2019 **Downtown Technical Assistance Application Cover Sheet**

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***Massachusetts Downtown Initiative Program***

**Application Deadline: 5:00 p.m. on November 9, 2018**

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| --- | --- | --- | --- | --- | --- | --- |
| **Community Name:** | | |  | | | |
| **Date of Application:** | | |  | | | |
| **Title of Project:** | | |  | | | |
|  | | |  | | | |
| **Principal Contact: Please print clearly.** | | | | | | |
| **Name:** |  | | | **Address:** | |  |
| **Title:** |  | | |
| **Phone:** |  | | |
| **Email:** |  | | |
|  |  | | |  | |  |
| **Name & Signature of the Chief Executive Officer or Chief Elected Official (Required):** | | | | | | |
| **Name & Title: Please Print** | | **Title:** | | | | |
| **Signature:** | |  | | | | |
| **REQUIRED FOR SUBMISSION-** Check one box for the type of assistance being requested: | | | | | | |
| District Management  Design  Economics of Downtown  Housing | | | | | Downtown Mobility  Small Business Support  Wayfinding/Branding | |
| See attached program description for more information relating to the designated categories. | | | | | | |
| **Summary Statement:** Please describe your request in 25 words or less**:** | | | | | | |

Commonwealth of Massachusetts

Department of Housing &

Community Development

# Charles D. Baker, Governor ◆ Karyn E. Polito, Lt. Governor ◆ Janelle Chan, Undersecretary

Massachusetts Seal.

DHCD logo.100 Cambridge Street, Suite 300 www.mass.gov/dhcd

Boston, Massachusetts 02114 617.573.1100xxx

**Massachusetts Downtown Initiative**

**FY2019 Technical Assistance Program**

1. **INTRODUCTION**

The Department’s Massachusetts Downtown Initiative (MDI) offers a range of services and assistance to communities seeking help on how to revitalize their downtowns. The primary mission of the MDI is to make downtown revitalization an integral part of community development in cities and towns across the Commonwealth. MDI’s guiding principle is that the most effective approach to downtown revitalization is a holistic one that addresses economic and community development needs, and provides a framework of interrelated activities that promote positive change in a downtown to keep it healthy and prosperous.

Through the Technical Assistance Program, MDI provides consultant services to assist a community with its downtown revitalization efforts.

1. **CHANGES TO THIS YEAR’S APPLICATION**

The sending of a hard-copy of a CEO signed cover sheet is not required. The cover sheet needs to be signed by a CEO and should be submitted electronically by e-mail with the completed application.

1. **ELIGIBLE APPLICANTS**

All ***non-entitlement*** Community Development Block Grant (CDBG) communities are eligible to apply. **Entitlement communities are not eligible (see Exhibit 1 for list of entitlement communities).**

1. **USE OF FUNDS**

Funds are to be used exclusively for technical assistance in the form of consultant services to address a specific issue in the categories listed in Section V*.* The consultant used to deliver **the technical assistance will be chosen by MDI staff from a list of pre-qualified consultants**.A grantee community can expect its consultant to develop a specific scope of services that may include research, analysis, preliminary design ideas, and a strategic outline of next steps. The community and consultant must agree upon a final product resulting from the technical assistance. In addition, the community is responsible for involving all pertinent stakeholders, as appropriate, in the process of delivering the technical assistance. Communities must agree to share the final products with DHCD and with other communities through reports, meetings and

workshops, and to highlight these activities on the web, in print or using other media outlets. Communities must also agree to participate in the FY19 MDI workshops, as appropriate.

**The grant does not pay for staff salaries, software, or physical improvements.**

**IV. MAXIMUM AWARD AMOUNT**

Consultant services up to $15,000 per award will be provided. DHCD reserves the right to reduce the amount of the award from the original request.

The technical assistance provided is limited. The total funds available are $105,000. Additional awards may be made at the discretion of the Undersecretary. DHCD will fund as many qualifying projects as are possible from the funds available.

1. **ELIGIBLE ACTIVITIES FOR FUNDING**

Applications will be accepted in the following categories:

* **District Management- Business Improvement District (BID), Parking Benefit District (PBD) or Volunteer-based Organization**

Requests for assistance may address any aspect of creating a BID, PBD or a Volunteer- based Organization, including but not limited to: review of the proposed district, development of a local strategy for implementation of a district management option.

* **Design:**

Requests for assistance may address any design issues related to downtown or town center revitalization, including but not limited to: preliminary design guidelines, sign and facade program, concepts for streetscape design.

* **Economics of Downtown:**

Requests for assistance may address any economic development issue related to downtown or town center revitalization, including but not limited to: a review of market areas for the downtown, feasibility studies, building reuse, or business development.

* **Housing**:

Requests for assistance may address any aspect of determining how to increase housing in the downtown or town center, including but not limited to: a housing plan, market analysis for suitable housing mix, zoning recommendations, and second story development assistance.

* **Downtown Mobility:**

Requests for technical assistance addressing downtown mobility will range from a parking management plan, analysis of existing and future parking needs, walkability plan, trolley feasibility plan, bus route analysis, and other requests that address improving mobility in a downtown.

* **Small Business Support:**

Requests for small business support may address any aspect of providing technical assistance to your downtown businesses.  This could include workshops, small group training, or one-on-one onsite consultations with 6-8 businesses.   It could also be used to support the entirety of businesses in your commercial district with marketing plan, customer building plan and other activities in support of small businesses.  Alternatively, if you are not sure what kind of assistance would be best for your downtown businesses, this grant could be used to conduct a review/needs assessment of your business community’s challenges to determine what kind of help is needed.  Please contact Emmy Hahn to discuss your application.

* **Wayfinding/Branding:**

Requests for assistance may address any aspect of developing a public way finding system and the creation of a distinguishable image or logo that carries through the various streetscape elements, including but not limited to: creation of public design elements that will be used throughout the downtown, way finding plan, cost analysis for implementation, and branding of a downtown through historic elements.

It is DHCD’s intention to award one grant in each category. If an insufficient number of grants are received in any of the categories, or application scores are significantly lower in one or more categories, DHCD reserves the right to adjust the awards as needed.

**VI. APPLICATION REVIEW**

**Please include the following with your application:**

* + Application Cover sheet- with original signature
  + Downtown/town center target area map with area delineated.
  + List of individuals comprising a downtown organization or committee that will assist with implementation.Please identify individuals’ public or private affiliation.
  + Narrative – **The narrative should not exceed 4 pages. Please use 12 pt. Arial font and 1 inch margins and submit as a word document not a PDF.**
* Description of issue to be addressed.
* Proposed project costs and scope of service
* Evidence of strong public/private partnership
* Positive outcomes expected as a result of the requested assistance
* Demonstration of a community’s ability to begin implementation of recommended action(s) within one to three months of completion of Downtown Technical Assistance award.

If support documentation is included with the application, please do not submit whole reports or plans. Specific pages or reference to pages on a website would be preferred.

**A. Evaluation Criteria**

Applications will be reviewed to determine overall consistency with the goals of the MDI, support of the Department of Housing and Community Development’s (DHCD) and the Commonwealth’s priorities and initiatives, and impact on local downtown/town/village center revitalization efforts. DHCD will evaluate applications based on the following:

* Presents a complete description of issue to be addressed.
* Presents reasonable/feasible project costs & scope of services.
* Provides evidence of strong public/private partnership.
* Describes long-term and tangible outcomes as a result of assistance.
* Demonstrates community’s ability to implement recommended action(s) within one to three months following the consultant’s final product/assistance.

**B. Application Scoring**

Applications are evaluated to determine how well the proposed projects meet the goals of the MDI, support DHCD’s and the Commonwealth’s priorities and initiatives, and their impact on local downtown or town center revitalization efforts. Points are given on the basis of how well the proposed assistance/project meets each of the five criteria below.

**0- Does Not Meet 1- Minimally Meets 2- Clearly Meets 3- Strong Response**

|  |  |
| --- | --- |
| * **Presents a complete description of issue to be addressed.**   **-Brief history of issue and current situation.** |  |
| * **Presents reasonable/feasible project costs & scope of services.**   **-Outline of the work that will be covered by consultant. This is not the final scope and can be modified if grant is awarded.** |  |
| * **Provides evidence of strong public/private partnership.**   **Demonstrates that the assistance will be undertaken by both the private and public sector and that there is support for following up on the assistance.** |  |
| * **Describes long-term and tangible outcomes as a result of assistance.** |  |
| * **Demonstrates community’s ability to implement recommended action(s) within one to three months following the consultant’s final product/assistance.** |  |

DHCD will resolve tie scores in the competition by applying the criteria below in the following order:

1. Supports DHCD’s and the Commonwealth’s priorities and initiatives. These include: Gateway Plus Action Grant activities, the Commonwealth’s Sustainable Development Principles and MDI activities in c40R; c43D or Growth District Initiative target areas.

If scores remain tied, DHCD will conduct a lottery to randomly select the funded application(s).

1. **APPLICATION PROCESS**
2. Communities may submit only one application. Applications are made through the municipality.
3. Applicants must designate **one** of the technical assistance categories listed above under which its application is to be reviewed.
4. **The cover sheet must be signed by the Chief Executive Officer or Chief Elected Official. The application will not be considered complete if the cover sheet is not signed. This can be submitted as part of the electronic application. Unlike other grant years, it does not need to be submitted through the mail.**
5. **Communities must submit completed applications by e-mail. Completed applications should be e-mailed to** [**Elizabeth.Hahn@mass.gov**](mailto:Elizabeth.Hahn@mass.gov) **. Please submit as a word document and not a PDF.**
6. **All e-mailed applications (with signed cover sheet) are due at DHCD by 5:00 pm on November 9, 2018.**
7. Fax copies will not be accepted.
8. It is the responsibility of the applicant to ensure that its application is received by DHCD by the application deadline.
9. DHCD reserves the right to request additional information from applicants during the review process in order to address omissions or seek clarification, as necessary.
10. Applicants are strongly urged to consult with MDI staff to discuss their proposals in advance of application submission. Please contact: Emmy Hahn, MDI Coordinator, at (617) 573-1364 or [elizabeth.hahn@mass.gov](mailto:elizabeth.hahn@mass.gov)

**VIII. AWARDS**

There will be an initial review of all the applications, and a limited number may be selected for a site visit, prior to making awards. Awards will be based on scores and the degree to which the application supports DHCD’s and the Commonwealth’s priorities and initiatives, as listed in

*Communities that receive awards will be expected to answer a survey within six months on the impact of the grant.*

**EXHIBIT 1**

**LIST OF ENTITLEMENT COMMUNITIES IN MASSACHUSETTS**

**as of Federal Fiscal Year 2019**

|  |  |
| --- | --- |
| ARLINGTON | MALDEN |
| ATTLEBORO | MEDFORD |
| BARNSTABLE | NEW BEDFORD |
| BOSTON | NEWTON |
| BROCKTON | NORTHAMPTON |
| BROOKLINE | PEABODY |
| CAMBRIDGE | PITTSFIELD |
| CHICOPEE | PLYMOUTH |
| FALL RIVER | QUINCY |
| FITCHBURG | REVERE |
| FRAMINGHAM | SALEM |
| GLOUCESTER | SOMERVILLE |
| HAVERHILL | SPRINGFIELD |
| HOLYOKE | TAUNTON |
| LAWRENCE | WALTHAM |
| LEOMINSTER | WESTFIELD |
| LOWELL | WEYMOUTH |
| LYNN | WORCESTER |
|  | YARMOUTH |