

# Downtown Ferndale Business Revitalization Grant Application



## 2023 Grant Applicant Information – Existing Ferndale Businesses

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**Business Name**

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**Owner/Applicant Name**

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**Co-Owner/Applicant Name**

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

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**City**

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**State**

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**ZIP Code**

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**Brief Business Description**

*(Example: restaurant, hardware store, property owner)*

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**Business License ID #**

*(Please attach a copy of your current business license)*

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

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

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

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

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

# **Downtown Ferndale Business Revitalization Grant Application**



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**Please give an overview of the  
project:**

*(Example: Plans include expansion of the dining area, renovation of the cocktail lounge and a small stage for live music. The project also includes all new exterior signage)*

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**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?**

# **Downtown Ferndale Business Revitalization Grant Application**



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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  
occupy, new signage, awnings, or landscaping)*

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**In what ways does your project/proposal  
enhance your business's competitiveness,  
marketability, expand your sales channels  
or improve resiliency?**

*(Examples: Increase wages for staff, add new product  
lines, redesign your website, improve the appearance of  
your storefront)*

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## **What is the expected timeframe to complete your project?**

*(Give us an expected start and end date. In addition, define what completion looks like. For example: "the project will be completed when the new awnings for the outside dining area are installed and I can begin serving people there)*

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## **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, a hobby store, sporting goods or late-night dining)*

# **Downtown Ferndale Business Revitalization Grant Application**



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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)*

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## **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 than you have in the past? 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?**

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

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**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 or retention of jobs in the community or enhance employee earning potential? If so how?

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**Will you be promoting your business more or differently because of this project?**

*(Provide any details about changes or enhancements to 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 Downtown Ferndale Business District)*

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Is your project related to mitigating the effects Covid 19 had on your business or to make your business better prepared for similar events in the future? If so how?

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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 – Existing Businesses

Download the application here: [www.ferndaledowntown.com/grants](http://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 grants to apply for**: 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** depending of fund availability and only one grant is awarded per project. Applicants are **not guaranteed an award** 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**, business **located within the Downtown Business District** of Ferndale Washington and attaining 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 is available on our website.

Applicants who **do not initially submit eligible proposals may have the opportunity to resubmit with changes up until the second application window closes.** If you are invited to resubmit with changes you must do so before the close of the second application period. Proposals resubmitted after the close of the second application period will not be considered.

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.)*

### **The application period for Existing Downtown Ferndale Business Grants:**

- 1) The application period is April 3, 2023- April 30, 2023.

Applications received **after the close of business on April 30, 2023 are ineligible and will not be accepted.**

Once all submitted and eligible grant applications have been evaluated and sent a determination letter and the program funds awarded have been accepted by the recipients the 2023 program will pause unless other funds become available.

See [ferndaledowntown.com/grants](http://ferndaledowntown.com/grants) for more information.

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 a reasonable amount of time: 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.

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:**

[ferndaledowntownwa@gmail.com](mailto:ferndaledowntownwa@gmail.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](http://www.ferndaledowntown.com/grants)

# Downtown Ferndale Business Revitalization Grant Application

## FAQ's – Existing 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](http://www.ferndaledowntown.com/grants).*

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## 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](http://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](http://www.ferndaledowntown.com/grants) once they have been approved and published.

**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](http://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 Downtown Association, we are happy to help.

