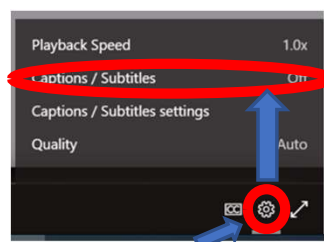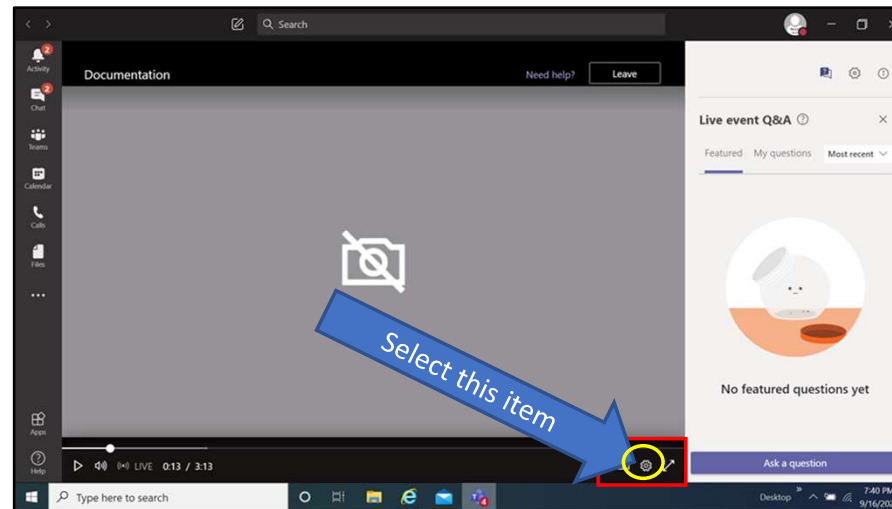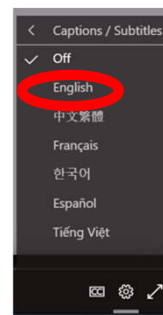# FY23 Place Based Management (PBM) Grant Program Information Session

How you can view the multi-lingual closed captions

Select this item

When you select it a menu appears, choose **captions / subtitles**

You then select the language of choice

It will then display the language chosen

Disclaimer

The translations provided in this application use what is referred to as mechanical translation technology. Although this method of translation is very effective and provides a high rate of accuracy it is NOT 100% word for word accurate. Things that may affect it are the quality of the microphone used and potentially a person speaking that may have an accent.

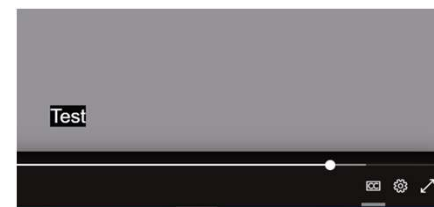# FY23 Place Based Management (PBM) Grant Program Information Session

January 13, 2023

Welcome!

- This meeting will be recorded and posted for future viewing on the Office of Grants Management online application portal
- The slide deck will also be posted in the same location for your reference
- Online Application Platform Home Page: https://mcmdgrants.smapply.org
- Program Page: https://mcmdgrants.smapply.org/prog/FY23PBM

Information Session Agenda

- Provide an overview of the program
- Walk through the application platform
- Open up for participant questions (put your questions in the Q&A box)
- Any questions we cannot answer during the Information Session will be addressed and posted on the platform

FY23 PBM Program Goals

- Provide Place Based Management strategies and activities by developing programs and services aligned with the Main Street Approach.
- Target Populations: businesses, visitors, and residents within and surrounding the area (central business district, economic corridor) described in each program.
- Specifically, applicants will work to:
  - Assist business districts and commercial areas with the retention, expansion, and attraction of neighborhood-serving retail stores and other small businesses; and
  - Unify and strengthen the commercial corridor through events, promotion, marketing, maintenance, and diverse stakeholder engagements.

Main Street Approach

- Main Street Approach:
  https://www.mainstreet.org/ourwork/theapproach
- Four points of Main Street Approach:
  - Organization of commercial revitalization efforts (e.g., developing and sustaining financial and volunteer resources);
  - Promotion of neighborhood commercial districts (e.g., branding campaigns and special events) and individual businesses operating therein;
  - Designs affecting the physical environment of the commercial District (e.g., clean teams and streetscape improvements) and the appearance of business storefronts and interiors;
  - Economic vitality including business retention, recruitment, and expansion.

Key Program Details

Total Funding Available:	**$400,000 (At least $200,000 for programs serving the Silver Spring Regional Service Center area)**
Award Range:	**$25,000 Minimum to a $200,000 Maximum**
Performance Period:	**Up to one year (12 months), applicants may propose a shorter performance period**
Where to Apply:	**https://mcmdgrants.smapply.org/prog/FY23PBM**
Application Opening:	**Monday January 9, 2023 at 10:00 AM**
Application Deadline:	**Monday February 16, 2023 at 10:00 AM**

Eligibility (1 of 2)

- The organization may be a Federal 501(c)(3) tax-exempt status organization or provide evidence of fiscal agent relationship with a 501(c)(3) organization;

- The organization's principal place of business must be located in Montgomery County; if a national or regional organization, it must have a location in Montgomery County through which it provides related services;

- The organization must provide services or needs that fall under at least three of the four points of the Main Street Approach;

Eligibility (2 of 2)

- ~~The organization must include a County representative as an ex officio of the Board;~~
- The organization must be currently registered and in good standing with the Maryland State Department of Assessments and Taxation ([SDAT](#));
- All services and programming to receive funds must be provided in Montgomery County; and
- Current Montgomery County contract or grant award winners must be current on all reporting obligations for other awards and those reports must reflect substantial progress towards the goals of their grant agreement(s)

Award Priorities (1 of 2)

- Broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors;
- Well defined vision and mission statements relevant to community conditions, equity principles, and the local Main Street program's organizational stage;
- An adequate operating budget to support immediate implementation with indication towards future sustainability funding;
- An operational board;

Award Priorities (2 of 2)

- A comprehensive project implementation plan, including plans for engaging stakeholders and **coordinating efforts with the County;**
- A clearly detailed plan to hire adequate staffing to meet program implementation; and
- Committees staffed by volunteers that align with the Main Street Four Point Approach.

OGM seeks proposals from organizations that:
- Exhibit cultural proficiency;
- Are inclusive of the LGBTQIA+ community members;
- Use a racial equity lens in providing services.

Required Metrics

To be considered for funding proposals MUST include targets for the following metrics and a plan to track them.

- Dollars reinvested;
- Buildings rehabilitated;
- Net gain in jobs; and
- Net gain in businesses.

Submission Guidelines

- Submissions must come through the County's Fluid Review online application portal at https://mcmdgrants.smapply.org .

- All applications must be fully submitted online by **Monday February 16, 2023 at 10:00 AM.**

- Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options.

Application Materials

- **Program Summary:** Organization contact info and (9 data fields)
- **Program Narrative:** Series of narrative questions detailing the proposed program (12 page max)
- **Program Budget:** Details of the implementation costs of the proposed program (no set budget format)
- **Budget Narrative/Justification:** Brief explanation of the Program, including impact of reduced funding (2 page max)
- **Staffing Plan:** Overview of staff supporting the proposed Program (2 page max).
- **Program Work Plan/Timeline:** The proposed program implementation schedule (1 page max)
- **Performance Plan:** Outline of metrics to be collected, targets for each metric, and the data collection method for each metric as well as any qualitative evaluation methods (1 page max)

Program Narrative (1 of 2)

- Describe three assets, three liabilities, and three opportunities for the Main Street district. Provide a 12-month plan to build upon the assets and opportunities and mitigate its liabilities. (1000 words)
- Describe the current challenges of businesses in this Main Street district. Provide a short and a long-range plan to resolve them and provide measurable objectives by which your organization can track its progress. (750 words)
- Describe specific technical assistance needs for corridor businesses that will be addressed within the first year of operation of the Main Street Program. (300 words)

Program Narrative (2 of 2)

- Describe your organization's specific marketing initiatives to promote corridor businesses within the first year of operation of the Main Street Program. (1000 words)
- Describe your organization's internal capacity to make the Main Street program operational within 30 days of grant award. Include a staffing plan as well as strategies for recruiting the Board of Directors, and Committees. (300 words)
- Describe your organization's plans to make the Main Streets Program sustainable and independent over the next three to five years. (300 words)

Performance Plan

This section must include the Key Performance Indicators (KPIs), metrics, and/or milestones. Provide an outline of:
- metrics to be collected;
- targets for each metric;
- the data collection method for each metric;
- and any qualitative evaluation methods.

This program requires that proposals track the following metrics:
- Dollars reinvested;
- Buildings rehabilitated;
- Net gain in jobs; and
- Net gain in businesses.

Document Uploads

- Audited Financial Statements and/or most recent 990
- IRS tax-exempt determination letter for nonprofit organizations
- Maryland SDAT Registration
- Organizational chart
- Relevant staff resumes or job descriptions for unfilled positions
- Current Board list with names, affiliation, and contact information
- Collaborative partner materials, if applicable
- Program related materials, if applicable
- Agency brochures or program materials, if applicable
- Evaluation tools/platforms to be used, if applicable

Ethics Questions

- **Does your organization employ current employees or contractors of the Montgomery County Government?** This applies for employees that are paid by your organization but are also paid by Montgomery County Government.

- **Does your organization's Board of Directors include current employees or contractors of the Montgomery County Government?** This applies to volunteer board of director positions.

- **If you answered yes to either question, please describe the employee(s) role and function as it applies to your organization.** Answering "yes" to either question does not exclude your organization from being eligible to apply.

- Montgomery College, Montgomery County Public Schools, and WorkSource Montgomery do not count as Montgomery County Government employees for the purpose of this Grant Program.

- If you are unsure if a position applies please contact the Office of Grants Management for clarification.

Other Preparations

- **Register and create a profile on the online application platform** for each team member who will be working on your application.

- **Verify that your organization is registered with the Maryland State Department of Assessment and Taxation (SDAT).** Click [here](#) to go to the SDAT Business Express site to confirm. Even if your organization is registered in another jurisdiction, you must be registered with SDAT for Montgomery County to finalize an award with your organization.

- **If your organization is not in Good Standing with SDAT, take the necessary steps to get back into Good Standing.** SDAT will advise what steps are required. Montgomery County cannot finalize an award with you or organization if you are not in Good Standing. Your application for a grant could be disqualified if you are not in Good Standing.

- **Register with the Montgomery County Central Vendor Registration System (CVRS)** by clicking [here](#). If you or your organization receives an award from the County then you will need to be registered with CVRS to receive payments.

Review Process

- OGM will convene a review panel made up of qualified neutral, qualified individuals in Montgomery County Government selected for their experiences in the grant program's subject area, grants administration, or project management.

- The panel members will review and score applicant proposals based on the criteria and priorities established in the PBM Grant Program.

- Final decisions will be made based on the scores and other factors such as applicants past performance on previous County awards.

Scoring – 100 Possible Points

A. **Soundness of the Proposal** (20 points) – How strong is the proposed strategy?

B. **Program Goals, Objectives and Services** (15 points) – How well does the proposal achieve the grant program's goals?

C. **Program Evaluation** (15 points) – Is the program's evaluation plan inline with requirements and realistic to implement?

D. **Organizational Capability and Relevant Experience** (20 points) – Does the organization have the ability to implement the submitted proposal and its stated goals?

E. **Sound Fiscal Management and Budget** (15 points) – Is the proposed budget realistic and can the organization manage it?

F. **Community Outreach** (15 points) – How well can the organization reach the proposal's targeted community?

Award Notification

- Award notification letters are expected to be released roughly one month after the application deadline via email.
- For successful applicants, the award agreement will contain funding restrictions; programmatic, administrative, and policy requirements; reporting documents including total budget along with the amount of grant funding for the program; and payment terms.

General Recommendations

- Be direct and clear in your proposal on *how* your program will achieve the grant program's goals and priorities.

- Ensure that all the pieces of your application present a consistent strategy/approach in your proposal.

- Consider Main Street Approach, Priorities and Scoring Criteria/Weight when developing your proposal.

- Feel free to use graphics, charts, tables, maps, project workflows, and other non-narrative tools to clarify or enhance your proposal.

- Uploads in pdf format are easiest for our system but other formats are also welcome.

- Start now on getting your legal house in order, if needed.

Further Questions?

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