



Virginia Statewide Business District Resurgence Grant Fund

Program Overview

- The fund seeks to advance and accelerate the post-pandemic recovery of Virginia's business and commercial districts. Specifically, these funds will support historically economically disadvantaged communities and other businesses that have been disproportionately impacted by the pandemic. Through expanding organizational and business support grants, funding is envisioned to provide a more inclusive framework for community-driven, comprehensive revitalization and vitality.

Program Uses

- Provide grants that serve small, women-owned, minority-owned, and immigrant-owned businesses within a targeted business district.
- Provide grants for consultant services, technical assistance and training opportunities for entrepreneurs and small business owners.
- Provide grants for consultant services, technical assistance and training opportunities for commercial and mixed-use building owners, and aspiring small-scale real estate developers.
- Offer capacity building technical services to create and strengthen local networks and organizations supporting community and economic development in targeted business districts.
- Create local or regional e-commerce platform for micro, small, and sole proprietorship businesses that are producing, creating and making products in Virginia.

Eligible Applicants

- Local governments or economic development organizations
- Regional economic development organizations, including PDCs
- Non-profit and local organizations with a focus on small businesses within a commercial district
- Chambers of Commerce

TIMELINE

How-To-Apply Webinar
June 2021

Application Deadline:
End of July 2021

Application Review:
August 2021

Grant Awards:
September 2021

Project Completion:
June 2022

CONTACT

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Examples of Eligible Activities

Organizational Capacity Building & Technical Assistance (up to \$50,000)

- Strategic planning for the organization or master planning for the community to include economic vitality recommendations and implementation phases.
- Other innovative organizational capacity building or technical assistance projects, as needed by the community or organization
- Local municipal matching grant program with business support outcomes.
- Planning for Community Initiated Development
- Entrepreneurial Ecosystems
- Market studies and prospectus development

Business Support & Technical Assistance Grants (up to \$100,000)

- Direct Small Business and Entrepreneurial Support and Training
- Other innovative SWAM business support projects, as needed by the community.
- Business retention and expansion strategies
- Professional and non-professional services to help set a business up for long-term success, i.e. legal, financial, accounting, marketing, social media, e-commerce, etc.
- Support building and real estate improvement programs
- Building feasibility studies
- Develop marketing and promotional campaigns in support of local businesses.
- Façade renderings and floor plan development
- Placemaking in support of local businesses
- Small scale production / manufacturing business support
- Up to 10% of the grant award may be used for administration of the grant.
- E-commerce platform

Allocation: \$1,000,000

All grant applications require a 5:1 match (cash or in-kind). Other complimentary resources that can be leveraged:

- American Rescue Plan Act funding
- CARES Act funding
- Community Development Block Grant
- Community Business Launch
- GO Virginia
- Small Business Administration



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