



# CITY OF PHILADELPHIA

## Department of Commerce

Alan Greenberger  
Deputy Mayor for Economic  
Development and Director of  
Commerce

Duane Bumb  
Senior Deputy Commerce Director

Karen Lockhart Fegely  
Deputy Commerce Director

### **Corridor Enhancement Grant Program Notice & Application Information**

The Department of Commerce proposes to award City of Philadelphia and Pennsylvania Department of Community and Economic Development (DCED) resources to support planning and implementation grants which will be available to neighborhood organizations that want to address the economic development needs of a commercial corridor and its surrounding community.

#### **Grant Amount**

Grants of up to \$25,000 will be awarded. Award preference will be for requests between \$10,000 and \$25,000. The grant recipient must provide a dollar-for-dollar match. There is a total of \$379,000 available.

#### **Grantee Criteria**

The Commerce Department is looking for CDCs or BIDs that:

- Demonstrate financial sustainability by identifying the source of funds available to pay for their corridor manager, or similar position, through the next five year period.
- Can expend any funds awarded within six months of award.
- Organizations that are selected for a planning grant or implementation grant will have to provide their most recent Form 990 and financial statements, evidence of liability insurance, fidelity bond insurance, and workman's compensation insurance, as well as a City of Philadelphia Tax Certification form.

#### **Project Criteria - Planning Activities**

Planning activities will primarily be funded through DCED Keystone Communities program funds. For additional information on grant requirements and examples of possible planning activities and, go to page 15 of the Keystone Communities Guidelines. [KeystoneCommunities\\_Guidelines-2011.pdf](#)

The following are *examples* of planning activities that the Commerce Department seeks to fund:

- Planning for establishment, or reauthorization of, a Business Improvement District. Applicants for BID planning assistance should review the "How to Create a BID in Philadelphia" guide to develop a project budget. Applicants who seek funding for assistance in creating a BID should request an application for "Commerce Department BID Creation Staff Support" and submit this along with their proposal.
- Planning costs associated with a Night Market. To receive these funds the applicant must be selected by The Food Trust ([NM community partner info packet-2014 \(1\).pdf](#)) as a partner for a location for a Night Market in 2014.
- Business attraction, marketing and/or promotional plans.
- The development of a Downtown Parking Analysis and Management Plan.
- Updates of existing strategic plans.

#### **Project Criteria - Implementation Activities**

Implementation activities will be funded through the City of Philadelphia and are intended to assist organizations actively involved in commercial corridor revitalization to complete identified programs and improvements.

This grant cannot be used to pay for administration or operating costs (utilities, rent, salaries, travel, general supplies or overhead, etc).

The following are *examples* of implementation activities that the Commerce Department seeks to fund:

- Promotional activities or program advertising
- Cleanup activities and supplies
- Signage
- Beautification Project
- Costs associated with a corridor event/festival with documented economic development benefit.

### **Applications**

Applications for Planning Grants and Implementation Grants will be accepted and reviewed on a rolling basis beginning on March 24, 2014 and will continue until the grant funds have been fully awarded.

Applications must be submitted as follows: 1) An original and two copies delivered to: City of Philadelphia Department of Commerce, Attn: Jim Flaherty, 1515 Arch Street, 12th fl, Philadelphia, PA 19102; 2) an electronic version of the application emailed to: [jim.flaherty@phila.gov](mailto:jim.flaherty@phila.gov)

Applications must include and be formatted as follows:

1. Cover Sheet – Page 3 of this document.
2. Project Narrative – Describe the commercial area, why the funds are needed, how they will be spent, and the benefit that will result. Be specific so that the reviewer understands the project, understands what is to be accomplished, how it will be accomplished, and how the commercial corridor and community will benefit. This narrative should not be more than one page.
3. Project Budget – Using an excel spreadsheet submit the program budget showing sources and uses for the activity. Only costs associated with this project should be included in the budget. Remember that a clearly identified dollar-for-dollar match must be shown.
4. Budget Narrative – Explain the sources and uses and includes a statement identifying the source of five years worth of funding for a full time commercial corridor manager.
5. Capacity – Identify the staff within your organization that will manage the planning activity.
6. Timeline – Provide a project timeline that tracks the key activities and the dates necessary to achieving the project's goals and objectives. Remember that the activity must be completed within six months of the award.
7. Cost estimates – If the application requests funds to pay for services provided by a third party, the applicant must provide evidence (an estimate, a sub contract, a draft subcontract or an invoice for services) documenting the cost of the service to be provided.

*If you have questions about this program, project criteria, or applications please contact Jim Flaherty, 215-683-2126 or [jim.flaherty@phila.gov](mailto:jim.flaherty@phila.gov).*

Commerce Department  
Office of Neighborhood Economic Development  
**CORRIDOR ENHANCEMENT GRANT PROGRAM COVER SHEET**

**APPLICANT INFORMATION**

Applicant Name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Email: \_\_\_\_\_

EIN #: \_\_\_\_\_ Business Privilege #: \_\_\_\_\_

City Tax #: \_\_\_\_\_ DUNS#: \_\_\_\_\_

Executive Director: \_\_\_\_\_ Website: \_\_\_\_\_

**PROPOSAL INFORMATION**

Which grant are you applying for: (check one) Planning \_\_\_\_\_ Implementation \_\_\_\_\_

Project Name: \_\_\_\_\_

Project Location Address or Blocks: \_\_\_\_\_

Project Zip Code: \_\_\_\_\_ Project City Council District: \_\_\_\_\_

Project Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Project Budget: \_\_\_\_\_ Amount Requested: \_\_\_\_\_ Projected Jobs to be Created: \_\_\_\_\_

Signature of Executive Director: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Signature of Board Chair: \_\_\_\_\_ Date Signed: \_\_\_\_\_