



## Ed! Grant Program

### **Mission of Ed!**

The mission of Ed!, Edmonds Downtown Alliance is to encourage, promote and participate in activities enhancing the general economic conditions of downtown Edmonds for the mutual benefit of businesses in the district. Our goal is to ensure the downtown Edmonds business district stays lively, attractive and prosperous.

### **Purpose of Ed! Grant Program**

Managed through the Edmonds Downtown Alliance, all Ed! Grants help fund great ideas within our local business community. The purpose of the Grant Program is to strategically allocate funding to members and partners to execute projects that are mutually beneficial and fit within Ed!'s approved project categories.

### **Project Categories**

#### **Community Events**

Hospitality and special public events, including holiday decorations, street performers/artists, festivals, fairs, historic education/heritage advocacy.

#### **Neighborhood Marketing Initiative**

Marketing & Hospitality: may include maps/brochures/kiosks/directories, web site, social media, marketing/advertising campaigns. Examples include Edmonds Has a Heart and Brouhaha.

#### **Business Recruitment & Retention**

May include, but is not limited to, education/seminars, market research, business recruitment, business fairs, conferences.

#### **Safety & Cleanliness**

May include maintenance, security, pedestrian environment enhancements.

#### **Appearance & Environment**

May include design enhancements, neighborhood advocacy & communication, streetscapes/lighting/furniture. Examples include the the public restrooms and the Historical Museum Plaza signs.

#### **Transportation**

May include transportation alternatives, directional signage, parking management & mitigation.

#### **Historic Education/Heritage Advocacy**



### **Grant Requests**

To begin a grant request, please submit a Letter of Inquiry (see page 5). The purpose of the Letter of Inquiry is to ensure that the proposed project meets the requirements of the grant program. It gives the grant committee an opportunity to help the applicant clarify and fine-tune the request before a full grant application is submitted. Each inquiry will be evaluated and responded to within 10 business days of submission.

### **Grants up to \$1,500**

Please submit Letter of Inquiry at least 90 days prior to project launch. We do make exceptions to the timeline based on the readiness of the project. Once a project meets the criteria, a Grant Application will be requested, and the applicant will be invited to attend an Ed! Advisory Board meeting to present the request.

### **Grants from \$1,500 to \$5,000**

These larger grant requests are approved in the current fiscal year, but are funded in the following fiscal year's budget. Please submit Letter of Inquiry prior to September 1st in order to allocate funds in the following year's budget. Once a project meets the criteria for a grant request, a Grant Application will be requested, and the applicant will be invited to attend an Ed! Advisory Board meeting to present the request.

### **General Criteria for Grants**

Project submitted must meet the Ed! mission and comply with the approved purposes and categories of the Grant Program:

- Project must support Ed!'s mission statement
- Project must not duplicate existing services or initiatives
- Project must be realistic in scope and qualify for readiness and feasibility
- Project must not benefit a sole enterprise, company or member
- Project must include a minimum of one letter of support from an Ed! member and demonstrate community support
- Grantees must agree to include the approved Ed! logo and acknowledgement of Ed! funding in their printed materials, website and other collateral materials (electronic logo files will be provided upon grant approval)
- Project must encourage collaborative efforts

### **Additional Criteria for Grants from \$1,500 to \$5,000**

- Projects must have existing partial funding commitments, have significant matching funds, and/or generally demonstrate diverse sources of income;
- Project must encourage partnerships between private enterprise, members and/or community organizations.
- An example of a successful grant project is the Historical Museum Plaza sign and the 4<sup>th</sup> of July fireworks.



### **Eligibility**

Ed! members in good standing may apply or sponsor a grant application. Partner organizations, nonprofit agencies or private companies, with support from an Ed! member, may also apply for an Ed! grant.

### **Process**

Submit the Letter of Inquiry to [hello@edmondsdowntown.org](mailto:hello@edmondsdowntown.org). Questions regarding the Grant Program can be sent to [hello@edmondsdowntown.org](mailto:hello@edmondsdowntown.org).

Letters of Inquiry are reviewed by the grant committee. Once the Letter of Inquiry has been reviewed (allow up to 10 business days), the grant committee will request a Grant Application. After review and approval by the grant committee, the grant committee will submit its recommendation of awards to the Ed! members advisory board.

The requesting party will be required to attend an Ed! Advisory Board meeting to present the request, and the Advisory Board will approve the final awards. In addition, each proposed grant will be reviewed by City staff for compliance with RCW 35.87A.010 and Edmonds City Code 3.75.030

**Please note:** Ed! Advisory Board meetings are on the 2<sup>nd</sup> and 4<sup>th</sup> Thursdays of each month at 8am, except during the months of July, August, November and December. During those months, the Board meets only once. See full meeting schedule at <http://www.edmondsdowntown.org/about-ed/>.

Grant requests will be considered until the annual budget for Grant funds has been depleted.

### **Grant Application Requirements**

Upon request from the grant committee, a grant application is required, and will include the following information.

Submit one (1) original plus three (3) copies of the grant application with the following information:

- Name of project
- Project start and end dates
- Description of project including goals, expected attendance, stakeholders, income projections
- Target audiences
- Describe measurable goals and community benefits
- Name and qualifications of team members
- Timeline and schedule of events or targeted dates



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- Detailed line item budget, including other sources of funding or revenue
- Budget detail must include any contract staff, professional services and/or administrative costs
- Letter(s) of support
- Contact name and information

### **Payment of Grant Funds**

Grant funds will be disbursed on a reimbursement basis after delivery to Ed! of corresponding itemized invoice(s), together with supporting receipts or other materials.

### **Completion of Project**

No later than 45 days after the completion of the Project, a final report will be sent to Ed!. The report will include: outcomes, results of measured goals, community benefits, participation, financial statement of expenses and revenues, including amount of award used.



**LETTER OF INQUIRY**

**Applicant Name/Business:** \_\_\_\_\_

Phone & Email: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

**Description of project (please include information on the project team, timeline, budget, goals and how this project supports Ed!'s mission).**

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I, \_\_\_\_\_, agree with the conditions and stipulations of of the Edmonds Downtown Alliance (Ed!) Grants Program.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Date