

Westside Activation Grant

Proposal Instructions

Project proposals must adhere to the format requirements and address all content sections as listed below.

Proposal Format

- Ten (10) page maximum
- Minimum 1-inch page margins
- Minimum 10-point font equivalent to standard fonts such as Arial/Helvetica/Times
- Information presented in the order requested below
- Images are allowed within the page limit
- Attachments of supporting documents are not included in the page limit

Proposal Content

A. General Information

This information should match the application form.

- Applicant/Organization Name
- Applicant Point of Contact: Name, e-mail, phone
- Relevant organization and/or project website and social media address

B. About the Project

Describe the project, including:

- Title
- Type of project (e.g. event, public art)
- Vision and goals
- Location

C. How the Project Meets the Desired Outcomes

Describe how the project will achieve the following three desired outcomes using the bulleted list of evaluation criteria as a guide. Address each criterion separately and fully.

1. *Generate Foot Traffic*

- Encourage daily visitors to the District.
- Create community benefit and more reasons to linger in the area.
- Amplify existing attractions.
- Offer free or low barriers to participation.



2. *Leverage Additional Investment*

- Create meaningful engagement with businesses, residents, nonprofits in planning and implementation.
- Build innovative partnerships, opportunities for volunteers and collaborative efforts.
- Identify matching funds, co-sponsorships, professional in-kind services and materials, and/or other creative ways to build on the PRA Grant funds.

3. *Stimulate Economic Activity*

- Link existing or new attractions to businesses to increase patronage.
- Engage local (District) contractors, subcontractors, vendors, artists.
- Extend the project impact throughout the District and/or over a longer program/campaign.

D. Organizational Capacity and Project Feasibility

Describe the applicant/organization and its capacity to complete the project. Provide detailed information on the project plan and budget. Address each of the following three project feasibility elements separately and fully:

1. *Organization and Capacity*

- Organizational capacity to complete the project.
- Relationship with the District
- Partnerships with existing organizations/businesses in the District
- Past experience with similar projects

2. *Project Plan*

- Schedule, milestones, and estimated completion date
- Project management process and staff
- Vendors, collaborators, and partners
- Plan for maintenance and removal, as necessary
- Required permits and status of those permits
- Marketing strategy
- Methods for tracking and reporting increased foot traffic and economic activity

3. *Project Budget*

- Itemized project budget
- Estimated total project cost
- Funding sources and uses and status of funding
- How costs were determined
- Grant funding being requested for the project
- How grant funding will be used

Notes:

- a. Confirmed full project funding must be submitted within 90 days after award notification.
- b. Project budgets require inclusion of a 10% contingency.
- c. Grantees may be required to provide proof of insurance depending on project.



- d. To receive funding, grantee must provide a signed W-9 for payment and be in compliance with all applicable City of Portland and state licensing and registration requirements.
- e. Prosper Portland will issue a Form 1099-G at year-end. The grantee is solely responsible for any local, state, or federal taxes owed in connection with this grant.

Proposal Attachments

A. Community Support Documentation

Documentation of community support is encouraged but not required and may include:

- Letters of support
- Volunteer commitments
- Donated labor or materials
- Partner organizations
- Financial contributions