



## **FY 11-12 Capital Improvements and Beautification Grants**

### **PILOT PROGRAM**

*December 15, 2011*

#### **Overview**

The Downtown Long Beach Associates Capital Improvements Task Force (CIP TF) is proud to contribute to projects that positively affect the physical appearance of Downtown Long Beach. Over the last few years, the CIP TF has contributed to a bevy of different types and scales of projects, ranging from the colorful LED light treatments along Pine Avenue to festive holiday décor and landscape programs.

The CIP TF is excited to announce the availability of funding to help support additional physical and beautification projects within the Downtown area. The intent of this pilot program is to identify and provide funding to other associations, organizations or entities interested in making physical enhancements within Downtown Long Beach. This funding shall be made available to any state-recognized public, private, or non-profit entity looking to fund applicable projects in Downtown. For the purposes of this program, Downtown Long Beach shall be defined as the area south of 10<sup>th</sup> Street, east of Golden Shore, west of Alamitos, and north of the waterfront area (see page 4 entitled "Downtown Long Beach Map").

#### **Program**

The CIP TF is primarily interested in projects that help advance at least one of three primary goals: Beautifying the Downtown area, enhancing public safety, and / or expanding accessibility. Exemplary projects for each primary goal follow:

***Downtown Beautification:*** These types of projects enhance the aesthetic qualities and enjoyment of Downtown. Examples include seasonal flower plantings, holiday décor programs, and permanent public art installations.

***Enhancing Public Safety:*** These types of projects help to improve the perception and reality of public safety in Downtown. Examples include

storefront activation programs, lighting initiatives, and security camera installations.

**Expanding Accessibility:** These types of projects help to ease access into and through Downtown for any and all forms of transportation. Ideally, accessibility should prioritize the needs of non-vehicular transportation users. Project examples include widening sidewalks, expanding or improving transit infrastructure, or adding bike lanes.

As shown on the "Review Criteria" scoring sheets included herein, successful projects shall also seek to achieve a set of secondary goals, including: stimulating economic development, fostering a collaborative environment, and promoting civic and cultural growth.

Priority and preference shall be provided to those projects that best embody the attributes described on the Review Criteria scoring sheets included in this application package. For reference, evaluative weights for each applicable attribute are provided on the accompanying Review Criteria worksheets. Examples of attributes favored by the CIP TF include projects that have a lasting impact to Downtown, and those that successfully combine funding and support from multiple sources. Additionally, while it is understood that different projects bring to bear different amount of soft costs, the CIP TF reserves the right to award preference to those project applications that involve relatively lower levels of soft costs as a percentage of total project-related costs.

The initial pilot program grant cycle will begin in December, 2011. For this initial pilot program grant cycle, up to \$100,000 shall be made available for project awards. Projects will be selected for award according to the merit of the applications, as determined by the CIP TF. For this initial grant cycle, the CIP TF will seek to award grants that range from \$5,000 - \$25,000. The CIP TF retains the right to make exceptions to this range, according to the merit of project applications. Exceptions shall be made on a case-by-case basis, and shall be made at the sole discretion of the CIP TF.

## **Process**

The initial step for this granting process shall involve the submission of a 100-200 word abstract that describes the proposed project. This abstract should also include the group(s) partnering to complete the project, the anticipated grant request amount, as well as a description of the sources of funding, in addition to this grant program sponsored by the DLBA CIP TF, that will be explored and / or solicited. This abstract will be due by 5:00 PM on Wednesday, February 1, 2012. The CIP TF will review all project abstracts and determine which shall be invited to submit the full grant application.

Abstracts should be submitted to:

[KristopherL@dlba.org](mailto:KristopherL@dlba.org)

or

DLBA CIP TF  
100 W. Broadway, Suite 120  
Long Beach, CA 90802

If selected to advance to the full application stage, applicants should complete the "Project Description Forms" included herein. Responses to each question or criteria shall be limited to 100 words. Responses shall be crafted to demonstrate the project's intent to address the project goals and attributes. Additionally, letters of support from corresponding neighborhood associations are recommended, as the project will ideally meet neighborhood goals or priorities. Following the timely submission of full applications, which are anticipated to be due by March 1, 2012, the CIP TF shall determine which submittals will be granted an interview during its March 8, 2012 meeting. Interviews are currently anticipated to occur at the April 12, 2012 meeting of the CIP TF.

Projects proposed to occur within the public realm shall be expected to be knowledgeable of any regulatory permits or processes required for public approval. Additionally, projects proposed to occur on private property should provide proof of agreeable participation by the property owner at the time of abstract submission. All grants will be contingent upon obtaining the permits and approvals required for project approval. Successful applicants will be given a period of six months from the date of the award decision by the CIP TF to obtain the requisite approvals and permits. If the requisite approvals and permits are not obtained within that period, the award granted will revert back to the CIP TF for reallocation. The CIP TF will be provided with discretionary oversight and authority for determining which projects have or have not met reasonable regulatory milestones and shall reserve the authority to extend the six-month timeline at its sole discretion. All awards will be paid either directly to pre-approved vendors or via reimbursement to the applicant once provided proof of verifiable expenses related to project component completions. If the application is selected for a grant, the CIP TF will require indemnification via the successful completion of liability short forms with all vendors and applicants.

## FY 11-12 Capital Improvements and Beautification Grants

DRAFT *Downtown Map*





## FY 11-12 Capital Improvements and Beautification Grants

*Project Application Form*

Project Name: \_\_\_\_\_

Applicant: \_\_\_\_\_

- 1.0 Primary Goal** (check one):  Enhancing Public Safety (Go to question 1)  
 Downtown Beautification (Skip to question 5)  
 Enhancing Public Safety (Skip to question 8)

### **Primary Goal Attributes**

#### **1.1 Enhancing Public Safety**

1. Describe how the project addresses blighting influences:

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2. Describe how the project improves the perception of safety:

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3. Describe which and how many DLBA marketing areas will directly benefit from the project (see *Downtown Map to reference DLBA Marketing Areas*):

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4. Describe how the project is designed to expand criminal deterrence or apprehension capacities.

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*(jump to question 11)*

### **1.2 Downtown Beautification**

5. Describe the anticipated duration or lifespan of the project:

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6. Describe which and how many DLBA marketing areas will directly benefit from the project (see *Downtown Map to reference DLBA Marketing Areas*):

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7. Describe how the project can serve as a visual focal piece:

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*(jump to question 11)*

### 1.3 Expanding Accessibility

8. Describe how the project will enhance pedestrian or non-motorized carrying capacity or comfort:

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9. Describe the primary benefactors of the project (i.e.... local residents, citywide residents, Downtown employees, Downtown visitors)

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10. Describe how the project addresses a transportation safety issue:

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*(proceed to the next question)*

### 2.0 Secondary Goals

11. Describe how the project will expand accessibility near a commercial activity node:

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12. Describe whether the project will impede the public's access to businesses or parking resources.

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13. Describe how the project will be marketed to local or non-local audiences:

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14. Describe whether the project will be able to attract regional or national visitors:

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15. Please list the project's in-kind or in-spirit partners and the contributions pledged by each:

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16. If applicable, please list the public agencies committed to financially supporting the project, and the amounts pledged:

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17. If applicable, please list the regional or statewide public agencies committed to financially supporting the project, and the amounts pledged:

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18. If applicable, please list the local private partner(s) committed to financially supporting the project, and the amount(s) pledged:

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19. If applicable, please list the non-local private partner(s) (i.e....grants / foundations) committed to financially supporting the project, and the amount(s) pledged:

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20. Please describe how the project enhances Downtown's capacity to attract and / or accommodate new audiences:

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21. Please describe how the project would help to foster a sense of civic pride and identity for Downtown Long Beach:

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22. Briefly describe the project implementation timeline, and when funds would be needed:

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## CIP Review Criteria: Expanding Accessibility

*(Included as informational only – not to be completed by the applicant)*

Primary Goal	Secondary Goals	Project Attributes	Points Possible	Points Awarded
<b>Expanding Accessibility</b>		Project enhances pedestrian / non-motorized carrying capacity or comfort	5	0
		Project location benefits primarily a local audience	5	0
		Project location benefits multiple audiences (residents, employees, visitors)	5	0
		Project addresses a transportation safety issue	10	0
	<b>Stimulating Economic Development</b>	Project will expand accessibility near a commercial activity node	10	0
		Project does not inhibit access to businesses or parking	5	0
		Project marketing / public relations will reach beyond city borders	5	0
		The project is intended to attract regional or national visitors	10	0
	<b>Fostering a Collaborative Environment</b>	Project has in-kind or in-spirit partners	5	0
		Project has financial support from a local public agency	5	0

		Project has financial support from a regional or statewide public agency	5	0
		Project has financial support from a local private partner	10	0
		Project has financial support from non-local private partners (grants / foundations)	10	0
	<b>Promoting Civic and Cultural Growth</b>	Project enhances Downtown's capacity to attract new audiences (event infrastructure)	5	0
		Project fosters a sense of civic pride and identity	5	0
		<b>Total Points Awarded:</b>	100	0



## CIP Review Criteria: Enhancing Public Safety

*(Included as informational only – not to be completed by the applicant)*

Primary Goal	Secondary Goals	Project Attributes	Points Possible	Points Awarded
<b>Expanding Accessibility</b>		Project addresses blighting influences	5	0
		Project designed to improve perception of safety (i.e. pedestrian-scaled lighting)	10	0
		The number of DLBA marketing areas that the project will directly benefit (1-5)	5	0
		Project designed to expand deterrence or criminal apprehension capacities	5	0
	<b>Stimulating Economic Development</b>	Project will expand accessibility near a commercial activity node	10	0
		Project does not inhibit access to businesses or parking	5	0
		Project marketing / public relations will reach beyond city borders	5	0
		The project is intended to attract regional or national visitors	10	0
	<b>Fostering a Collaborative Environment</b>	Project has in-kind or in-spirit partners	5	0
		Project has financial support from a local public agency	5	0

		Project has financial support from a regional or statewide public agency	5	0
		Project has financial support from a local private partner	10	0
		Project has financial support from non-local private partners (grants / foundations)	10	0
	<b>Promoting Civic and Cultural Growth</b>	Project enhances Downtown's capacity to attract new audiences (event infrastructure)	5	0
		Project fosters a sense of civic pride and identity	5	0
		<b>Total Points Awarded:</b>	100	0



## CIP Review Criteria: Downtown Beautification

*(Included as informational only – not to be completed by the applicant)*

Primary Goal	Secondary Goals	Project Attributes	Points Possible	Points Awarded
<b>Expanding Accessibility</b>		Project is designed to be temporary / seasonal	5	0
		Project is designed to be permanent (3+ year life)	10	0
		The number of DLBA marketing areas that the project will directly benefit (1-5)	5	0
		Project is a focal piece rather than a complementary effort	5	0
	<b>Stimulating Economic Development</b>	Project will expand accessibility near a commercial activity node	10	0
		Project does not inhibit access to businesses or parking	5	0
		Project marketing / public relations will reach beyond city borders	5	0
		The project is intended to attract regional or national visitors	10	0
	<b>Fostering a Collaborative Environment</b>	Project has in-kind or in-spirit partners	5	0
		Project has financial support from a local public agency	5	0

		Project has financial support from a regional or statewide public agency	5	0
		Project has financial support from a local private partner	10	0
		Project has financial support from non-local private partners (grants / foundations)	10	0
	<b>Promoting Civic and Cultural Growth</b>	Project enhances Downtown's capacity to attract new audiences (event infrastructure)	5	0
		Project fosters a sense of civic pride and identity	5	0
		<b>Total Points Awarded:</b>	100	0