



Nokomis East Business Partnership Grant Guidelines

The Nokomis East Neighborhood Association (NENA), in partnership with the Nokomis East Business Association (NEBA), is pleased to announce the availability of the Nokomis East Business Partnership Grant, available exclusively to Nokomis East businesses.

Grant Amounts

Eligible applicants may apply for up to \$5,000 in matching grant funds. This is a one-to-two matching grant project (e.g. partnership matches \$1,667 to NENA's \$5,000 match for a project total of \$6,667). This is a reimbursement project and eligible partnerships must demonstrate payment of matching funds prior to NENA reimbursement.

Eligible Business Partnerships

- Two or more Nokomis East businesses seeking to engage in a promotional partnership. Home-based businesses are not eligible, unless directly located within a commercial node.
- All businesses applying for funds must be located within the Keewaydin, Minnehaha, Morris Park, or Wenonah neighborhoods, or on the Minneapolis VA Health Care System land.
- A partnership/concept is eligible for one grant only.
- Grants are distributed on a first come, first served basis starting on the date a completed application is received by NENA.
- Existing projects/events sponsored by NENA or NEBA are not eligible for this grant program (e.g. – Block parties, tree lighting, concert series).

Eligible Project Plans and Services

These grants are intended to add to the capacity of businesses to start or improve on a partnership with other local businesses, with the aim of developing projects that will engage residents and strengthen shopping district identity. The businesses which apply as a partnership must submit a detailed project plan as part of the application, which may be focused on one or more of the following areas:

- Joint sales or promotional campaigns featuring all partnership businesses. Preferably featuring all businesses in the commercial node/shopping district, regardless of

participation in the partnership.

- Events/activities which main focus is drawing customers to shop at participating businesses. Events/activities must demonstrate an increase in shoppers and sales at all partnership locations. (See excluded expense section).
- Logo and branding for a node/district.

In the project plan, the applicants may include services and supplies used towards the achievement of the project plan. This may include promotional consultation, graphic design, printing, mailing. NENA staff will provide guidance to applicants to include only services and supplies which can be reimbursed through the funding source. The application will also name one business in the partnership to administer the project.

These grants are intended for short-term projects only. Only expenses incurred within a nine month period of the contract signing date will be reimbursed. Refer to the “Grant Reimbursement and Contracts” section for more details.

Funding Source and Project Restrictions

- Payroll/salary expenses for business staff members are **not** eligible.
- Beverage and food expenses are **not** eligible.
- Entertainment is **not** eligible.
- Events/activities that have a primary community building/entertainment focus are **not** eligible. Events/activities must demonstrate an increase in shoppers and sales at all partnership locations.
- Any permanent or long-term physical modifications to inside the businesses, facades or streetscape are **not** eligible. Any project requiring a permit or other permission from the City of Minneapolis are **not** eligible (e.g. – Permanent/long-term signage, street furniture, outdoor seating, patios, banners, planters, plants, flowers, trees, lighting, trash cans, public art, etc.). The City of Minneapolis has many regulations and restrictions which are beyond the scope of this project. See NENA’s Commercial Façade Improvement Matching Grant project.

Selection Process

Eligible businesses will complete the Nokomis East Business Partnership Matching Grant application, including a detailed project plan, timeline, expenses and outcomes. NENA staff will support businesses to think through the application and project plan, including one consultation with the business owner designated by the partnership group to be the primary contact.

Once the application is completed, a Selection Work Group will review the application for completeness and eligibility. The work group is charged with reviewing the eligibility of applicants and the



completeness of applications. Selection Work Group meetings are open to the public and applicants will be notified of the date their submission will be reviewed. Helpful comments and suggestions from the work group may be shared (verbal or written) with the business during the review. Grants are distributed on a first come, first served basis starting on the date a completed application is received by NENA.

Grant Reimbursement and Contracts

If approved by the Selection Work Group, the partnership's designated primary contact and NENA staff will meet to complete a project contract to include the project plan, timeline, expenses and outcomes. **No work may start until the business has been notified that the contract has been signed.**

Within 30 calendar days of the end of the project or the contract expiration date, participating businesses will submit a final report and receipts for services and supplies. NENA staff will review listed expenses for eligibility. Only services and supplies with the date of the signed contract and after will be eligible. Once approved by NENA staff, NENA will issue reimbursements to participants.

Participating businesses will receive a NENA sign to be placed in storefront windows.

These grants are intended for short-term marketing projects only. The contract time period cannot exceed nine months. **If the marketing project is not completed within nine months, or the business fails to submit the final report or expense reimbursement materials, the contract is voided and NENA will not reimburse the business for any incurred expenses.** NENA staff will send reminder communications in the eighth month of the contract.

Program Administrator

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