

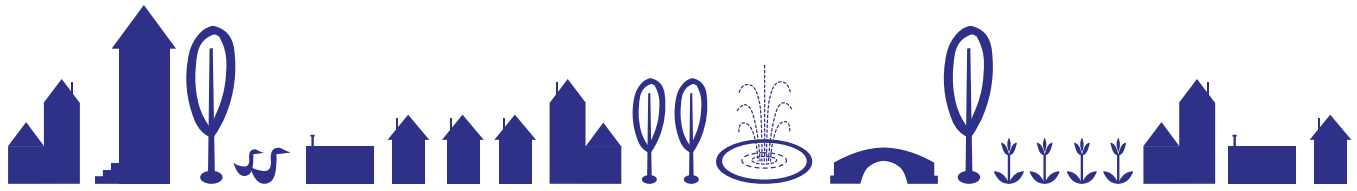


NEIGHBOURHOOD REVITALIZATION

Matching Fund Guidelines

The Avenue Initiative | Central McDougall & Queen Mary Park Revitalization
Jasper Place Revitalization | McCauley Revitalization Strategy





Neighbourhood Revitalization Matching Fund Guidelines

The people who live, work and play in a neighbourhood know its attributes and its potential. The City of Edmonton created the Neighbourhood Revitalization Matching Fund to support new opportunities and activities that support the goals of neighbourhood revitalization in communities involved with the City of Edmonton Neighbourhood Revitalization initiative. Funding contributes to these neighbourhood revitalization outcomes:

- » Safe streets and spaces
- » A thriving economy
- » Environmental well-being (e.g. walkability; pride; greening; sense of community)
- » Beautification and cleanliness
- » Crime prevention

Projects must be based in and/or benefit the communities currently involved with one of the following City of Edmonton Neighbourhood Revitalization initiatives:

- » Avenue Initiative: Alberta Avenue, Delton, Eastwood, Elmwood Park, Parkdale/Cromdale, Spruce Avenue and Westwood
- » Central McDougall / Queen Mary Park Revitalization Strategy: Central McDougall and Queen Mary Park
- » Jasper Place Revitalization Strategy: Britannia-Youngstown, Canora, Glenwood and West Jasper Place
- » McCauley Revitalization Strategy: McCauley

Details for each strategy can be found on the City's website,

http://www.edmonton.ca/city_government/projects_redevelopment/neighbourhood-revitalization.aspx

Important Deadlines

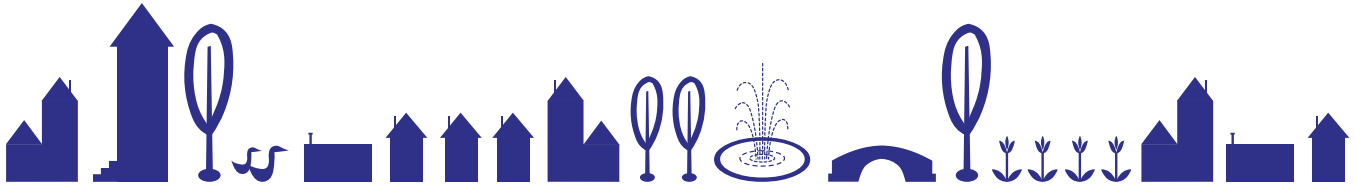
- » Applications are accepted from January 1 to November 15 of each calendar year.
- » A Financial Report must be submitted within 90 days of project completion.

Who can apply?

Organizations | Businesses | Associations | Ad Hoc Community Groups * | Individuals **

**Ad Hoc Community Group whose purpose is solely to carry out the specific project with support from an established organization. Applications from an Ad Hoc Community Group must include documentation that an established organization will act as a fiscal agent (i.e. the fiscal agent agrees to accept and be responsible for grant monies on behalf of the applicant).*

***Individuals whose purpose is solely to carry out the specific project with support from an established organization. Applications from an Individual must include documentation that an established organization will act as a fiscal agent (i.e. the fiscal agent agrees to accept and be responsible for grant monies on behalf of the applicant).*



What can the Neighbourhood Revitalization Matching Fund be used for?

Projects could include but are not limited to:

- » Enhancing community safety
- » Inspiring community connections
- » Celebrating multicultural connections/awareness
- » Promoting beautification and cleanliness
- » Building community capacity
- » Advancing arts in the community
- » Improving parkland (up to a maximum of \$10,000)

The following are not eligible for funding:

- » Projects that have already been completed
- » Ongoing operating expenses or salaries of an organization
- » Facility maintenance or repair
- » Events that charge admission
- » Alcohol

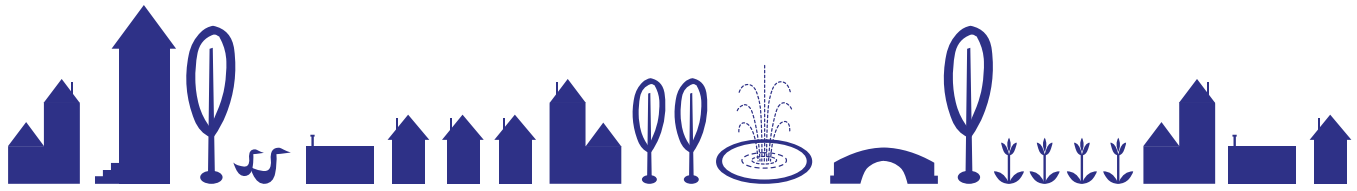
What is the funding amount?

Up to \$20,000, depending on project scope and criteria. Applicants can apply for only one City of Edmonton grant for a particular project or initiative.

Matching Your Grant

The amount of funds requested must be matched by an equal amount of cash, in-kind donation and/or volunteer labour. For example, if requesting \$5,000 to carry out a project, the applicant must have \$5,000 from other sources of funding, in-kind donations and/or volunteer labour.

For funding requests over \$10,000, 25% of the applicant's matching must be cash. Cash could include grants or other revenue. For example, if requesting \$12,000 to carry out a project, the applicant must have a minimum of \$3,000 cash plus \$9,000 in-kind donation and/or volunteer labour, for a matching total of \$12,000.



Evaluation of Applications

Applications are evaluated by the City of Edmonton using the following criteria.

The project must:

- » Be feasible;
- » Advance one or more of the goals of the Neighbourhood Revitalization Strategy
http://www.edmonton.ca/city_government/projects_redevelopment/neighbourhood-revitalization.aspx;
- » Directly involve residents, businesses, property owners, community organizations and or other stakeholders;
- » Benefit the area (for example, the project must create a positive change in the area);
- » Foster a sense of community spirit (for example, the project must bring the community together, and create connections and interactions); and
- » Leave a legacy, such as an annual event, a physical change or greater community capacity.

Financial Reporting

All fund recipients must submit a **Financial Report** within 90 days of the project completion outlining how the funds were used, and how the project met the goals of the neighbourhood revitalization strategy. An applicant's eligibility for future Neighbourhood Revitalization Matching Funds requires that a completed Financial Report has been verified by the City of Edmonton.

The Financial Report must include:

- » Financial report of actual revenue and expenses;
- » Copies of receipts;
- » Project results; and
- » Example(s) of your advertising/marketing materials showing the City of Edmonton logo.

Terms of Use and Right to Audit

The funds received shall not be intended or used for a purpose beyond the objectives outlined by this grant.

The Applicant must demonstrate fiscal responsibility and manage its finances.

Projects must be completed within a 12 month time frame.

Grant Application Appeals

Appeals must be received within one month of notification of denial of award. A letter outlining the rationale for appeal must accompany the appeal. Grant appeals shall be submitted to Stephane Labonne, Director, Neighbourhoods Strategy and Supports (Stephane.Labonne@edmonton.ca). A meeting will be held with the applicant and a decision made by the Director, Neighbourhoods Strategy and Supports within 30 days.