



2024 Bricks & Clicks Grant Program Information Packet

INTRODUCTION:

The Bricks & Clicks Grant Program encourages business retention and beautification by providing resources to downtown merchants and property owners to invest in facade improvements and/or e-commerce. The program is administered by the Vancouver's Downtown Association, a local non-profit Main Street organization whose mission is to keep downtown vibrant.

This program has been crafted to support businesses during Main Street reconstruction, slated to begin Q2 2024. Priority for this opportunity will be given to constituents who are directly impacted by construction activities on Main Street from 5th street to 15th street.

PURPOSE:

To provide Main Street businesses and/or property owners with financial assistance for:

- investing in e-commerce & marketing solutions to improve transactions and accessibility during construction activities
- improving business facades to increase storefront visibility & to enhance the downtown area

GRANT AMOUNT & REIMBURSEMENT:

The Vancouver's Downtown Association may award up to 80% of approved project costs (not to exceed \$2,000 per project). The applicant will be responsible for the remaining cost, a minimum 20% match is required.

As a reimbursement grant, the Vancouver's Downtown Association will reimburse monies for the Bricks & Clicks project in full within 60 days of receiving the grant report form. Grant reports are required to be submitted upon completion of the project, including expenses and project receipts.

ELIGIBILITY:

- Business or property must be physically located within Downtown Vancouver.
- Priority will be given to businesses that are located along the Main Street project corridor, from 5th Street to 15th Street.
- Applicant must have a current business license.
- Facade improvements require city permits and meet signage codes.
- Any software programs should support brick and mortar operations. We will not fund applications that move a mode of business strictly online.

GRANT USE:

Here are examples of acceptable and unacceptable projects:

Acceptable Projects		Unacceptable Projects	
BRICKS (Facade)	CLICKS (E-Commerce)	BRICKS (Facade)	CLICKS (E-Commerce)
Exterior building remodeling and improvements	New website design	Funds intended for working capital	Facebook or social media boosts
Signage	Significant enhancements to website	Funds intended for debt financing	Any POS system that does not allow for local sales taxes to be collected
Awnings	PayPal/ Venmo/ Square set-up for web-based software	Interior improvements	Software that will take a line of service out of a storefront and move it exclusively online
Window and door replacement	Shopping cart software (Shopify, Ecwid)	Equipment or inventory acquisition	Computers, I-pads or laptops
Exterior paint job or mural	Point of Sale systems that integrate with	Plumbing repairs or improvements	Marketing software

	online shopping		
Ornamental rails	Pieces of technology that compliment an online program	HVAC repairs or improvements	Google or search software presence fees
Hardscape	Comment Selling Applications	Parking lot resurfacing	
Landscaping			
Historical designation			

REQUIREMENTS:

- Facade projects must improve the appearance of downtown.
- Written approval from the property owner.
- Copies of city permits (if permits are required).
- Copies of current business license.
- Signage must meet current City Signage code. Ask us for a Signage Design Guidelines packet to help guide you.
- E-Commerce projects must consider that software programs should support brick and mortar operations. We will not fund applications that move a mode of business strictly online.
- Approved projects must be completed, and grant report submitted to the Vancouver's Downtown Association before December 1, 2024, unless mutual arrangement is made with the downtown association.
- Any approved projects, photos and business stories can be used on marketing channels managed or paid for by the Vancouver's Downtown Association and City of Vancouver (web, email, social, print) and/or submitted to state or national Main Street entities.

PROCESS:

1. Submit grant application ONLINE, in person at our office or by mail to Vancouver's Downtown Association, 811 Main St Vancouver, WA 98660.
2. The Vancouver's Downtown Association will review applications on a rolling basis beginning December 1, 2023 and will approve or deny them.
3. If denied, a letter will be sent with an explanation.
4. If selected, the applicant will be notified by email or phone.

5. Deviation from an approved plan may disqualify the applicant from the grant program. Changes must be approved by the downtown association in order for funding.
6. Project reimbursements begin January 31, 2024.
7. Projects in this grant cycle must be completed and grant reimbursement report submitted in full by December 1, 2024.
8. One payment, in full, shall be paid to grantee within 60 days of downtown association receiving a grant report with approved receipts.

**Vancouver's Downtown Association has final approval on any and all grant-funded components of the project. The downtown association has the right to reject any project and reserves the right to postpone, end or extend the project timeline at any time.*

*As a small nonprofit, VDA funds are limited. Funds will be allocated based on demand.



**Bricks & Clicks Grant Program
2024 Application**

1. Name of Applicant: _____
2. Business Name: _____
3. Mailing Address: _____
4. Physical Address: _____
5. Phone Number: _____
6. E-mail: _____
7. Amount of funding requested (not to exceed \$2,000): _____
8. Total Project cost (20% match required): _____
9. Choose the type of grant requested: BRICKS ____ CLICKS ____
10. For BRICKS: Does the applicant own the building?: YES ____ NO ____

If answered NO, has applicant received written approval* from building owner? YES ____ NO ____

**Please attach signed approval from property owner, if applicable.*

10. Please describe the project for which you are seeking grant funding (be sure to explain your challenge and opportunity, and how this grant will help during construction):

11. Please explain how the project will enhance your business (or property) AND our downtown community:

12. What is the proposed project implementation timeline?: _____

13. Estimated project cost (attach estimates): _____

Provide an attached cost breakdown by major categories such as signs, awnings, painting, lighting, repair, carpentry, design, tax, technology subscription, etc.

14. Grants will be awarded for amounts up to \$2,000. A 20% grant match is required. If you don't receive full funding from the Vancouver's Downtown Association for total project costs, are you able to cover the additional expenses?

YES _____ NO _____

15. Have you received a VDA grant in the past?: YES _____ NO _____ If yes, when did you receive it and what was it for?

I certify that the above information is correct to the best of my knowledge and that the requested grant funds will be used only for purposes described in this application. I understand it is my responsibility to obtain all necessary permits and to make sure my project meets all state and local laws and codes. I certify that I will not change the proposed project description if awarded a grant, unless there is written approval from the Vancouver's Downtown Association.

Printed Name of Applicant: _____

Signature of Applicant: _____

Date: _____



Bricks & Clicks Grant Program

Application Checklist

Thank you for your interest in the Vancouver's Downtown Association's Bricks & Clicks Grant Program.

Please submit a **complete** application packet ONLINE, in-person or by mail with the following items:

- Application form
- Estimated project cost breakdown
- BRICKS APPLICANTS:
 - Current and old photos of building or site
 - Building drawings or sketches illustrating proposed project
 - Sample materials as necessary
 - Property owner written approval as necessary
 - Copy of city permit(s) if required
 - Copy of current business license
- CLICKS APPLICANTS:
 - Screenshots/photos of current problem(s)
 - Screenshots/photos/links of proposed solution(s)