



## Guidelines ♦ Avenue Greenlight ♦ 2023 Grant

### Introduction

Avenue Greenlight is a philanthropically-funded, community-driven initiative to promote economic recovery and community revitalization throughout San Francisco's diverse neighborhoods.

The AGL provides funding to merchant organizations and other community groups to lead improvements in their commercial corridors or surrounding neighborhoods. The Guidelines presented below define the eligibility requirements, policies, and general operations of the 2023 Avenue GreenLight Grant. The Guidelines are not an application or a summary of the application process.

### ♦ Grant Timeline

- Grant application window opens on February 6<sup>th</sup> and Closes on April 5<sup>th</sup> 2023.
- Grantees will be notified by May 20<sup>th</sup> 2023.

### ♦ Grant Eligibility Criteria

Nonprofit organizations, community groups, and merchant associations are eligible to apply for funding. Groups applying for the grant must be a 501(c)3 or 501(c)6 nonprofit organization or identify a fiscal sponsor.

**Note: *The AGL will prioritize smaller organizations, groups, and associations with demonstrated capacity for growth and need for funding in deciding grant recipients.***

### Eligible Project Categories/Examples

- Lighting
- Beautification
- Community Event
- Branding

*\*Please note, you may only apply for one project per application. You may submit multiple applications for multiple projects.*

## Evaluation Criteria Points: Proposal Narrative

- **Community Engagement and Benefit:** Describe how the project can benefit and engage the immediate community and the neighborhood at large, explaining a compelling need for the project in the community. **25 Points**
- **Design & Impacts:** Present a sound and feasible project plan that describes the project's impact on the community. **20 Points**
- **Racial Equity:** Presents a clear approach to increase engagement and participation of communities of color, including, but not limited to, community outreach and engagement, inclusion and participation, and sourcing from local businesses owned by people of color. **15 Points**
- **Capacity:** Demonstrates ability to complete the project in the allowed timeframe, identifying the project lead and their qualifications; the specific roles and responsibilities of all organizations involved in the project, and all resources required to complete the project. **20 Points**
- **Budget:** In addition to your Form 3, present a well-researched explanation of your expense choices, why your budget is realistic for the proposed project scope, and demonstrate a clear plan. **15 Points**
- **Maintenance:** Submit a well-defined and appropriate plan of action to preserve and maintain the project after completion. If there is no maintenance plan, explain why. **5 Points**

## Application Requirements & Commitments

Applicants must agree to develop, prepare and submit a variety of supporting documents with their application; and meet a variety of contracting and project execution requirements to be eligible for a grant, including:

- Develop a detailed work plan in the specified format.
- Provide a detailed budget in the specified format.
- Develop a maintenance plan or justification for having no maintenance plan.
- Please include any letters of support from community organizations.
- You must do your due diligence to comply with any project requiring permits and insurance.
- AGL's logo must be prominently included in any social media and print media in association with project promotions.

### ◆ Permits & Approvals

It is the responsibility of the applicant to procure all appropriate permits for project execution in advance of receiving the funding.

## Program Restrictions

- Projects must be carried out in San Francisco.

- Projects cannot duplicate or replace funding for an existing private or public program
  - Projects cannot duplicate existing maintenance programs
  - Projects cannot conflict with existing City policies, regulations, or laws
  - Applicants must be in good standing on current and previous AGL contracts
- ★ *Awarded grants may be revoked if a grantee is identified as having violated the program restrictions.*

## Timeliness

Applicants must be prepared to enter into a contract within 30 days of the award announcement, including the timely submission of required contract documents, and proactively communicating with the AGL to resolve outstanding deliverables or other problems.

- ★ *If an applicant is unable to comply with timeliness requirements the grant may be revoked.*

## ◆ Budgets, Financial Restrictions & Reporting

- The minimum grant amount is \$5,000 and the maximum grant amount is \$50,000.
- Project shall not exceed a duration of 12 months depending on the project scope and timeline. On a limited basis, the AGL Board may authorize a project duration that exceeds 12 months based on the project's complexity and scope. The duration is established at the beginning of the grant contract and represents the period of time that an awardee has to complete the project.
- Application Review Process: Applications will first be screened by AGL staff for completeness, and adherence to The Guidelines, and to ensure that the proposed project meets the intended use of AGL funding.
  - Applications that are complete and compliant with The Guidelines are referred to The AGL Board for review and approval. The AGL Board will evaluate and score applications based on the Evaluation Criteria.
- Grantees shall be required to submit a mid-project update and detailed documentation of receipts at project completion.

## ◆ Fiscal Sponsorship Fees

An organization may use a Fiscal Sponsor. Fiscal Sponsors may receive a fee of no more than 10% of the requested grant award. This fee must be included in the project budget.