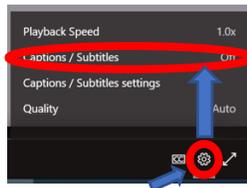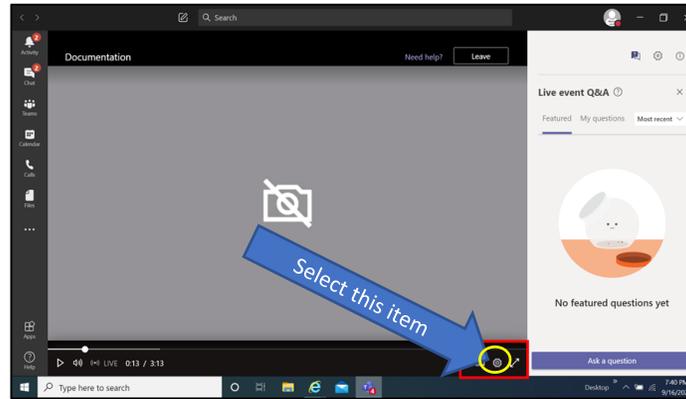# FY26 Emerging Business Improvement District Grant Program Information Session

How you can view the multi-lingual closed captions

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.

Information Session Agenda

1. Provide an overview of FY26 program details
2. Walk through the Euna application platform (see screenshots at end of session)
3. 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.*

This meeting will be recorded and posted for future viewing on the Grant Program page. The slide deck will also be posted in the same location for your reference.

Grant Program Page:

https://gn.ecivis.com/GO/gn_redir/T/1m5jkls2di3kk ***click on APPLY while logged in***

Where to access in-progress applications and log-in: https://portal.ecivis.com/#/login

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Support Links & Contact Info

OGM Application Support: grants@montgomerycountymd.gov

- Online Resources and Video Demonstrations:
    1. Euna Account Set Up (PPT guide)
    2. 5-minute Video for Creating an Application in Euna
    3. 9-minute Video for Navigating the EUNA Budget Tool

Euna Grants (eCivis) Technical Support: support@ecivis.com
- Can assist with account issues or technical issues in the grant application
- Their response time can take up to 24 hours (morning requests are often answered same day)
- User Guides for download
    1. Logging into Your eCivis Portal Account
    2. Reviewing and Submitting your application
    3. Transfer Application Ownership
    4. Guide for Applicants, for budget tool assistance

CEC Programmatic NOFO Support: Thomas.Dant@MontgomeryCountyMD.gov

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FY26 Emerging Business Improvement District (EBID) Grants Program
Background

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Key Program Details

Total Funding Available:	**$300,000**
Award Range:	**$100,000 Minimum to $300,000 Maximum** *Final award amounts may be lower than $100,000*
Performance Period:	**Roughly June 1, 2026 to May 31, 2027**
Where to Apply:	**https://gn.ecivis.com/GO/gn_redir/T/1m5jkls2di3kk**
Application Limits	**Only one application per organization**
Application Opening:	**February 4, 2026**
Application Deadline:	**Thursday March 2, 2026, at 11:59 PM**

Program Overview

- **Program Goal:** to establish Business Improvement Districts (BIDs) or Urban District Corporations (UDCs) within Montgomery County by subsidizing the formation of and providing support to nonprofit commercial district management entities to conduct place making, place management, branding, and economic development activities in a designated neighborhood.

- **Target Population:** organizations that are working towards becoming a BID or UDC

- **Organization Eligibility:** The organization must have a Federal 501(c)(3), a 501(c)(6) tax-exempt status, or be a collaboration between two or more entities with at least one having one of these statuses. **Existing BIDs and UDCs are NOT eligible to apply for this Grant Program.**

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Proposal Eligibility

- Applicants may **only submit one application per organization** under this NOFO;
- Proposed expenses must be for a **new activity, expansion of existing activities, or a combination of both**. County funding **cannot be used to supplant other funding** for already planned activities.

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Organization Eligibility

- The organization must have a **Federal 501(c)(3), 501(c)(6) tax-exempt status or be a collaboration** between two or more entities with at least one having this status;
- Organizations that were **funded under this program last year are eligible to apply**. If submitting a multi-year application, please note that FY26 counts as Year 1. As such, they may submit applications that request funding for up to two more years;
- Existing BIDS and UDCs are NOT eligible to apply for this Grant Program.

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MCG Eligibility (1 of 2)

- The organization must be currently registered and in **Good Standing with the Maryland State Department of Assessments and Taxation** (SDAT);
- The organization's principal place of business must be **located in Montgomery County**; if it is a national or regional organization, it must have a location in Montgomery County through which it provides related services;
- All activities and expenditures under this Grant Program must be provided **in Montgomery County, and be exclusively for Montgomery County residents**;

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- All successful applications must clearly state the following and activities and expenditures funded through this grant program must:
  - Be **provided free of charge** (this includes a prohibition on requesting donations and use of County resources for fundraising);
  - Not be **provided in promotion of a particular religion, political party, etc. or with a requirement of service or program attendance**; and
  - **Be open and available to all Montgomery County residents**, regardless of race, color, religious creed, ancestry, national origin, age, sex, marital status, disability, sexual orientation, gender identity, family responsibility, genetic status, presence of children, or source of income.
- Current Montgomery County contract or grant award winners **must be in performance compliance and current on all reporting obligations for other awards** and those reports must reflect substantial progress towards the goals of their awards.

Funding Priorities

Montgomery County Government will prioritize awards to organizations that demonstrate the following in their applications:

- Efforts towards becoming an independent BID or UDC
- Broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors or a plan for obtaining the needed community support
- Vision and mission statements relevant to community condition and equity principles
- Clear and measurable milestones
- Cultural proficiency
- Inclusivity of the LGBTQIA+ community members
- Application of a racial equity lens

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Eligible Expenses

- Administrative expenses to fund a Program Manager and support staff
- Community or business outreach
- Any expense incurred in the process of determining which commercial district management entity would be most beneficial for the corridor
- Implementation of neighborhood economic development activities
- Neighborhood place making and place management

Ineligible Expenses

X Capital expenses defined as expenses that are $5,000 or more one-time costs for the purchase of a fixed asset. For example, procurement of a car, property, remodeling a property, building an addition to a community center etc.

X Any purchase or activity which has already been made outside the grant award period of performance

X Purchases or activities unnecessary to accomplish grant purposes

X Prior obligations of and/or, debts, fines, and penalties imposed on the Grantee

X Lobbying

X To supplant (replace) funds from other grant sources

Submission Guidelines

- Submissions must come through the online application portal. Create an account and then apply through the FY26 EBID Page: https://gn.ecivis.com/GO/gn_redir/T/1m5jkls2di3kk

- All applications must be fully submitted online by **Monday, March 2, 2026 at 11:59 PM**

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

Application Structure

Application Tasks

- **Applicant Information:** Organization contact info & supporting documents (data fields and uploads)

- **Applicant Background:** Organization size and leadership demographics (*data collected will never be seen by Review Committees or used for awarding*)

- **Project Strategy:** Project data, zip code information, narrative questions

- **Project Work Plan/Timeline:** outline the implementation schedule of the proposed program over the 12 months grant agreement period of performance plus up to two years if the applicant is seeking multi-year funding. If requesting staff funding, include roles, responsibilities, and costs of staff supporting proposal

- **Memorandum of Understanding Among Collaborative Partners:** Copy of MOU between partners applying outlining roles, responsibilities, and budget allocation among partners

- **Performance Plan and Performance :** Outline of metrics and outcomes achieved (narrative question and upload) in past work as well as future targets and goals under this proposal

- **Budget Tool and Narrative:** provide a detailed Budget and Budget Narrative that describes how the proposed costs were calculated and why they are essential for the project.

Full Task requirements, guidance, narrative character limits are outlined within the
FY26 EBID Grant Notice of Funding Opportunity (NOFO)

Apply via the FY26 PBM Grant Program page:
https://gn.ecivis.com/GO/gn_redir/T/1m5jkls2di3kk

Project Strategy Guidelines

Through the Project Strategy task, **it is contingent upon applicants to clearly indicate how the proposal meets the eligibility and priority criteria outlined in this NOFO.**

- Uploads and Supporting Documents:
  - Applicants can upload complimentary materials such as site plans, workflows, graphics, pictures of the site, or other items that enhance the answers provided in the narrative questions.
  - Documents demonstrating the applicant's performance history related to this grant program (i.e. annual or programmatic reports for other grants) may also be uploaded to demonstrate their capability to successfully implement this project.
  - **The optional uploads cannot be used to replace entering responses to the questions in the data-fields.**
  - **As an alternative, applicants are welcome to include hyperlinks in responses for efficiency.**

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Project Strategy Questions

If a question does not apply, note that the question is not applicable.

- **Project Title –** *If awarded, this will become Grant Agreement title*
- **Proposal Overview –** Provide a brief description of the project. *If awarded, this will be integrated into the Grant Agreement.*

- **Year 1 Montgomery County Funding Request** – Click on the Euna Grants Budget Tool in the application platform to provide budget details.
- **Total Year 1 Project Cost** – Total cost of project in from all funding sources
- **Year 2 Montgomery County Funding Request** *(optional)*
- **Year 3 Montgomery County Funding Request** *(optional)*

- **Upload** Federal Negotiated Indirect Cost Rate Agreement (**NICRA**) *(optional)*
- **Upload** Public Copy of Most Recent Independent **Audit Report**, Financial Review, Agreed Upon Procedures. If not available, submit a brief statement of explanation. *(optional)*

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Project Strategy Narrative (1 of 2)

The Strategy Narrative should **answer the following questions in detail:**

1. **Progress Made** – Describe the steps your organization has taken to work towards becoming a BID or UDC (3,000-character limit).

2. **Vision and Mission** – Describe the current vision and mission statements for the BID or UDC relevant to community condition and equity principles (3,000-character limit).

3. **Community Support** – Describe how your organization has gained and/or will foster broad-based community support for the public and private sectors (3,000-character limit).

4. **Operational Capabilities** – What are your organization's current capabilities to implement the proposed project? Please specify your capacity as an organization, including human and financial resources, as well as relevant experience. Feel free to reference other Tasks in this application (i.e., Staffing Plan) for more detail instead of repeating it in this narrative (3,000-character limit).

5. **Other Key Capabilities** – What is your organization's capability to implement this project in an inclusive, culturally/linguistically sensitive way taking into consideration the Funding Priorities outlined in the NOFO (3,000-character limit)?

6. **Project Partners** – List partnering organizations (business or property owners) for the applying organization and implementation of the proposed project (3,000-character limit).

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Project Strategy Narrative (2 of 2)

The Strategy Narrative should **answer the following questions in detail:**

7. **Financial Management –** Please describe the Lead Organization's grant and financial management practices. These may include, but are limited to, accounting standards used, description of financial oversight/accounting staff, software used, and other financial practices (3,000-character limit).

8. **Cost Share –** Please outline and describe any non-Montgomery County cost share, including in-kind contributions, that will also be supporting this project (3,000-character limit).

9. **Reducing Funding Impact –** Please specify how your project would be affected if total funding awarded were less than the amount requested. State whether your project could be completed with a smaller amount, and how your projected outcomes would be affected by any funding reduction (1,000-character limit).

10. **Supplanting Statement –** If your organization does work regionally or has other funding sources, please provide us with information to reassure us that the Montgomery County funds will not simply enable you to shift current, non-County monies (supplanting funds) to operations outside the County but rather will allow you to add to or expand your work on behalf of services in Montgomery County (1,000-character limit).

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Project Work Plan/Timeline

The implementation schedule over the performance period should list:

- The program's objectives and related activities;
- Timeline for implementation and completion; and
- Responsible staff listed for the incumbent, position to be filled, and/or contractors to be supported by the project should include details of:

  o The name of the position;
  o Expected salary or hourly rate for the position;
  o Percentage of staff time to be dedicated to the proposed project;
  o Any relevant degrees, licenses, certifications, or other professional credentials related to the project;
  o Outline of language skills and/or cultural competencies; and
  o Description of the position role in relation to the proposed project.

The performance period may cover a generic period of time over the 12 months grant agreement period of performance plus up to two years if the applicant is seeking multi-year funding.

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Performance History and Performance Plan (1 of 2)

- The Performance Plan and Performance History outline key milestones, performance indicators and evidence of performance capability.
- The **Performance History document looks backwards** demonstrating the accomplishments and successes of the applicant thus far.
- **The Performance Plan looks forward** on what would be accomplished if funds are provided.
- Given that applicants are anticipated to be at various stages of the three-phase BID/UDC formation process (i.e., planning, outreach, and legislative authorization), **both documents should be tailored to the specific stage and echo the project strategy and work plan/timeline.**

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Performance History and Performance Plan (2 of 2)

Applicants are encouraged to review pages **37-43 of the BID Toolkit** and develop a Performance History and Performance Plan that fits their proposed strategy. To measure the impact of the project it should include:

- **Milestones:** List the specific milestone to be achieved, a target date to achieve it, and the impact achieving it will have on the organization.
- **Qualitative/Other Evaluation:** Outline any qualitative or other evaluation methods the program will be using.
- **Key Performance Indicators (KPIs) –** Select KPIs that are relevant to the project. Provide an outline of the metrics to be collected, targets for each metric, and the data collection method for each metric. Both target outputs and outcomes should be addressed. The metrics should align with the objectives outlined in the strategy narrative. Organizations should expect to regularly report on the actuals versus target indicators and be prepared to explain any deviations, whether negative or positive.
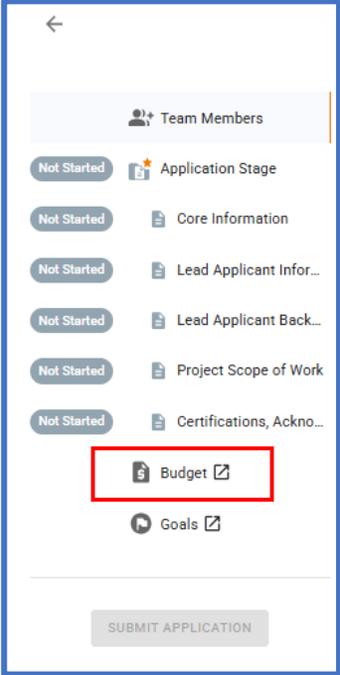
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Budget Tool

Program Budget (Use the Euna Grants Budget Tool)

- The Program Budget is a pre-built form that is available in the online application and includes only a list of eligible expense categories. Click the blue linked expense category title to begin editing your budget.
- When filling out the Budget Tool **adding line-items covered by Cost Share is optional**.
- Applicants should **ignore the Program Income section** as this will not be evaluated or impact the review process.
- A **Guide for Applicants** is available to assist with detailed guidance on pages 13-20 on budget entry issues.

Budget Narrative (8,000 characters max)

- At the bottom of the Budget Tool enter as a bulleted description of each line-item entered into the Budget. The descriptions should contain:

  - A brief description of the line-item itself;
  - Why the cost is necessary for the proposal;
  - How it meets eligibility standards; and
  - how the figure was calculated.

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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.

Scoring Form and Criteria

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Review Process

1. **OGM Administrative (Admin) Review** – OGM will assess all applications for Montgomery County Eligibility Conditions.

2. **Programmatic Eligibility Review** – CEC will also conduct a second review assessing whether applicants and their proposals Programmatic Eligibility Conditions cited above to ensure all submitted applications are within the intended scope of this Grant Program. Organizations and applications that do not meet these requirements will be disqualified while those that do will move on to the next stage.

3. **Subject Matter Expert (SME) Review** – CEC will then establish a Review Committee composed of neutral, qualified individuals from Montgomery County Government selected for their experience in the grant program's subject area, grants administration, project management, and/or ability to analyze programs from a racial equity and social justice lens. The panel members will review and score applicant proposals based on the criteria outlined in this document and submit recommendations for awards.

Final decisions will be made based on the scores and such other factors and considerations as deemed relevant at the time of award. These may include the expert opinion of grant administrators with prior experience with applicants, updates to priorities, or other factors.

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 (grants@montgomerycountymd.org)

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Confidence Rating System

Easier!
Faster!
Smarter!

- Reviewers will score proposals using a Confidence Rating system against a weighted criteria
- Used by the federal government as an innovative practice that facilitates more holistic ratings, capturing reviewers' overall confidence in the applicant's likelihood to succeed

3 – Confident	The Reviewers are confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
2 – Somewhat Confident	The Reviewers are somewhat confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
1 – Not confident	The Reviewers are not confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.

Scoring – 100 Possible Points

Criterion A: Project Goals and Grant Program Priorities (20 points) In line with the priorities for the FY25 Emerging Business Districts Grants Program, the proposal

- Demonstrates organization efforts towards becoming an independent business district
- Demonstrates broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors or proposes a plan for obtaining the needed community support
- Includes a vision and mission statements relevant to community condition and equity principles
- Includes clear and measurable milestones appropriate to the stage of BID/UDC formation
- Cultural proficiency, inclusivity of the LGBTQIA+ community members, and racial equity and/or linguistic considerations are built into the proposed approach.

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Scoring – 100 Possible Points

Criterion B: Sound Fiscal Management and Budget (20 points)

- Applicant demonstrates sound grant and fiscal management practices and will be able to submit financial reports and back-up documentation to meet administrative and audit requirements;
- Expenses listed in the Budget and Budget Justification are consistent with the Project Strategy, Staffing Plan, and other parts of the proposal
- Applicant's Budget and Budget Justification reflect eligible, reasonable, and realistic costs needed to implement the proposal and achieve the stated outcomes

Criterion C: Organizational Capability & Programmatic Capacity (20 points)

- Applicant provides evidence of capability to undertake the proposed project
- Applicant demonstrates effectiveness in terms of internal structure, technical capacity, and personnel, in meeting the outcomes of the project

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Scoring – 100 Possible Points

Criterion D: Performance Plan (25 points)
- The Performance Plan is aligned with the Project Strategy Narrative, Budget, and Work Plan
- The proposed milestones/benchmarks and KPIs are relevant, clearly defined, measurable, and time specific
- Applicant demonstrates in their Performance Plan a clear process to measure/evaluate its project

Criterion E: Soundness of the Overall Proposal (15 points)
- Proposal clearly demonstrates the effectiveness of proposed activities and, if funded, will result in the accomplishment of their stated outcomes
- The implementation plan within the proposal is realistic and achievable based on the proposed timeline
- The quality and feasibility of the proposed approach will ultimately lead to the formation of a viable BID/UDC

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Resources

The following resources are/will be posted on the application page:

- Notice of Funding Opportunity (NOFO)
- Link to a recording of the Information Session
- Information Session slide deck
- OGM Answers to Information Session and Frequently Asked Questions

Further Questions?

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Office of Grants Management
grants@montgomerycountymd.gov

OGM Website
https://montgomerycountymd.gov/ogm/
OGM online grants application platform
https://portal.ecivis.com/#/login