

**Questions and answers related to the
2024 Business District Support - Notice of Funding Availability**

If an organization has an open BDS contract, can they submit a proposal in response to the current NOFA?

Yes, you can submit a proposal, however, you need to be very clear as to how the activities you are proposing in response to the current NOFA don't overlap with your existing contract scope of services.

What is the overall program budget, and how many grants do you expect to give? (Or what has been typical in the past?)

We expect to award several hundreds of thousands of dollars for these grants. The specific dollar amounts and numbers will be a function in part of the number and quality of responses we receive.

In the 2024 program year, there were 18 awards and a total of \$441,250 awarded. In the 2023 program year, 23 organizations and \$671,275 were awarded.

Is it all-or-nothing, or do you typically award less than what applicants propose?

Some proposals don't receive any funding, but in most cases, it isn't an all or nothing approach. In past years, some proposals received full funding for all the projects proposed, while others received full funding for some aspects of the proposal and no funding for projects that didn't seem to fit the program objectives.

For proposals that fall into more than one of the strategies (e.g. Business/Economic, and Culture and Arts), should applicants focus on one, or talk about all the areas of impact that we plan to have?

Most activities fall into many strategies. For each activity, describe what it is, why it's needed for your business district, what specific outcomes you expect and how the activity promotes, advertises, improves, or develops the economic success of the businesses and community.

If multiple projects are submitted in a proposal, is there a possibility for one to be approved and funded while another is excluded?

Yes, a proposal can receive funding for some projects while others are not funded. The projects are not viewed as all or nothing in terms of receiving funding.

Is there a limit to how many proposals will be accepted?

We don't limit the number of proposals that are accepted, but funding is not guaranteed for all proposals.

Our business district spans multiple eligible area. How should we talk about that?

You should specify what areas the proposed activities target. If you are having events, specify where will the event be held.

Can the proposed activities be distinct and separate, for example, different business districts, different approaches/activities, different audiences or must the proposed activities be connected?

The proposed activities don't need to be connected to the other activities in your proposal. When completing the proposal form you can number each activity you are proposing and answer the questions related to each activity.

If we want to apply in partnership with a local business association is there anything we should consider or talk about differently than if we were applying on our own?

If you are applying with another organization, be sure to describe the partnership and roles of each organization in your proposal. You should also include a letter of support from them. The contract will be with only one organization so the application should specify which organization will be the contracting entity.

Are you looking for an hourly rate on the budget for staff time or a percentage of the staff time?

An hourly rate can be used on the budget form. You can also use staff time as leverage for the proposed activity. The Business District Support grant doesn't fund staff time that isn't related to a proposed project activity.

What are the application deadlines?

Business District Support proposals are due by November 25, 2024, at 4:00 p.m. by emailing the completed Proposal Form and Budget Spreadsheet as an Excel file to judy.moses@minneapolismn.gov.

Will this program be open for applications again in the fall of 2025?

The Business District Support program has had an annual application period since 2008. It is expected to continue and be open for proposals in the fall of 2025.

Are there any recommendations for measuring economic impact? We've seen that requested as part of the narrative deliverable for the past few years.

You could survey the businesses in your service area regarding the benefit of the activities. Did the business experience an increase in sales? Did they see a long-term benefit from the promotion such as customers using coupons from an advertising campaign? They don't need to provide financial information.