otherwise discussed and agreed to, you will receive the total grant award amount by check or ETF within three (3) business days after we receive your written acceptance and bank instructions.

Q: Can I apply for more than one grant if I have more than one project?
A: Yes, you may apply for multiple grants if you have more than one project that qualifies or operate more than one business that qualifies.

Q: What if I have questions about the application or after my project has started, who can I talk to?
A: *All questions about the application process and during your project should be directed to the Ferndale Downtown Association's Executive Director.*

Q: Who is on the Grants Committee?
A: There are six (6) members of the Grants Committee. They are a staff member from the City of Ferndale, a Ferndale City Councilperson, a citizen representative from the Ferndale Community, an officer from the Ferndale Chamber of Commerce, and a Board Member & Executive Director from the Ferndale Downtown Association.

Q: What kinds of projects are you looking to fund with this program?
A: We would like to fund projects that improve the Downtown Districts visual appeal, promote more consumer visits to Downtown Ferndale throughout the day including evenings and weekends and those which will generate interest from shoppers whose demographics are currently underrepresented in Downtown Ferndale. We are also interested in funding proposals which bring new products, services, food/entertainment businesses and retail formats to Downtown Ferndale. More information about the goal of the Downtown Ferndale Business Revitalization Grants program is available at **www.ferndaledowntown.com/grants.**

Downtown Ferndale Business Revitalization Grant Application

FAQ's (cont.)

Q: Are there reporting requirements?
A: *Yes, there are specific reporting and records retention requirements that businesses awarded grants must follow. They will be available on our website along with the complete Downtown Business Revitalization Program rules at* www.ferndaledowntown.com/grants

Q: Do I need to be a member of the Ferndale Downtown Association or Ferndale Chamber of Commerce?
A: It's not a requirement that you be a member of either organization to apply for a grant. However, the Downtown Association and Chamber are the advocates for Ferndale's business community. Both provide many benefits to local businesses by offering expert guidance, support for building your business in Ferndale, education, and opportunities to network with other businesses. Through participation in the Downtown Association and Chamber you'll stay informed about grants, incentives, and other programs available to help you build a successful business in Ferndale.

Q: What if my business hasn't opened in Ferndale yet?
A: If you don't currently have a physical location in Ferndale but are planning to, you can apply for the Prospective Businesses Grant. The rules for that grant program are somewhat different. Rules for that program can be found at www.ferndaledowntown.com/grants.

Q: What grant requirements should I be aware of?
A: Two of the primary requirements to be eligible for a grant are that your business license is current, and your business is physically located in the Downtown Business District. In addition, your submitted application must be complete, and you must meet the minimum score of 20 points on the Grants Score Card. If you are awarded a grant, there are record keeping and reporting requirements specified by the Federal Government's ARPA program.

Q: Where can I find a copy of the Score Card used by the Committee to evaluate applications?
A: www.ferndaledowntown.com/grants.

Q: I own an apartment building as my business. Can I apply for a grant?
A: Sorry, no you can't. This program is specifically targeted at retail, service, food and entertainment related businesses.

Q: Are there any other business types excluded from applying for the grants?
A: If your business is retail, service, food or entertainment related, you may apply.

Q: I operate a non-profit. Can I apply?
A: If your non-profit organization meets program eligibility requirements, we welcome your proposal.

***Q:* My business is online-only. Can I apply?**
A: If your project meets the grant criteria and eligibility requirements, we want to hear from you.

***Q:* I have other questions that are not listed here. Where can I get answers?**
A: By checking the grants information on our website or, if you can't find what you need there contact us at the Ferndale Downtown Association, we are happy to help.

Downtown Ferndale Business Revitalization Grant Application

Please List Your Project Items and Estimated Costs = Total Grant Request

Project Items and/or Description	Estimated Cost

TOTAL GRANT AMOUNT REQUESTED: $_____