

FY23 Place Based Management Grant

January 13, 2023 Information Session - Questions and Answers

- Is there a readily available map that outlines or describes the Silver Spring Regional Service Area? And are those fixed, drawn boundaries?
 - https://www.montgomerycountymd.gov/silverspring/Resources/Files/SS_Region_E-Size.pdf
- Are there baseline definitions to help us properly establish and identify what will qualify as a job?
 - **The following criteria should be used for measuring jobs as part of the grant programs:**
 - **Must be hired during the grant performance period;**
 - **Must be a new full time (e.g., the total number of FTEs must increase due to the hire);**
 - **Must be employed for at least 35 hours a week for six months during the grant performance period;**
 - **Must spend at least 50% of all work time in the target area;**
 - **Must earn at least 150% of the federal minimum wage.**
 - **Grant award winners will also be required to either provide proof of job increases or certify through a signed statement that the jobs created in reports meet these criteria.**
- Are there any preferences and-or restrictions relative to the manner and type of businesses that this program can support?
 - **There is no preference or restriction on what businesses can be supported as part of the activities funded under the FY23 Place Based Management program. We are looking for applications with a strong overall strategy that aligns with the Main Street Approach, not to support specific kinds of businesses. Recipients of the grant must be nonprofit organizations that meet all of the eligibility requirements.**
- Does the work have to take place in/around a "registered" Main Street or in a commercial area in general?
 - **No, the program is more flexible than that. The nonprofit organization implementing the program does need to have a federal registration as a 501(c)(3) status and a Maryland SDAT registration in Good Standing.**
- For 7 years, FVI has served 200 businesses - 80% minority owned, ethnically diverse - Africans, Asians, and Latinos from 12 + countries. Do we need something more than this experience to show racial equity and cultural competency?
 - **These experiences should be expanded upon and detailed in the application as they would make you a more competitive applicant for this program.**

- If a team member is listed on the County's preferred vendor list, but has not done work for the county in 2+ years, does that need to be included in contractor of MC?
 - **Contractors do not count as County employees for the purposes of this grant and do not need to be reported as part of your application.**

- Can you define corridor businesses for the purposes of this grant?
 - **This program is intentionally flexible and does not have a strict definition of business corridor or cluster. Applicants should develop a compelling case of how the target cluster will utilize the grant resources, align its strategy with the Main Street Approach, and provide overall benefits to the target area.**

- Are farmers and prepared food vendors located in Montgomery County eligible to be supported by this grant?
 - **Involving and supporting local farmers and prepared food vendors could certainly be part of an application's strategy. However, the recipient of the grant must be a nonprofit meeting the eligibility criteria laid out in the Program Details document.**

- Are food purchases allowable under this grant?
 - **Food purchases are allowable but will need to be justified as part of the overall projects strategy in the application.**

- Can ongoing work be funded under this grant or is it targeted towards new programming?
 - **Funding can be used to build upon or enhance existing programs and efforts but should not be supplanting other resources. Applicants will have to demonstrate what extra results are going to be achieved with the County's grant resources.**

- Please define and explain the terminology of corridor businesses.
 - **This program is intentionally flexible and does not have a strict definition of business corridor or cluster. Applicants should develop a compelling case of how the target cluster will utilize the grant resources, align its strategy with the Main Street Approach, and provide overall benefits to the target area.**

- Fenton Village has very low vacancy rate for businesses. Can we use retention of businesses and increase in patrons instead of gain in businesses to track success?
 - **No, all four required metrics must be tracked. Organization may propose tracking additional metrics that they think will help illustrate their success as a partner.**

- Are there limits to what the grant money can be used for? (operational staff? events/programing? land/space development?)
 - **All expenses need to be justified towards advancing the goals of the program, there is no restrictions on specific kinds of expenses. Applications that do not sufficiently justify why a certain expense is included in their budget are less likely to win a grant. The Program Details document includes a few other expenses that are not eligible, such as lobbying, and should be excluded from your proposal.**

- Applicant orgs have to be 501(c)(3) only, so not 501(c)(6) business associations correct?
 - **This program is only for organizations registered as a 501(c)(3).**

- Are there limits to what the grant money can be used for? (operational staff? events/programing? land/space development?)
 - **All expenses need to be justified towards advancing the goals of the program, there is no restrictions on specific kinds of expenses. Applications that do not sufficiently justify why a certain expense is included in their budget are less likely to win a grant.**

- Does this grant require the rehabilitation of buildings? are these Buildings that are vacant and can be used for the nonprofit business?
 - **Not necessarily. Applications need to address at least 3 of the 4 bullets in the Main Street Approach. If rehabilitating buildings is not part of your strategy then you do not need to include it. Inclusion of nonprofit businesses in the strategy could certainly be important as they may be an important part of a community and help bring in consumers.**

- Just seconding that it would be great to know whether 501(c)(6) orgs are eligible.
 - **This program is only for organizations registered as a 501(c)(3).**

- Can you explain place-based management?
 - **All proposals should align with the [Main Street Approach's](#) definitions for place-based management activities and strategies.**

- Can an organization submit more than one application?
 - **Yes, the proposed projects should be different and not reliant on each other but multiple applications will be accepted and reviewed.**