



CVBID Grant Program

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Program Overview

The Central Vista Business Improvement District (CVBID) Grant Program provides grants and micro-grants to fund activities in Downtown Vista that help accomplish the goals of the CVBID. The money for the grants comes from an annual City of Vista assessment on the businesses within the district, which totals approximately \$50,000 each year. Grants will be available in the amount of \$1,000 to \$10,000. Micro-grants will be available in the amount of \$1,000 or less.

Grant applications for activities in the fiscal year beginning, July 2019 and ending June 2020, are due April 18, 2019. The CVBID Grant Application will open on March 18, 2019 and applications will be due by no later than 5:30pm on April 18, 2019. Applications will be reviewed by the CVBID Advisory Board, approved by City Council and winning applications will be announced in June. Grantees will then complete an Agreement with the City for the proposed activity. 50 percent of the funds will be distributed to each grantee once the Agreement is finalized, and the remaining 50 percent after the grantee successfully completes the activity and submits final documentation for the activity using the CVBID Grant Program Reporting Form.

Timeline

March 18, 2019 – Application opens

April 3, 2019 – Questions must be submitted by 5:30pm

April 4, 2019 – Questions and responses will be posted online

April 18, 2019 – Applications due by 5:30pm to EconDev@CityofVista.com

April 2019 – CVBID Advisory Board reviews applications and selects final candidates

May 2019 – CVBID Advisory Board interviews final candidates

June 2019 – Final candidates approved by City Council

June 2019 – Winning applicants complete City Agreements**

July 2019 – First round of funds released

Eligibility Requirements

Applicants will be required to complete the CVBID Grant Application, submit two letters of recommendation and ****proof of insurance** at the level required by the City of Vista. Applicants must demonstrate a knowledge of the CVBID area, experience successfully completing similar activities, a thorough plan of how the activity will be completed including a full budget, quantitative metrics that are to be achieved, how the activity will meet one or more of the CVBID goals (see CVBID Goals below) and how the activity will benefit each zone of the district (see CVBID District Boundary Map below). Activity proposals may be for a single event or program, or a proposal may be for an ongoing series of events or programs.

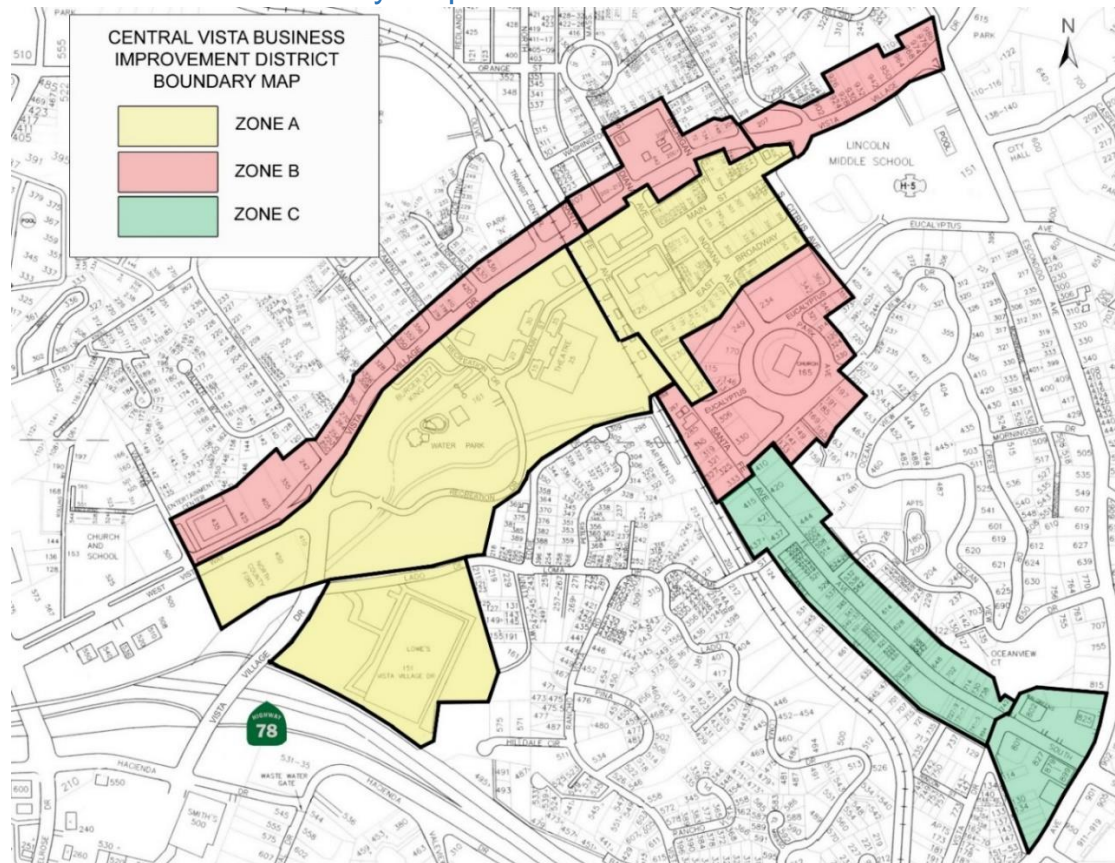
Questions related to this program must be submitted to the CVBID program administrator in writing by no later than Wednesday, April 3, 2019 by 5:30pm to EconDev@CityofVista.com. All questions and responses to questions will be posted online at CityofVista.com/CVBID.

CVBID Goals

The CVBID has six goals:

1. General promotion of business activities
2. Promotion of public events
3. Decoration of public places
4. Furnishing music for public places/events
5. Acquisition, construction, installation and/or maintenance of improvements
6. Other operating activities

CVBID District Boundary Map



Reporting and Distribution of Funds

The CVBID Grant Application Program awards 50 percent of the grant at the beginning of the fiscal year and 50 percent of the grant after the successful completion and reporting of the activity by filling out the CVBID Grant Program Reporting Form and by submitting receipts for the activity to the CVBID administrator. Funds will be processed for payment after this information is received and reviewed by the CVBID Advisory Board. The process to review the CVBID Grant Program Reporting Form and payment of final funds may take up to two months. All reporting forms must be submitted within 30 days of completion of the activity. Grantees may be asked at any time to give a presentation to the CVBID Advisory Board or City Council.

CVBID Grant Program Application

Applications must be submitted to EconDev@CityofVista.com by no later than 5:30pm on April 18, 2019. Questions related to this program or application must be submitted by no later than Wednesday, April 3, 2019 by 5:30pm to EconDev@CityofVista.com.

Applicant information

Individual leading the project:	
Individual's email:	
Individual's phone number:	
Applicant Organization or Company:	
Organization or Company website:	
Social Media Handles:	
Organization or Company email:	
Organization or Company phone number:	
Organization or Company address:	

Proposed activity information

Activity name:	
Activity date(s):	
Brief description of the activity (50 words maximum):	
Brief description of the activity outcome (50 word maximum):	
Total grant amount requested:	
Total estimated cost of activity:	

Qualifying questions

Please respond to the following:

1. A detailed description of how the activity will be successfully completed and what makes this activity unique or innovative.
2. Which of the CVBID goals does this activity accomplish?
3. How will this activity benefit the district?
 - a. How will it benefit Zone A?
 - b. How will it benefit Zone B?
 - c. How will it benefit Zone C?
4. Provide a list of success metrics. For example, number of attendees, social media engagement, increased sales for downtown businesses etc.
5. How will the event be publicized?
6. Provide a timeline for the activity.
7. Will the activity require a special events permit to be issued by the City? Has the applicant already applied or been granted the permit?
8. Provide a budget for the activity including all funding sources. If this is a profit making event, how will the grant funds help amplify and add to the existing sources of funding?
9. Does the applicant meet insurance coverage requirements to complete an Agreement with the City? Please provide proof of insurance.

Letters of recommendation

Attach two letters of recommendation.

CVBID Grant Program Reporting Form

Grant recipients must submit this form and receipts prior to receiving the remaining grant funds. All forms and receipts must be submitted to the CVBID administrator at EconDev@CityofVista.com within 30 days of completing the activity.

Reporter information

Individual leading the project:	
Individual's email:	
Individual's phone number:	
Applicant Organization or Company:	
Organization or Company website:	
Social Media Handles:	
Organization or Company email:	
Organization or Company phone number:	
Organization or Company address:	

Activity information

Activity name:	
Activity date(s):	
Brief description of the activity (50 words maximum):	
Brief description of the activity outcome (50 word maximum):	
Remaining grant amount requested:	
Total actual cost of activity:	

Reporting questions

Please respond to the following:

1. Provide a detailed description of how the activity went. What went well and what could be improved for next year.
2. Which of the CVBID goals did this activity accomplish?
3. How did this activity benefit each zone of the district?
4. Provide a list of success metrics. For example, number of attendees, social media engagement, increased sales for downtown businesses etc.
5. How was the event publicized? Provide copies or screenshots of ads or marketing materials used to publicize the event.
6. Provide the planning and implementation timeline for the activity.
7. Did the activity require a special events permit to be issued by the City?
8. Provide the expenses for the activity with receipts. If this was a profit making event, how did the grant funds help amplify and add to the existing sources of funding?

Activity Media Package

Please submit a word document summarizing the event along with 5-10 high quality photos and/or video clips that may be used in a blog post, press release or CVBID marketing materials.

Community Quotes

Attach two testimonials from CVBID businesses involved in your event that could be used in a press release about your event. Some activities may require additional community feedback.