



**2010 APNBA  
SUMMER GRANT  
INSTRUCTIONS FOR GRANT APPLICATION**



The APNBA is an alliance of business district associations (BDAs) in Portland, Oregon. The Grant Program is funded by the City of Portland through the Portland Development Commission (PDC).

### **PROGRAM PURPOSE**

The Summer Grant is a one-time grant designed to assist business district associations to fund capacity building activities, marketing initiatives and special events. The maximum grant is \$2,000. For the 2010 Grant cycle only Business District Associations will be allowed to apply

### **CRITERIA**

- a) Funding is for **business district capacity building, marketing and special events**. Priorities were selected by input from the board and business district representatives. Capital improvement goods, equipment or administrative staff costs are not eligible.
- b) Grant must be matched 1:1 or more by in-kind, volunteer, and/or cash donations.
- c) Projects **MUST** be completed by October 31, 2010.
- d) A detailed use of grant funds must be kept and reported on the evaluation form.

**Second Chance:** Grants not approved during the first round may apply to APNBA for assistance. The staff and grant committee will help the applicant revise the grant request. Revised grants may be submitted for reconsideration by May 7, 2010.

### **GRANT CYCLE**

1. Applicants attend a mandatory orientation session, March 8, or March 15, 2010.
2. Applications are available March 8, 2010.
3. Applicants can ask for assistance March 9 – March 25, 2010
4. Applications are due **IN THE OFFICE** March 26, 2010
5. Applicants allowed to make corrections April 1 – 2, 2010.
6. First Decisions are made by April 9, 2010.
7. First projects receive funding by April 16, 2010.
8. Revised grant applications grants must be submitted May 7, 2010.
9. Decisions made on by May 14, 2010
10. Accepted revised projects receive funding by May 28, 2010
11. ALL projects are to be completed by October 31, 2010.
12. Final evaluation reports due to APNBA by November 30, 2010.

### **REQUIREMENTS:**

1. At least one member of the applying BDA must attend an orientation session at 6:30p.m. March 8, at Friendship Center, 57th & Sandy or 5:30p.m. March 15, at 107 SE Washington, #244. .
2. Grant applications must be received by March 26, 2010 at 5:00p.m. Initial grant applications received after the grant deadline will not be considered for the 2010 grant cycle. Applicants may send the grant application documents (cover letter, application and supporting documents) to the APNBA office by US mail, e-mail, or hand-delivery.
3. Any project requiring approval from another entity must have a letter of support indicating approval for the grant request.

**SUBMIT A BRIEF COVER LETTER, YOUR APPLICATION, AND ANY SUPPORTING DOCUMENTS by 5 p.m. on March 26, 2010 TO:**

**2010 SUMMER GRANT  
C/O APNBA  
107 SE Washington Street, Suite 244  
Portland, OR 97214  
FAX  
E-Mail**

### **INSTRUCTIONS RELATING TO QUESTION 3**

#### **‘OUTCOME MEASURES’**

Pick up to three ways you will measure the success of your project and add them to Question 3 of the grant form. Remember to have a numeric goal for each measure. If you have no numbers from previous projects, set a numeric goal to meet.

If outcomes for your project are not listed here or you believe you have a stronger or more relevant measure, notify the staff.

#### Street Fair or public event

Increase in number of vendors  
Increase in number of visitors  
Increase in number of local businesses participating  
Increase in number of businesses contributing  
Amount raised above cost of event

#### Marketing

Increase in number of pieces distributed  
Increase in number of coupons redeemed  
Increase in number of businesses taking part in project  
Increase in number of media ads

#### Membership Drive

Increase in number of new dues paying members

#### Web site

Increase in number of hits in a month  
Increase in number of businesses asking to be on site  
Increase in number of coupons on site  
Increase in number of coupons redeemed  
Increase in number of paid members

#### Farmers Market

Increase in number of vendors  
Increase in number of visitors  
Increase in number of supporters/sponsors  
Increase in number asked to support



2010 APNBA  
SUMMER GRANT  
Due: March 26, 2010



Organization \_\_\_\_\_

Address \_\_\_\_\_

President \_\_\_\_\_ Phone \_\_\_\_\_

E-mail address \_\_\_\_\_

Project Coordinator \_\_\_\_\_ Phone \_\_\_\_\_

E-mail address \_\_\_\_\_

Amount requested \$ \_\_\_\_\_ (Maximum allowed \$2,000)

**PROPOSAL INFORMATION**

1. Is this project: Capacity Building \_\_\_\_\_, Marketing \_\_\_\_\_ or a Special Event \_\_\_\_\_?
2. Describe the project and how the grant money will be spent. Please be brief, factual and specific. Think in terms of Who, What, When, Where and How
3. List three ways you will measure the success of the project. (See Outcome Measurements for details) Submit a goal for each measurement.
4. What other community resources will you use for this project? This can include neighborhood associations, other community associations and businesses, newspapers, etc., that you will partner with or use for the project.

5. Completion Date \_\_\_\_\_ Must be completed by October 31, 2010.

6. Geographic area to be served (must be within Portland.) \_\_\_\_\_

7. **Proposed Grant Budget**

a. Explain how the grant will be spent and provide detail about the source(s) of the grant match.

**INCOME/MATCH STATEMENT**

Item	Grant Amount	Match
<b>Income:</b>		
Requested APNBA Grant		
<b>**Source of Match:</b>		
Volunteer Labor* (please provide detail)		
Donated Materials (please attach list)		
Donated Equipment (please attach list)		
Cash:		
<b>Totals:</b>		

**\*\* Total Matching MUST be equal to or exceed the Requested APNBA Grant Amount**

\*Calculate volunteer hours at (\$30.00/hour) x (the number of hours donated). If professionals donate their career services, indicate their normal professional rates (e.g., If an attorney donates legal services use their normal professional rate for those hours, if he/she helps with a planting, use \$30.00/hour.) Calculate rates for skilled labor and professional services that are not on contract at \$30.00/hour, the same rate as all volunteers. These figures can be used as part of the “1 to 1 match”.



**2010 APNBA  
SUMMER GRANT  
PROJECT EVALUATION  
DUE NOVEMBER 30, 2010**



Return this document by November 30, 2010. Please notify APNBA if the contact person has changed.

Name of Applicant/Grantee \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Project \_\_\_\_\_ Location \_\_\_\_\_ Date completed \_\_\_\_\_

**What did the project cost to complete?**

Please fill this section out carefully and completely. PDC will select three (3) grant recipients for review by APNBA. You do not need to send receipts.

Amount Granted \$ \_\_\_\_\_

Grant Match: \$ \_\_\_\_\_ Cash, \$ \_\_\_\_\_ In-kind donation and \$ \_\_\_\_\_ value of volunteer time.

Cash Expenditures:	Amount
Consultants	
Equipment/Supplies	
Materials	
Fees, permits	
Advertising	
Insurance	
Other:	

- A. Provide a copy of promotional materials.
- B. List the organizations, companies, and individuals you worked with to complete this project/event. (i.e., the sign maker, city agency staff, etc.) Add pages as needed.
- C. Was the project a success? List the results of the measurements from Question 3.
- D. Add any comments or suggestions for the grant committee or the APNBA regarding the revised grant application and evaluation.

**SUBMIT EVALUATION FORM TO:**

**APNBA  
107 SE Washington Street, Suite 244  
Portland, OR 97214**

## EVALUATION INSTRUCTIONS

### **What was the cost of the project?**

The Grant match, the value of cash, in kind donations and volunteer time (at \$30 an hour) must be equal to or greater than the amount of the grant.

Cash Expenditures should detail all the checks written. The grant, the match, and the expenditures should equal the total amount spent on the project. You do not need to send receipts. **When the grant cycle is over (October 31, 2010) PDC will randomly select 3 grant recipient BDAs for a performance and financial review by APNBA staff. The BDAs that are selected will be advised in advance concerning the review process. This process will reflect APNBA's values of Accountability and Transparency of Communications**

- A. Provide a copy of promotional materials, images, posters, postcards, membership materials, etc.
- B. List the organizations, companies, and individuals you worked with to complete this project/event. There may be very little difference between this list and Question 4 of the application.
- C. Describe your success measures and how they met the goals listed in Question 3 of the application. Provide numbers and details.
- D. Describe what worked and what still needs improvement in the grant request, the evaluation, and the grant process.