

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 Proposed Innovation Fund Project highlighting: 1) Local Main Street Challenges 2) Innovative Solution 3) Neighbourhood Economic Impact	
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.

Application Checklist

- Signed Application Form
- Project Proposal (10-15 page slide deck in PDF format)
- Letters of support from additional funders (if applicable)
- Pre-application Triage (Info session/virtual meeting/pre-application email)

Project Proposal (10-15 page slide deck)

Please provide a slide deck of no more than 15 slides as your Project Proposal. There are no formal requirements for the layout and design of the slide deck, but it should be able to describe:

A. Challenge(s) the Project Seeks to Address

- Discuss the challenge(s) the project seeks to address (Demonstrate the need for the project)
- Does the project have capacity to drive people/business to main streets via the proposal
- Does the project have capacity to increase main street vibrancy
- Does the project advance equity and inclusion
- Does the project address issues that are important to other main street neighbourhoods?

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, what are the benchmarks and contingencies for the project)
- Provide realistic project timelines and ability to meet deadlines
- FOR LEGACY APPLICANTS: Provide evidence of ability to match funding contribution of \$100,000.

C. Evidence of Projected Impact

- How will success of the project be measured or evaluated
- Describe the project deliverables
- Will the results be easily shared with others
- Can the project be replicated by other organizations

D. Itemized Project Budget

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

How to Apply – Deadline: March 16th, 2023

Please email your completed application in PDF format to the Program Manager at mif@toronto.ca

Program Guidelines

- 1) The Main Street Innovation Fund is a grant that provides funding to BIAs and not-for-profit organizations (with strong local business involvement) to test innovative and creative solutions to local challenges and share their findings/results with others in the City of Toronto. The program goals are to: Encourage innovation within the main street model
 - a. Support new projects within Toronto's main streets
 - b. Expand the range of community improvement strategies that are available to Toronto's main streets
 - c. Showcase innovative, scalable solutions to challenges faced by Toronto's main streets
 - d. 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. Other expenses approved by the City of Toronto.

- 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:

Main Street Innovation Fund

- a. Appoint a sub-committee to oversee the development and implementation of the Main Street Innovation Fund project;
 - b. Formally receive the project deliverable;
- 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 November 30th, 2023.**
- 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, results and any key metrics and data requested 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
 - 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. 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.

Main Street Innovation Fund

- b. Share applications under the Main Street Innovation Fund with other funding providers to obtain feedback and evaluate potential partnership opportunities

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 replicable toolkit (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.