



Quality of Place Grant Program CITY OF COVINGTON, KY PROGRAM YEAR 2023 /2024 GUIDELINES

I. PROGRAM SUMMARY

The Quality of Place Grant Program is a new competitively awarded program administered by the City of Covington that supports the Economic Development Department's Strategic Focus on "Experiencing Covington" and embraces our Manifesto:

Welcome to the bold side of the river, where timelessness meets the ventures of tomorrow.

Covington may be a historic river city, but our beautifully preserved architecture isn't for show, and neither are our rainbow crosswalks. We're not an attraction, we attract the bold and the best. And with the most diverse and accessible city government in the region, we encourage, support, and retain them, too.

Everything we do is by the Cov, of the Cov, and for the Cov—all character, no chains. Our avenues are lined with locally-owned retailers and restaurants, and our bars flow with Kentucky bourbon. This is where state-of-the art laboratories stand alongside 19th-century gothic basilicas. Where VC startups disrupt markets and family-owned hardware stores turn 100. This is where the past meets progress, where y'all really means all.

We are unbridled, uncommon, and unmistakably confident.

*Unapologetically,
Covington*

The goal of this program is to provide flexible funding, using a simple application process, to Covington businesses, groups of businesses, business organizations, residents, or resident-led neighborhood/community groups (either formal or informal) who have ideas on how to creatively enhance the physical appearance of our business districts and nodes and build on a sense of place through new works of public art, public gathering spaces, etc.

Grants requests can be made for amounts between \$1,000 to \$30,000.

II. PROCESS

The program will have one grant cycle for the first year; the next application deadline will be on September 18th, 2023.

Step One: Develop an idea on how to creatively enhance the physical appearance of one of our business districts or nodes and, building on a sense of place through functional improvements, amenities, new works of public art, public gathering spaces, etc. Although you don't necessarily need demonstrated support from surrounding neighbors where your idea is being proposed, it will help make your application more competitive if you have buy-in from adjacent property owners to where the project is being installed. Some project inspiration can be found here:

<https://www.youtube.com/watch?v=wai9EQTdaw>

When developing a project idea, keep in mind that:

- Projects must enhance the quality of place in the business node or neighborhood through visible physical improvements or activate a neglected or underused space.
- Projects must have a City-wide benefit or general benefit to the area.
- Installation of physical improvements or art may be permanent or temporary.
- Functional improvements or new/enhanced amenities can serve as a beta test for future permanent improvements.
- Projects must be executed before the deadline.

Step Two: Schedule a meeting or a call with Kyle Snyder or Sarah Allan at the City of Covington to discuss idea/proposal. This is designed to allow a general vetting of the project and address any concerns prior to submission.

Step Three: Complete application making sure to submit before the deadline of September 18th, 2023.

Step Four: A committee of City staff will review and evaluate submissions based on the program's scoring criteria and will select and recommend the winning proposal(s) to Commission for approval.

Step Five: City staff will work with the winning applicant(s) to coordinate the necessary items, including execution of a grant agreement, to access the funding as quickly as possible.

For additional questions, please contact Kyle Snyder at kyle.snyder@covingtonky.gov

TIMELINE OF EVENTS

PROPOSAL SCHEDULE	DATE
Meet with City Economic Development Staff	Scheduled by Applicant
Deadline for Application Submission	Monday September 18 th 4:00 p.m.
Committee Recommendation (Tentative)	October 2023
Commission Approval (Tentative)	November 2023
Deadline for Project Completion	June 30, 2024

III. PROGRAM REQUIREMENTS

Funding: The City has allocated approximately \$125,000 for this fiscal year. The program is administered by the Economic Development Department.

Eligible Applicants: Applicants to the program may be a Covington business, groups of businesses, business organizations, residents, or resident-led neighborhood/community groups as long as the application meets the City's Criteria listed below. All applicants are strongly encouraged to seek opportunities to collaborate with an existing business or neighborhood association, a Covington business, Covington artists, etc. The city will prioritize spreading funding out across as many business nodes and districts as possible, so it is to your advantage to collaborate and consolidate applications where possible.

Other City Department Assistance/Approval: If another City department is required to approve the project or perform any activity, the applicant should discuss the request with that department prior to submitting the application. Formal approval of any request must be in place before the grant agreement will be executed but it isn't necessary to have approval prior to the application. Examples might include Public Works installation of a water fountain or street pole banners, approval to install a mural on City owned property, Right-of-Way Encroachment Permits, etc. If you are unsure if another department should be consulted or a permit will be required, please ask about that in your discussion with Kyle or Sarah.

Public Benefit: In order to invest public funds as a grant in this manner, the applicant is required to demonstrate a public benefit, such as improved safety, enhanced cultural expression, additional recreational opportunity, etc.

Grant Agreement: Successful applicants will be required to enter into an agreement with The City of Covington detailing the use of the funds and other legal requirements. Any expenses incurred before the grant agreement is fully executed will be ineligible for reimbursement.

IV. PROJECT PROPOSAL REQUIREMENTS

Quality of Place Grant Application (attached): This form must be fully completed and submitted to the city by the application due date. The Quality of Place Grant Application outlines the details of the proposed project including:

- detailed description of the proposed project.
- timeline
- budget
- information related to the selection criteria listed below.
- names of partnering groups, businesses, or other organizations
- examples of artists' work if incorporating public art pieces into the proposal

V. PROJECT SELECTION

Project Rating Sheet: Projects will be reviewed and evaluated based on the program's scoring criteria by a committee of city staff. The scoring criteria that will be utilized is included as an attachment to these guidelines. City staff will recommend projects to the City Commission for final approval. Staff will recommend projects based on impact and the available funds. Projects not funded in this fiscal year are eligible to re-submit next year. Not all funds allocated need be awarded if there are not sufficient proposals that meet the selection criteria below.

VI. SELECTION CRITERIA:

- Applications for funding will be evaluated using the following criteria.
- **Feasibility**-Applicants must demonstrate that the proposed project is feasible and that they have capacity to successfully execute it within the timeline of the grant. Owning the property or a letter of support goes a long way in showing feasibility.
- **Relevance** - Applicants should demonstrate how the project represents or embraces the Economic Development Department's manifesto.
- **Impact**-Applicants must demonstrate how the proposed project enhances the quality of place in and around the installation and provides a public benefit. Preference will be given to those projects with the greatest impact around Business Nodes Projects which are three dimensional, provide some functional public benefit or are interactive will rank higher.
- **Leverage**-Applicants should demonstrate any leveraged benefit. This can be other financial contributions, in-kind donations, or volunteer hours. This could include secured funds for an additional facet of a project, a group that is committed to volunteer ETC
- **Inclusion**-Applicants should describe how the project will be inclusive reflecting the demographic characteristics of the community.
- **Sustainability**-Applicants should demonstrate, as applicable, how the project will have lasting impact and be sustained by the community, if intended to be permanent.



QUALITY OF PLACE GRANT APPLICATION

Name of Applicant: _____

Project Name: _____

Date: _____

Amount of Funds Requested \$ _____

Proposed Project Area (list boundaries or include map of project area):

DESCRIPTION - provide a detailed description of the proposed project. (Add additional pages, photos, or images, if necessary):

Project Leader/Organization Name: _____

Main Contacts (must list two):

Name: _____

Address: _____

Name: _____

Phone: _____

Email: _____

TEAM - provide a list of residents, groups, artists, businesses, or other organizations that will be partnering on this project.

OTHER CITY DEPARTMENT ASSISTANCE/APPROVAL - Does this proposal require assistance or approval from another City Department or Division? Examples might include Public Works installation of a water fountain or street pole banners, approval to install a mural on City owned property, installation of items like planters or signage on public sidewalks, rights-of-way or in park. If yes, please provide details and indicate whether you have discussed and/or received approval from the Department(s)/Division(s)? *Note - If you are unsure, please ask during your preapplication discussion with Kyle or Sarah.

TIMELINE - Describe the specific steps required to implement the project in detail and an anticipated date range for each step. Use the table provide a month-by-month breakdown of tasks.

Task	Month	Month	Month	Month
1:				
2:				
3:				
4:				
5:				
6:				
7:				

FEASIBILITY - Applicants must demonstrate that the proposed project is feasible, can be executed within the timeline provided and that they have capacity to successfully execute it. Provide background information on the applicant including past efforts to implement similar projects. The more complex the project, the more capacity is needed. detail any additional support required from the city (Public Works, Urban Forestry, Parks & Rec. etc.) Also, please address the feasibility/practicality of the proposed project. Include information on site control / ownership or a letter from the owner, if it is on City property or in the Right of Way, you will work with us to get permission. Ownership can be found at www.linkgis.com. (Add additional pages, if necessary):

RELEVANCE – Applicants should demonstrate how the project represents or embraces the Economic Development Department's manifesto; this is included in the grant guidelines document; (Add additional pages, if necessary):

IMPACT - Applicants must demonstrate how the proposed project enhances the quality of place in and around the installation as well as the public benefit the project will provide; preference will be given to projects with the greatest impact around Business Nodes. Preference will also be given for projects that are three dimensional, provide some functional public benefit or are interactive. (Add additional pages, if necessary):

LEVERAGE - provide a detailed description of any private contributions that will be made to the project, cash, volunteer hours, in-kind donations of products or services, other types of contributions. Include letters of support as well as any commitments from entities pledging private contributions. (Add additional pages, if necessary):

INCLUSION - describe how the project will be inclusive, reflecting the demographic characteristics of the community. (Add additional pages, if necessary)

SUSTAINABILITY- describe how the project will be continued in the future (if designed to be permanent). If the request involves a physical improvement, describe how it will be maintained. (Add additional pages, if necessary):

BUDGET - please provide a detailed breakdown of total expenses related to the project, including how the city funding would be used.

Proposals shall be submitted by email or hand delivered to the City on or before: Monday September 18th, 2023, at 4:00 p.m.

Email: Kyle.Snyder@covingtonky.gov

Hand delivered copies must be delivered and time-stamped by the Finance Department window located in the lobby of City Hall.

Mail:
City of Covington, KY
Kyle Snyder
Quality of Place Grant Application
20 West Pike Street Covington,
Kentucky 41011



Project Rating Sheet

Applicant/Project Name_____

Project Name/Area: _____

Project Rating Categories	Score / TOTAL
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Feasibility-Applicant demonstrated that the proposed project is feasible can be executed with in the timeline provided and that they have capacity to successfully execute it. _____/ 20

Relevance-Applicant demonstrated how the project represents or embraces the Economic Development Department's manifesto. _____/ 15

Impact-Applicant demonstrated how the proposed project enhances the quality of place in and around the installation and provides a public benefit. Projects that are three dimensional, provide some functional public benefit or are interactive will receive higher scores. _____/ 15

Leverage-Applicant demonstrated leveraged benefit. _____/ 15

Inclusion-Applicant description of how the project will be inclusive. _____/ 15

Sustainability-Applicant demonstrated lasting impact and/or how it will be sustained. _____/ 15

Bonus- Preference will be given to business nodes or areas of the city that have not previously received significant funding. _____/ 5

TOTAL SCORE - _____/ 100