

Main Street Innovation Fund Winter Stream

Applicant Business Information – CITY OF TORONTO ONLY

Name of BIA or Name of Organization & Registration Number			
Contact Name		Position Title	
Street Number	Street Name		Suite/Unit Number
City/Town		Province	Postal Code
Telephone Number		Email	

Proposal Information

Title of Proposed Project	
Brief Description of the proposed Main Street Innovation Fund (Winter Stream) Project: 	
Proposed Project Start Date	Estimated Project Completion Date

Budget

Funding Amount Requested \$25,000; \$50,000 or \$100,000 (LEGACY Project)	Total Project Budget
Authorization Organization Chair: Name (First, Last-print)	
Signature	Date (yyyy-mm-dd)

NOTES: ALL APPLICANTS MUST EITHER ATTEND A SCHEDULED ONLINE INFO SESSION, HAVE A VIRTUAL MEETING WITH THE PROJECT MANAGER OR SEND AN EMAIL WITH A DESCRIPTION OF THE PROPOSED PROJECT FOR REVIEW PRIOR TO SUBMITTING AN APPLICATION.

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Application Checklist

- ☐ Signed Application Form
- ☐ Project Proposal (Detailed Description of Project and Cost Estimate(s) for all aspects of work – see below)
- ☐ Letters of support from additional funders (if applicable)
- ☐ Pre-application Triage (Info session/virtual meeting/pre-application email)

Project Proposal

There are no formal requirements for the layout and design of your project proposal, however it should be able to describe:

A. Challenge(s) the Project Seeks to Address

- Does the project have capacity to drive people/business to main streets during the winter
- Does the project have capacity to increase main street vibrancy during the winter
- Does the project advance equity and inclusion

B. Feasibility

- Provide strategic plan to execute the project (what work is involved, what staffing resources are needed, what financial resources are required, what strategic partnerships are in place, are permits/licences etc., needed)
- Provide realistic project timelines and ability to meet the final report deadline, February 15th, 2023
- FOR LEGACY APPLICANTS: Provide evidence of ability to match funding contribution of \$100K.

C. Evidence of Projected Impact.

- How will the success of the project be measured or evaluated
- Describe the project deliverables

D. Itemized Project Budget

- Provide high level budget detailing estimated costs for general expense categories

Please Note: Applicants are required to submit their Final Report Packages by February 15th, 2023. No extensions will be granted. Please refer to section 10 of the Program Guidelines for further details. Projects that are unable to meet this deadline are ineligible. Activations can continue to stay in place after the Final Report Package is submitted.

How to Apply – ROUND THREE (Winter Stream) DEADLINE: DECEMBER 15th, 2022

Applications are considered on a first in, first reviewed basis.

Subject to funding availability, applications will be **accepted until Thursday, December 15th, 2022** or until funds are fully expended, whichever comes first.

Please submit your application to mif@toronto.ca

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Program Guidelines Winter Stream

- 1) The City of Toronto's Main Street Innovation Fund provides grant funding to [Business Improvement Areas](#) (BIAs) and not-for-profit organizations (with strong business ties) for innovative and creative solutions to Toronto's main street business challenges. The mandate is to support local business communities' recovery and rebuild through innovative activations, creative place makings, main street re-animation and community capacity building initiatives. As winter approaches, the Main Street Innovation Fund (Winter Stream) aims to support the local economy through the celebration of art, culture and community by helping drive business to our main streets during the coldest months of the year. The program goals are to:
 - a. Encourage innovation within the main street model
 - b. Support new projects within Toronto's main streets
 - c. Expand the range of community improvement strategies that are available to Toronto's main streets
 - d. Showcase innovative, scalable solutions to challenges faced by Toronto's main streets
 - e. Pilot highly creative and exceptional projects in the City of Toronto
- 2) The Main Street Innovation Fund grant can be used to fund:
 - a. Consultant services;
 - b. Salaries/wages of staff;
 - c. Technical assistance;
 - d. Research including data collection, surveying, etc.;
 - e. Data purchase;
 - f. Communications;
 - g. Workshop/consultation facilitation;
 - h. Design fees;
 - i. Honorariums for volunteers.
 - j. Temporary Streetscape Improvements
 - k. Event related expenses
 - l. Other expenses approved by the City of Toronto.

Please Note: While the cost of project-related services completed prior to grant application approval are eligible, the majority of the project must be executed after the application is approved.

- 3) The following costs are not funded:
 - a. Projects which are eligible for funding under other City of Toronto financial incentive programs, including: BIA Capital Cost-Share Program, Mural and Street Art Program, or Streetscape Master Plan Program.
 - b. Cost of any consulting services for any changes of scope of work after the awarding of the contract that is not consented by the City of Toronto.
- 4) Grant amounts are available in the following denominations:
 - a. \$25,000;
 - b. \$50,000;
 - c. \$100,000 (Legacy Projects);
- 5) The following requirements are made of the Recipient's Board of Management or Board of Directors:
 - a. Appoint a sub-committee to oversee the development and implementation of the Main Street Innovation Fund project;
 - b. Formally receive the project deliverable;

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- 6) Projects that will use any type of consulting service:
 - a. The Recipient organization must adopt policies pertaining to the purchase of goods and services.
 - b. Consulting services funded through the Main Street Innovation Fund must be secured through a Request for Proposals (RFP) process in accordance with the purchasing policies;
 - c. The Recipient will be responsible for project management including monitoring the progress of work and progress payments upon completion of project milestones;
 - d. The Recipient must enter into a contract with the chosen consultant with a project plan and timeline which describes project milestones and the payable amounts attached to the completion of each project milestone;
 - e. The contract shall grant the Recipient ownership of any designs, reports, research, deliverables, images, and all other content developed as part of the project.
- 7) If funding is approved, the Recipient will be advised in writing of the amount of the funding. Payments of 50% each are issued in two installments in the form of direct deposit or cheque.
- 8) The first installment of the grant is paid upon receipt of a Letter of Understanding signed by the Recipient and the Manager, Business Growth Services.
- 9) The second installment of the grant is paid after completion and delivery of **the Final Report Package due February 15th, 2023**. No extensions will be permitted.
- 10) The Final Report Package must include:
 - a. One copy of the final project deliverable in both print and digital format (if applicable);
 - b. Final Report that provides an overview of the completed project including findings and processes, best practices, lessons learned and key metrics and data request by the City of Toronto (e.g., number of jobs created, number of visitors, community feedback etc.). This document will be used as a toolkit to clearly describe how other organizations and/or municipalities can implement the project within their neighbourhoods.
 - c. Prewritten social media posts and photos of completed projects, and throughout Eligible Project which asked for by the City for promotional purposes
 - d. Copies of all invoices, receipts, and paid expenses for the Eligible Project including the completion of an Expenditure Report provided by the Program Manager
- 11) Applications for the Main Street Innovation Fund must include the following completed documents:
 - a. Application Form provided by the City of Toronto;
 - b. Project Proposal - Detailed description of proposed project including an itemized budget with cost estimate(s) for all aspects of work
 - c. Letters of support from any additional partners or funding providers (if applicable).
- 12) Applications for the Main Street Innovation Fund will be reviewed by City Staff on a first in, first reviewed basis. Following initial review, the City may take further steps to assess the applications such as:
 - a. Involve individuals with appropriate expertise in the grant review process, which may include a peer/citizen review mechanism.
 - b. Share applications under the Main Street Innovation Fund with other funding providers to obtain feedback and evaluate potential partnership opportunities

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- 13) Applications for the Main Street Innovation Fund will be evaluated by City Staff based on the following selection criteria:
- a. The application adequately meets the goals of the program;
 - b. The scope of work is clear, can be completed by the estimated project completion date, and falls within the resources and capacity of the applicant;
 - c. The application clearly responds to unmet needs within the local community and provides a straightforward approach to tackling these issues;
 - d. The application will contribute to building placemaking or innovation within the main street model;
 - e. An appropriate methodology has been described for measuring the results of the project;
 - f. The project can be packaged into a final report to be shared with other organizations.
- 14) To be eligible for funding under the Main Street Innovation Fund, the organization must:
- a. Have a Board of Management or Board of Directors in place (for BIA – approved by City Council)
 - b. For BIAs: Have an operating budget, adopted at a general meeting of the BIA and approved by Council, for the year the project is to implemented;
 - c. For BIAs: Be in good standing with the City Auditor and the City's Finance Department with respect to the preparation and audit of the BIA annual financial statements.
- 15) To obtain grant approval to begin work under the Main Street Innovation Fund, the applicant must receive, sign, and return the 'Letter of Understanding' issued by the Manager, Business Growth Services.