

## FINDING FUNDING: KEYS TO SUCCESS

When seeking funds for an organization, the key recipe for success is to remember what you are cooking. The project — not the funding source — comes first.

What does this mean? Have a clear idea of what you want to accomplish, and how you will do it. Being able to demonstrate a **clear plan** — for the project itself, and perhaps even how it fits into a greater plan for the community — is key. Having a projected budget and timeline is also helpful.

Summarize your plan, your organization, and your community in a **case statement** that outlines the who, what, when, why, and how much. Include both how great your community is, and also why there is the need for assistance.

Having a system of **organization** from the beginning will help throughout the process. Keep detailed notes on everything from public engagement in the formation of the project to bids on proposals for work through conversations with potential funders, whether in an online set of folders or in a physical notebook.

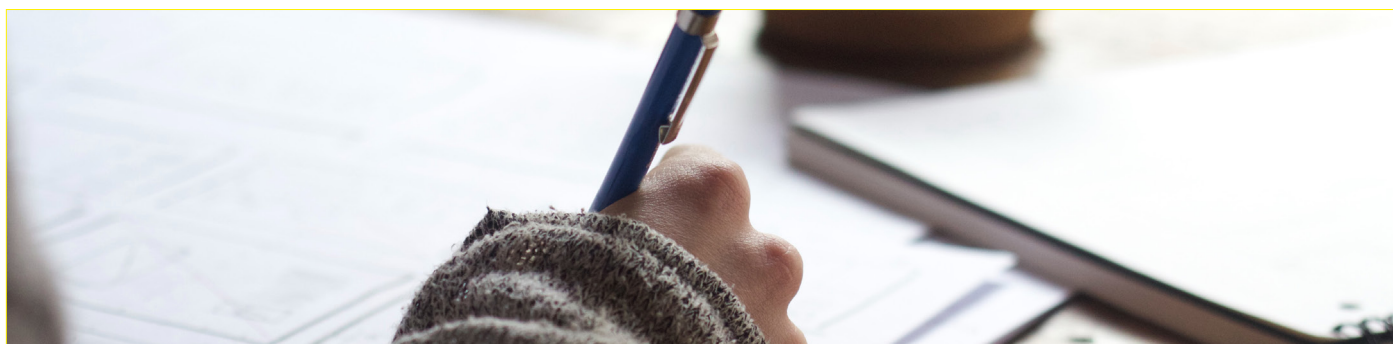
Then **research** who might support your plan. The Colorado Grants Guide is an excellent resource to identify potential grants for projects based on funders' areas of interest. As you pursue grants, remember to also look to potential local funders and sponsors.

And build **relationships** with potential funders. To ensure that a grant is a good fit, reach out to the foundation — They want to talk to you! These conversations can clarify the goals of the project and the funder, identify gaps in your research or problems statement, and help you write the best request possible. This can also save time, if the project is not a good fit for the funding.

It is, of course, important to be (or to find) a good **word-smith** to tell your story. But don't rely just on words — provide photos or plans, maps or drawings to **show your idea**. And don't rely just on one draft — ask others to review and provide advice on your request. (Many funders are also happy to provide feedback on draft applications.)

A project is always better if **supported** by leadership — your board, the municipality, business community, and residents. This could be demonstrated through public engagement in the plan for the project, and can also be shown through letters of support (or donations, or in-kind contributions) from partner organizations.

It is important to understand that funding does not come all at once. It takes patience and a thick skin. But, if you continue your conversations with potential funders, and form relationships beyond your funders through **marketing**, social media, and press releases, a good project will find success. In the meantime, even if you are not raising funds, you are raising friends.



# CORONAVIRUS RELIEF FUNDS AND DOWNTOWNS

On May 18, 2020, Gov. Jared Polis signed Executive Order D2020 070, the CARES Act, to establish the Coronavirus Relief fund. On Dec. 30, 2020, he signed Executive Order D2020 295, amending the CARES Act, to extend the deadline for expenditure until Dec. 31, 2021.

Through the Department of Local Affairs (DOLA) this fund will reimburse costs to counties, municipalities, and special districts for:

- necessary expenditures incurred due to the COVID-19 public health emergency (COVID-19 emergency);
- were not accounted for in the budget most recently approved as of March 27, 2020 (the date of enactment of the CARES Act) for the state; and
- were incurred during the period that begins on March 1, 2020, and ends on Dec. 31, 2021.

Federal guidance provides for Economic Support Expenses incurred due to the COVID-19 public health emergency, with eligible expenses including cost of provision of grants to small businesses, state, local or tribal payroll support, and unemployment insurance costs related to the COVID-19 health emergency.

This guidance also provides for Small Business Assistance, such as expenditures related to the provision of grants to small businesses to reimburse the costs of business interruption caused by required closures. Governments have discretion in offering programs aimed at assisting small businesses with the costs of business interruption caused by required closures. The amount of a grant to a small business to reimburse the costs of business interruption caused by required closures would also be an eligible expenditure under section 601(d) of the Social Security Act, as outlined in the Guidance. Costs are eligible in the absence of a stay-at-home order if such expenditures are determined by the government to be necessary.

Of the \$197,503,203.05 reimbursed so far, \$13,534,338.71 has been in economic support expenses, and another \$53,501,958.20 in small business assistance.



## SMALL BUSINESS RELIEF FUND

In addition to the Coronavirus Relief Funds described above, Gov. Jared Polis signed SB20B-001 into law on Dec. 7, 2020, providing an additional \$57 million in direct aid, grants, and annual fee waivers to struggling small businesses, and creating grant programs and funds specifically for art and cultural organizations as well as minority-owned businesses.

Multiple state agencies are working with local government associations and governments, regional councils of governments and economic development agencies and non-profit distributors on eligibility, applications and distribution.

This Small Business Relief (SBR) is open to eligible counties, municipalities, councils of government, and economic development districts operating in a county under severe capacity restrictions. Funding decisions are at the discretion of the Department of Local Affairs executive director.

# CDOT REVITALIZING MAIN STREET

The Colorado Department of Transportation's Revitalizing Main Streets program is an initiative designed to promote public health and the economy during the COVID-19 crisis.

Cities, towns, and other public agencies (not just official Main Street communities) seeking to make creative modifications to state highways, local roadways or other community spaces as a way of promoting social distancing and economic activity are eligible for grants up to \$50,000. Applicants are required to provide a 10 percent match to qualify.



The Revitalizing Main Streets program is supporting the Can Do Community Challenge, as part of the Can Do Colorado campaign. Learn more at [www.codot.gov/programs/communitychallenge](http://www.codot.gov/programs/communitychallenge).

Since the program began in June 2020, 64 grants have been awarded to entities across Colorado, including \$649,786 to 13 projects in 10 official Main Street communities:

<b>Central City</b>	Outdoor parklet in vacant downtown space	\$50,000
<b>Hugo</b>	Sidewalk improvements/ADA accessibility on downtown block	\$50,000
<b>Hugo</b>	Parklets	\$50,000
<b>La Junta</b>	Construction of park in downtown (concrete pad/table/chairs/umbrellas)	\$49,815
<b>Lake City</b>	Paving of one block of downtown for pedestrian accessibility	\$50,000
<b>Lamar</b>	Improvements to downtown sidewalks including ADA accessibility	\$50,000
<b>Montrose</b>	Addition of park; closing street and expanding outdoor seating	\$50,000
<b>Rangely</b>	Improvements to sidewalks/ADA accessibility	\$49,971
<b>Rangely</b>	Bike path connecting college to downtown	\$50,000
<b>Ridgway</b>	Heritage Park Improvements	\$50,000
<b>Rifle</b>	Sidewalk improvements adjacent to downtown for walkability/bikability	\$50,000
<b>Windsor DDA</b>	Installation of Parklets/outdoor seating	\$50,000
<b>Windsor DDA</b>	(second award) Winterization of outdoor spaces	\$50,000

## CDOT TELEWORKING

The CanDo Community Telework Program was developed to support communities in the creation of innovative Transportation Demand Management (TDM) programs and tools that draw from the lessons learned during the COVID-19 pandemic and past TDM work. Leveraging these lessons, the program intends to promote innovative tools that encourage practices — such as social distancing and teleworking — that can be further integrated into basic work practices and standards on a statewide level.

This program builds those efforts to help Colorado communities provide safe economic opportunities, including:

- Protect public health by encouraging social distancing and the implementation of TDM strategies.
- Support economic development by increasing the normalcy of telecommuting as a best work practice for employers.
- Foster the creation of innovative technologies and solutions that meet the intent of TDM.
- Provide safe access to economic opportunity and mobility for people of all ages, incomes, and abilities — including vulnerable users.

Learn more at [www.codot.gov/programs/communitychallenge](http://www.codot.gov/programs/communitychallenge).

# MAIN STREET MINI GRANTS

Each official Colorado Main Street community that is compliance with all requirements of its memorandum of understanding with the Department of Local Affairs has a five-year noncompetitive mini-grant. The mini-grant is meant to help a local programs achieve its strategic goals, in line with its transformation strategies and work plan.

Eligible expenses are for community-based projects that directly benefit the Main Street district and follow the Main Street Approach. Typically, Main Streets use these grants for physical improvements or enhancements to the downtown area, such as wayfinding signs, kiosks, lighting, street banners, flower pots, bike racks, murals, benches, or public art.

However, funds have also been approved for websites, branding, welcome signs, walking tours, fundraising plans, and business owner education.

To learn more about how to become an official Colorado Main Street community, visit [cdola.colorado.gov/join-main-street](http://cdola.colorado.gov/join-main-street).



# HERITAGE ENERGY PILOT PROJECT LAUNCHES

Colorado Main Street, a program of the Colorado Department of Local Affairs (DOLA) Division of Local Government, has launched the Heritage Energy Pilot Project. The Heritage Energy Pilot Project offers interagency collaboration to combine quality historic preservation in Colorado Main Street districts with statewide energy goals.

DOLA's Colorado Main Street program is working with the Colorado Energy Office and History Colorado's State Historic Preservation Office, creating a Heritage Energy Leadership Partnership (HELP) team to facilitate access to incentives and technical assistance for the preservation and sustainable reinvestment of unique cultural landmarks in rural downtowns.

In rural towns, Main Street districts have long been the heart of community life and a key to their economic success. Although these places offer an iconic image of our local heritage, they are notoriously hard to reach with either historic preservation or energy efficiency incentives. Property owners frequently see these opportunities as time-consuming, confusing, and full of red tape. The Heritage Energy Pilot will streamline processes and infuse state agency incentives and technical assistance to catalyze increased public-private investment in rural communities.

The HELP team will work intensively with two pilot projects, one public and one private, to integrate existing resources such as historic tax credits, History Colorado State Historical Fund grants, Commercial Property Assessed Clean Energy (C-PACE) financing, Energy Performance Contracting for public owned properties, and utility incentives, into quality, environmentally sustainable preservation. These pilot projects will help develop a refined cost-savings strategy and timeline for future building infrastructure improvement projects to incorporate energy efficiency and renewable energy opportunities into preservation projects.

Nominations were solicited from Main Street communities across the state, with two projects selected. The two projects for the Heritage Energy Pilot are the Fox Theatre in Trinidad and the Bank Building in Ridgway.

Outcomes will include the preservation of community heritage, enhancements to local economic development, reductions of energy consumption within the buildings, and improvements to the local carbon footprints. A successful pilot will lead to a roll-out of a similar project across the state. This will lead to more vibrant Main Street districts, greater economic resilience, healthier living and working environments for owners and tenants, lower operating costs, and measurable greenhouse gas reduction.



# THE RURAL ECONOMIC DEVELOPMENT INITIATIVE

The Rural Economic Development Initiative (REDI) grants program is designed to help rural communities comprehensively diversify their local economy and create a more resilient Colorado. All applications must create and retain jobs, either direct or indirect, and should fall into one or more of the following categories:

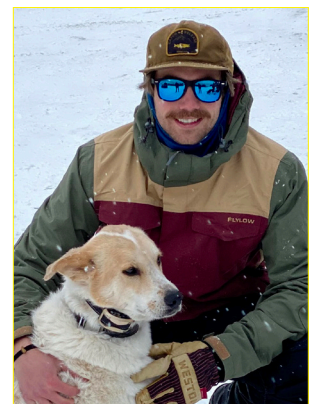
- Job creation and retention, both through direct and indirect means.
- Capacity building. Under special circumstances DOLA will consider funding local economic development capacity. Staff must be tied to a specific outcome, project, and timeline.
- Economic resilience is the ability of a community's economy and systems that support the economy to withstand disruption and thrive in the face of change.
- Support of entrepreneurial ecosystems, which provide trainings, networking opportunities, and infrastructure to support local entrepreneurs.

All projects should be identified as a priority for the community within a comprehensive and holistic approach. The next REDI grant cycle opens March 15, and closes May 21. For more information, visit [cdola.colorado.gov/funding-programs/rural-economic-development-initiative](https://cdola.colorado.gov/funding-programs/rural-economic-development-initiative).

## SPOTLIGHT ON THE COMMUNITY DEVELOPMENT OFFICE WILL CUNDIFF, GRANTS FINANCIAL ADMINISTRATOR

### What led you to community development?

I spent my formative years in the United Kingdom where my love for history, architecture, green space, and the winding streets of English villages cemented my desire to study urban planning at Miami University (Ohio). I spent a semester living and working in Cincinnati at Miami's Center for Community Engagement, where I learned about the connections between community, environment, and land use. This eventually led me to pursue a master's degree of Urban and Regional Planning at the University of Colorado Denver, where I started an internship at the nonprofit Downtown Colorado Inc. (DCI) I spent four and a half years working at DCI, helping to provide advisory services, educational events, and grant programs for communities across the state.



### What inspires you?

I am inspired by people who put the needs of others before their own needs, and acknowledge mistakes and try to learn from them. I am also constantly inspired to try and be the person my dog thinks I am.

### What are you looking forward to most in working for the Department of Local Affairs?

I am looking forward to working with a diverse group of people, communities, and organizations that care about making Colorado communities equitable, resilient, prosperous, and inclusive. Additionally, I look forward to learning from the leaders, local governments, and organizations DOLA works with across Colorado.

### ABOUT THE COMMUNITY DEVELOPMENT OFFICE

Colorado Main Street is part of the Community Development Office (CDO) within the Division of Local Government at the Colorado Department of Local Affairs. CDO empowers Colorado communities by providing various technical and financial resources related to land use planning, economic development, and sustainable community development that builds resilience. Through training, technical assistance, and resources, the Community Development Office offers creative solutions for helping local governments and their partners tackle complex problems.

# SPOTLIGHT ON MAIN STREET MANAGERS: MORGAN BECKER, LAMAR

## How did you get involved in the Main Street movement?

Main Street has always been something that I love about Lamar. I adore the historical features and how everyone can gather and enjoy in the downtown area. I also went to college in Fort Collins where the hub of downtown was main street! I spent so much time there, and there was always something new and exciting to do.

## What inspires you?

I have so many inspirations it is hard to pinpoint one. Right now I am focused on gathering new ideas that I think can work for our small town.

I really admire La Junta and Main Street Cynthia Nieb's ability to gather people together and help out. It takes so much energy to gather and delegate, it is amazing to me how much she can accomplish!

I am also inspired by our community organizations and how they take small steps to improve little things, but make such a huge difference!

In general, though, my children inspire me. I want to make Lamar a better place for them, and right now I feel like I am in a position to get some of those little things accomplished.

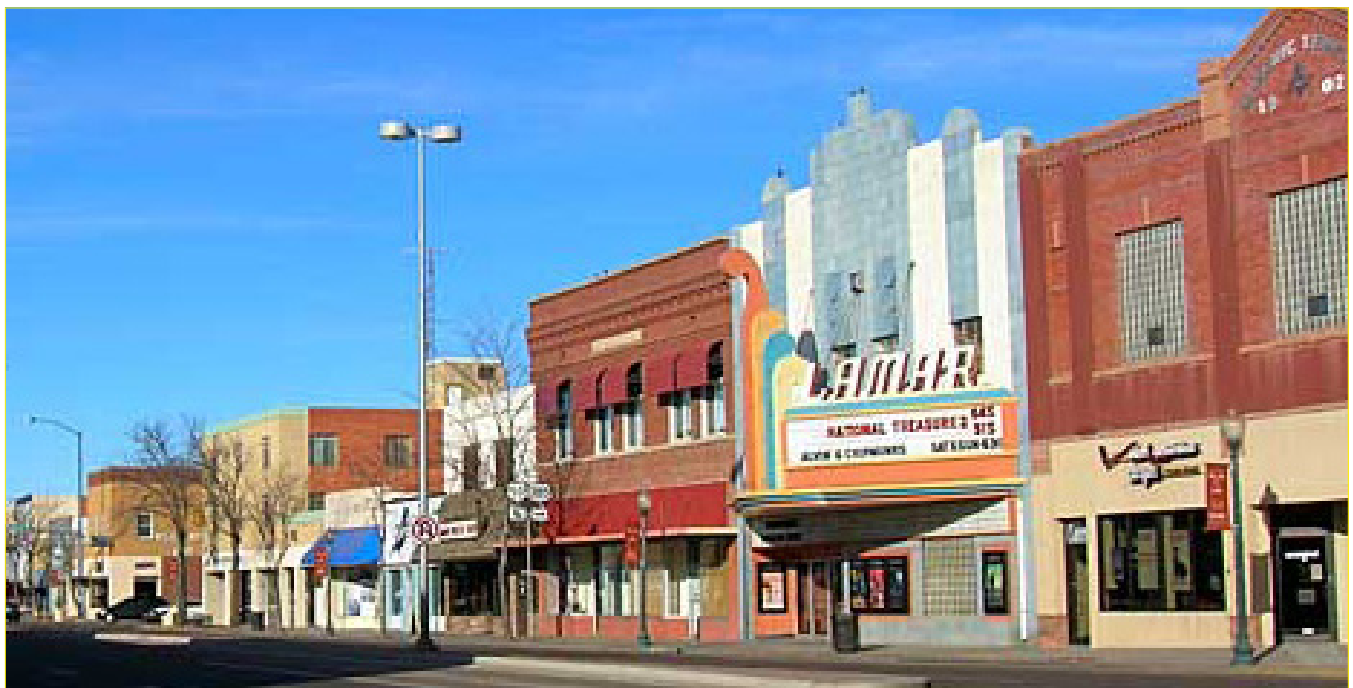
## Describe your leadership style.

Diplomatic. I like to keep everyone happy, but I can also be assertive without being mean. I think it is a fine balance especially with so many differing opinions and so much going on at once!

## What makes you excited about Lamar Main Street's future?

I would really like to see Lamar improve its downtown and become a hub for people to hang out and enjoy! I think that with the remodel of the Main Café it will improve the ambiance of downtown.

There are some big plans and ideas involved in bringing it all together, and I can't wait to see it come to fruition.



# SPOTLIGHT ON MAIN STREET MANAGERS: KENDALL CRAMER, MONTROSE

## How did you get involved in the Main Street movement?

Growing up in the Midwest, my grandmother instilled in me an appreciation for local history and the vibrant communities where she once lived or visited. The vibrancy was often attributed to the core of the community — Main Street. She shared stories of shopping at the nickel-and-dime stores, bustling sidewalks, and of the historic buildings that once graced the downtowns — including the people who visited them, such as Abraham Lincoln. Her stories always fascinated me and made me ponder how communities could once again be vibrant. In my professional career, I have sought out opportunities to restore economic vitality to communities. I am excited to work with Montrose's Development and Revitalization Team (DART) to build upon its successes.



## What inspires you?

I am inspired by the entrepreneurial spirit of our local businesses and the support of our community. During this unprecedented time, many of our business owners have adapted to unforeseen challenges. We have also gained several new businesses in our downtown area and throughout our community. I am also inspired by businesses already reaching out to me to see how they can get involved and make Montrose a better place to live and do business.

## Describe your leadership style.

My goal is to be out in the community talking with business owners to learn how DART can assist them with being successful. I want business owners and the public to know that they can come to me and share their concerns and ideas. I want to build strong relationships within our business community and implement programs and activities with their support.

## What makes you excited about Montrose's Main Street's future?

There is incredible interest and enthusiasm with finding ways to further develop our Main Street as a one-of-a-kind destination in Colorado while also acknowledging our historical roots and access to the great outdoors. Despite the pandemic, investment in downtown has been strong with the addition of multiple new businesses or the expansion of existing businesses providing places to shop, dine, and access commercial services. Downtown is the heart of our community. When people talk about Montrose, I want them to speak of the mom-and-pop shops, its presentation, and the unique experiences that are offered. In many ways this is already happening, but there remains a lot of potential and I am excited for what lies on the horizon.



# HISTORY COLORADO OFFERS NEW GRANT GUIDE

The History Colorado State Historical Fund (SHF) engaged a consultant to guide programmatic changes with stakeholder input over the past two years. SHF has a new guidebook to explain the changes and share their of diversity, equitability, and inclusion values.

A slimmed-down and revised State Historical Fund Guidebook offers insight into::

- Two new Non-Competitive Grants. Micro grants up to \$5,000 for community-level preservation efforts that would be eligible for a competitive grant. Planning Grants up to \$15,000 to plan for physical work on a resource (including nominations, construction documents, and master plans).
- Competitive grant request amounts have increased. Mini-grants are capped at \$50,000, and general grants at \$250,000. (Please note these increases may be delayed due to reduced COVID-19 funding.)
- A Letter of Intent outlining basic information about your project is now required before applying for a competitive grant. It can be submitted on a rolling basis up to one-month before your target grant round deadline.
- New grant schedule. Grant requests between \$50,000 and \$250,000 will be accepted between June 1 and noon on August 1. See the SHF website for the annual grant calendar.
- Each project team can submit a draft for one staff review up to one-month before an application deadline.

In tandem with the creation of History Colorado's Anti-Racism Values, SHF launched an examination of its program for diversity, equity, and inclusion in 2020.

- Changes to the program include the incorporation of a Letter of Intent to the grant application process, demographic questions for grant applicants and reviewers, and diversity, equity, and inclusion training for staff and grant reviewers.
- Though these efforts demonstrate are in response to the national movement, SHF views them as a permanent aspect of work and will take a long-term approach in identifying the best ways to promote diversity, equity, and inclusion in our program.
- SHF is hiring a consultant to provide initial guidance, including assessment of scoring and rubrics for the coming years.

In addition, SHF is pleased to note that the Colorado General Assembly has officially suspended through 2025 an annual payment from the SHF to the State of Colorado for Capitol repairs. This will allow for the reallocation of money to preservation projects around the state.



**COLORADO**  
Department of Local Affairs  
Division of Local Government



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