



WELCOME

Grant Resources and Support

Oakland County Executive Office Building | Conference Center

9-11 AM | November 13, 2024



Agenda

- Program Updates (10 min)
- Responding to Community Needs (20 min)
- Breakout Sessions (30 min)
- Break (10 min)
- Creating a 2025-2026 Grants Calendar (30-40 min)
- Grant Resources
- Closing Remarks

Good Morning!

John Bry, CMSM

**Administrator, Local Business Development
and Main Street Coordinator**



Alex Huff, AICP

**Principal Planner
MSOC Design Assistance Program**





MSOC Summit

Funding support was
one of the top priorities

Actions we have taken since March 2022

- Grant Research
- ARPA
- Collaborate with MML, SEMCOG, Foundations, etc.
- Develop Grant Tip Sheet(s)
- Develop a MSOC By the Numbers
- Main Street Targets of Opportunity (MEDC) Urban Mains

Celebrate Success

- Main Street America GM on Main (Holly and Pontiac), Backing Small Business (Berkley, Ferndale, Lathrup Village, Pontiac, Royal Oak), and Backing Historic Restaurants (Pontiac)
- MEDC Match on Main (Farmington, Ferndale, Oak Park, Lake Orion*)
- *New 2024!* MSU Federal Credit Union Connected grant 15 communities eligible
- RAP 2.0 ARPA--\$5M, 15 communities, Public Space Placemaking



**Spirit of Main Street Micro Business
Startup Grant Program**

2023

2018-2023

Grants Awarded

8

47

Amount Awarded

\$16,600

\$99,803

Total Investment (Includes Grant Award)

\$244,734

\$1,995,976

Amount of Investment Per \$1 of Grant Award

\$13.74

\$19.00



**Main Street Placemaking
and Facade Grant Program**

2023

2018-2023

Grants Awarded

6

46

Amount Awarded

\$21,700

\$153,137

Total Investment (Includes Grant Award)

\$106,871

\$1,151,035

Amount of Investment Per \$1 of Grant Award

\$3.92

\$6.52



— Getting —
Your Feedback

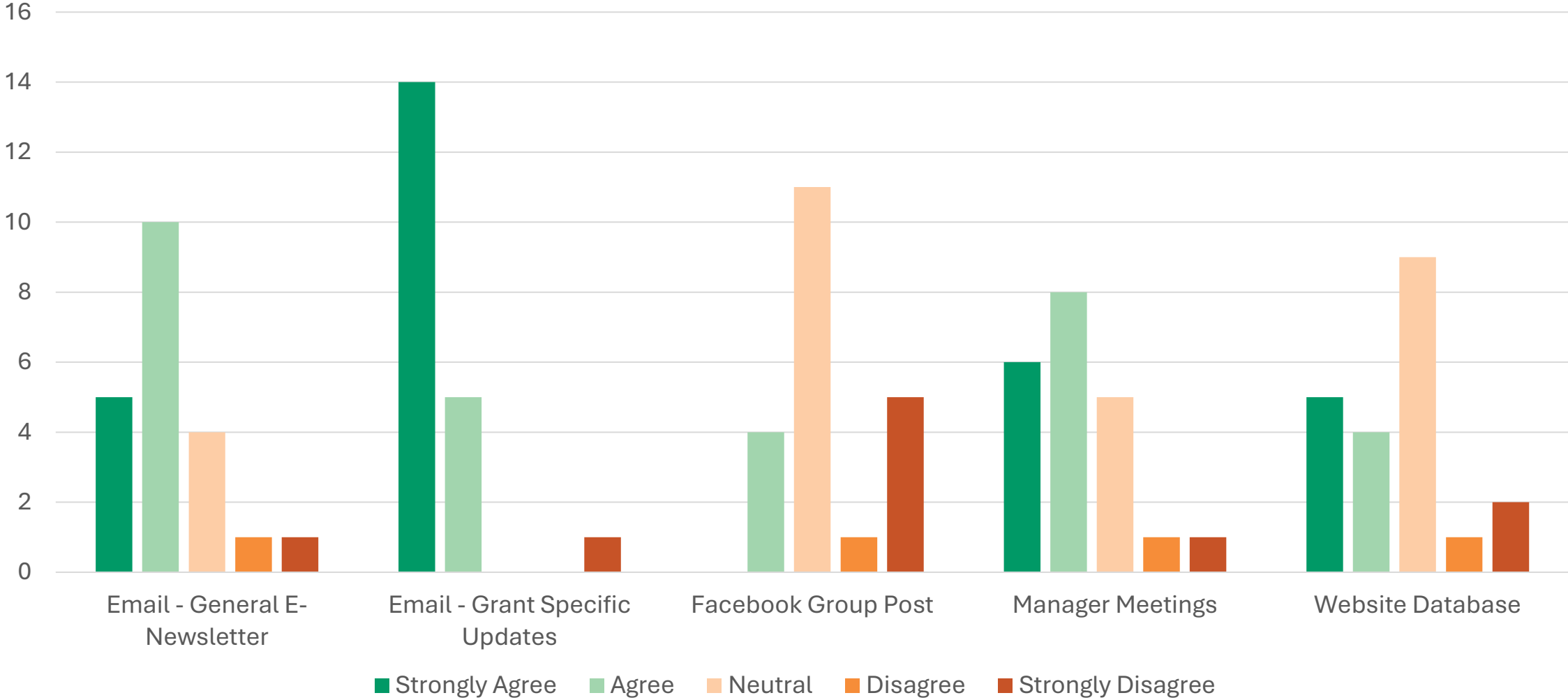


Survey Results

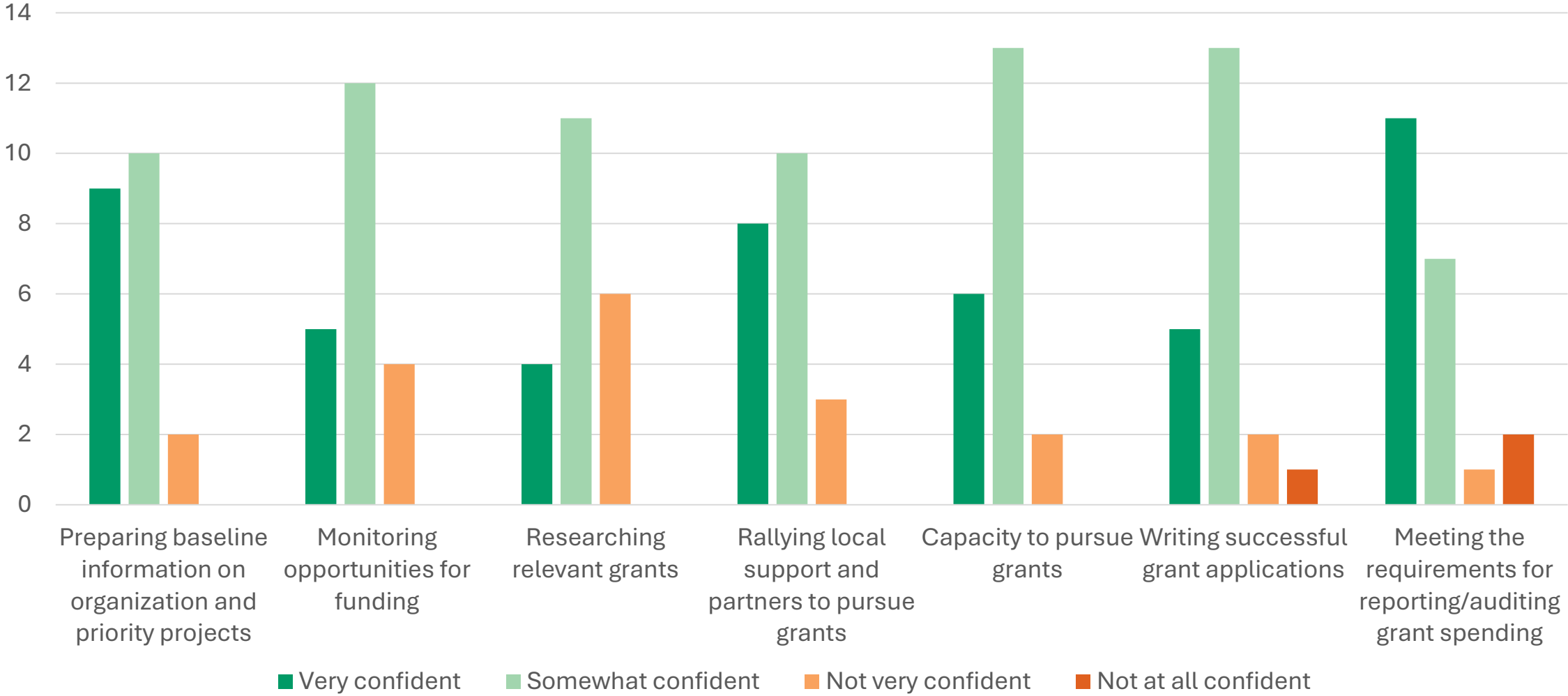
Survey Live Aug 9-26, 2024

- General takeaways
- Roll out communications method for grant opportunities and what to expect for 2025 (E-blasts, Facebook posts, Website, etc.)
- Identify MSOC trainings, services, etc.
- Peer learning opportunities

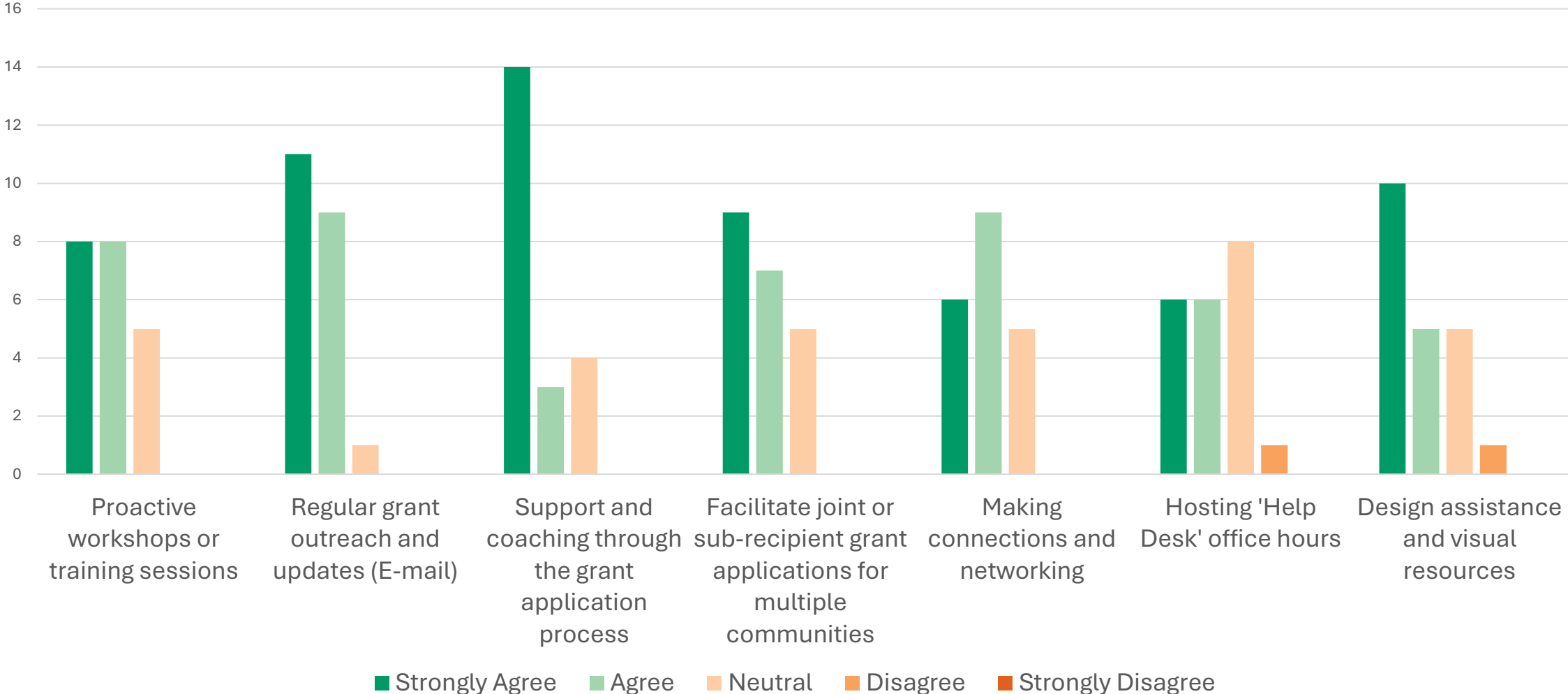
Grant Communication Preferences



Grant Capacity Self-Assessment



MSOC Grant Support





Responding to Your Needs

Near-term

- Grant database for communities with open/close dates
- Grant list for small businesses and resources to help them pursue grants independently
- Examples of successful grants and tips on mastering the grant application
- More touch-points within the local boards
- Developing project/program worksheets
- Developing a community specific graphic one-pager to use for promotion and development work

Own Your Impact

Where statistics & storytelling meet!



ECONOMIC IMPACT SNAPSHOT 2023-2024

MISSION

Maximize the economic potential and preserve the heritage and sense of place of Oakland County's historic downtowns and neighborhood commercial districts by encouraging and facilitating the use of the Main Street Four-Point Approach® that emphasizes economic development within the context of historic preservation.

INTRODUCTION

Main Street Oakland County (MSOC) is a coordinating program within the National Main Street Center network. Launched in 2000, MSOC is the first county-wide program in the U.S. and currently serves 28 main street districts in Oakland County.

Since 2001, the highest (Select) level communities alone have produced a cumulative \$967,452,702 in new public and private investment. Over 1,400 new businesses have been established and 8,182 net new full-time jobs created.

\$967,452,702

in new public and private investment since 2001

Providing direct expertise and support, the county's MSOC staff frequently engages with their communities. In 2023, the team had over 6,700 public touches, including community leadership and boards, small business owners, and active residents and volunteers.

Read on for a snapshot of the recent economic impact of the MSOC program and participating communities.



Cover Photo: MSOC Design Services provided to Downtown Farmington's historic Masonic Lodge in 2023. The 1878 Second Empire architecture needed to be preserved, and the Preservation Master Plan identified a new roof as the first priority.



The Heart and Hub of the Orion Community



Where Living is a Vacation

Mission

The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, the heart and hub of the Orion Community, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.

We can help businesses get access to free building design assistance, façade improvement grants, marketing data, and training.

CONTACT

Lake Orion Downtown Development Authority
118 N Broadway Street | Lake Orion, MI 48362

(248) 693-9742 | DowntownLakeOrion.org

[@LakeOrionDDA](https://www.facebook.com/LakeOrionDDA)
[@LakeOrionDDA](https://www.instagram.com/LakeOrionDDA)

[Lake Orion DDA Office](https://www.linkedin.com/company/LakeOrionDDA)
[Office Downtown Lake Orion](https://www.facebook.com/OfficeDowntownLakeOrion)

Downtown Features

- 5 Walkable blocks
- 563 Public parking spaces
- 15 Restaurants
- 50 Retail Stores
- 50 Residential units
- 77 Days of Events
- 24,000 Event attendees annually



Dance with Us in Downtown Farmington



Photo Credit: Doug Coombe

Historic Charm. Eclectic Character. Vibrant Community.

DOWNTOWN Features

- 200 Years as a historic center
- 800 Public parking spaces
- 25 Restaurants
- 35 Retail Stores
- 110 first floor store fronts
- 85 Residential units
- 100% Businesses open year round
- 5% Storefront vacancy rate
- 1 Multi-purpose venue including ice rink, farmers market, park and concert space
- 4 Seasons of robust cultural programming
- 44,000 Event attendees each year

Collaborative Community

“We’re in this to help improve downtown. We are excited for other coffee shops coming to the area and, you know, a rising tide lifts all boats. If people want a cup of coffee, I want Farmington to be where they think of coming!”

—Miguel Williams, *Apothecary Espresso & Coffee*

CONTACT

Farmington Downtown Development Authority
23600 Liberty Street, Farmington, MI 48335

(248) 474-5500 ext. 2214 | DowntownFarmington.org

[@DowntownFarmington](https://www.facebook.com/DowntownFarmington) [@MainStreetFarmingtonMI](https://www.instagram.com/MainStreetFarmingtonMI)
[@DntwnFarmington](https://www.facebook.com/DntwnFarmington) [Downtown Farmington](https://www.facebook.com/DowntownFarmington)



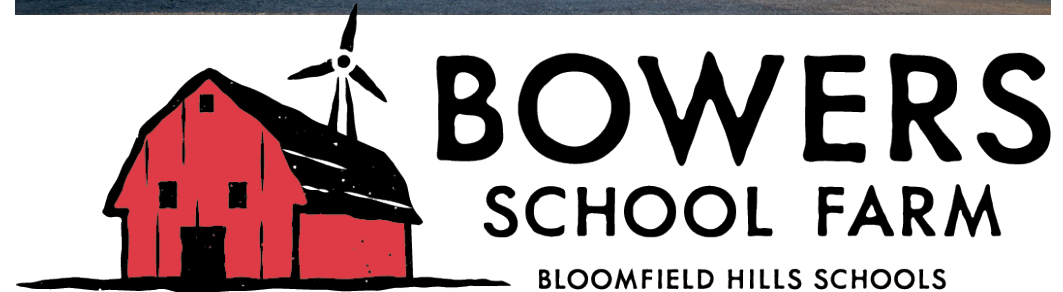


Longer-term

- Organizational and financial support for local façade grant programs (including signage)
- Coaching and grant-writing boot camp (beyond the Grant Writing USA training)
- Developing and nurturing more partnerships
- More streamlined design assistance process for supporting grant applications with visuals

Thinking Outside the Box: Ideas for a Winning Grant Application

- One of only three K-12 School Farms in the country.
- Significant Geological landforms.
- Michigan is the most diversified agricultural state in the country.
- Michigan State University is Researching/developing Urban Farming
- Located in a highly developed Urban Region
- Preservation is the 'Greenest' of the Green & Preservation is sustainable design





Breakout Session



Breakout Session:

Format

- (15 min) Discussion
- (10 min) Share out

Discussion questions:

- Grant proposal
- Sponsorship program
- Crowdfunding campaign

Discussion Questions

Learning from success:

1. When it comes to a successful **grant proposal**, what are the keys to preparation? How do you make a compelling case for your project/program?
2. What are the winning ingredients to developing a successful **sponsorship program**?
3. What are the best practices learned from a successful **crowdfunding campaign**?



Break



— Building a — Grants Calendar

Visual Grant Calendar

2025 Q1

Q2

Q3

Q4

Sticky Note Key



Grant Deadlines

- Absolutes (Annual Deadlines, Renewals)
- Report Deadlines (Quarterly, Interim, Final)
- Rolling Deadlines
- Grant Components

Other Important Dates

- Local Events, Intensive Planning & Development Activities
- Conferences & Trainings

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
① Deadline 1/25	Report	② Deadline 3/1		③ Grant Component	Report	④ Grant Component	④ Deadline 8/28	Report	⑥ Grant Component	① Grant Component	⑥ Deadline 12/1
② Grant Component	② Grant Component	Report		④ Grant Component	③ Rolling Deadline 6/30	⑤ Grant Component	⑤ Grant Component	⑤ Rolling Deadline 9/30	⑦ Grant Component		Report
		Rolling Deadline 3/31		⑤ Grant Component	④ Grant Component			⑥ Grant Component	① Grant Component		⑦ Rolling Deadline 12/31

Grants Calendars

- The intent is to help our communities develop a 2025-26 Grant Calendar
 - With a Grants Calendar in place, we can better support communities and identify relevant grants and timelines based on their Strategic Goals and Funding Priorities
 - Our database uses historical data to estimate future grant deadlines
- **Materials needed:**
 - List of Priority Projects
 - Strategic Plan/Priorities
 - 2025 Community Calendar
 - **Materials provided:**
 - Grant Tipsheet
 - Grant Decision Matrix
 - Grant Calendar
 - Grant Database

What is a Grants Calendar?

- A guide for your proactive grant seeking strategy for the year ahead
- An entry for each upcoming deadline on a shared calendar that all members of the grant team can access
- Accessible to the full team that uses the technology that is best suited to the organization – calendar or spreadsheet format
- Includes other key dates related to key research dates like funder webinars and conferences, building relationships with grant makers, maintaining relationships with current grant funders, grant management report deadlines, grant billing deadlines
- It is also about establishing a process for researching, evaluating, and planning for grant opportunities

Assemble a Grant Team

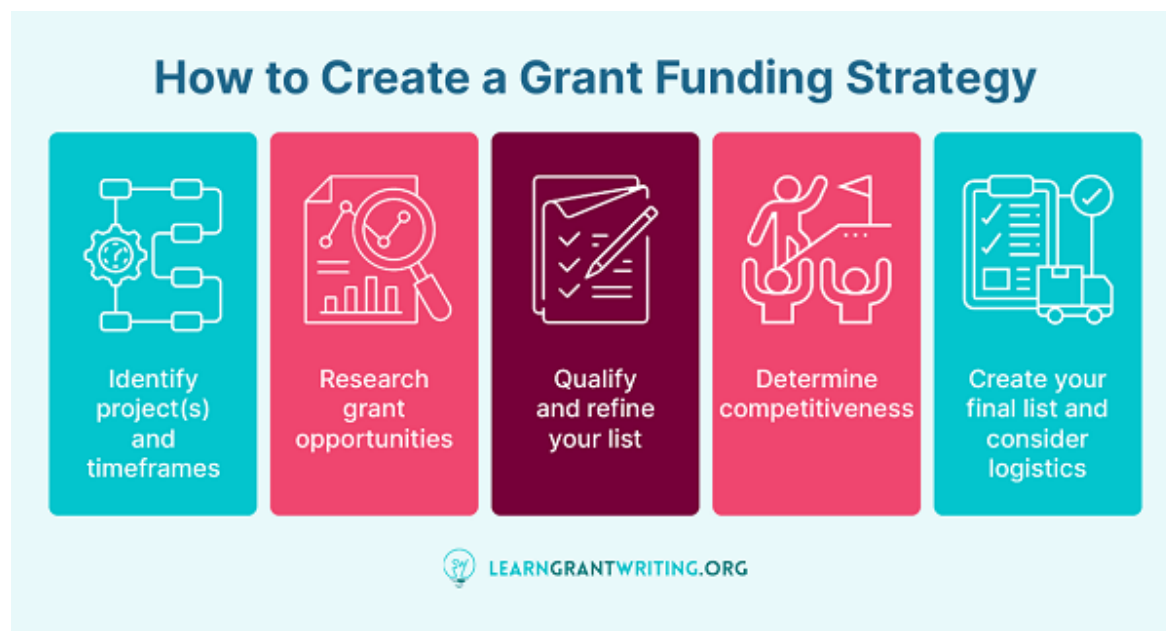
- Researcher
- Data Analyst
- Writer
- Copy Editor
- Accountant
- Graphic Designer
- Evaluator
- Proposal Coordinator

Action Steps:

1. Write up a short job description for each role that you expect to have on your team
2. Use this information as you recruit individuals for the roles
3. Remember that you are the driver, and you need to keep track of the entire process

Resource: Draft List of Grant Team Roles

Developing a Process



Source: grantstation.com/gs-insights/Grant-Funding-Strategy



Source: infotech.com/research/ss/increase-grant-application-success

1. Identify Projects and Timeframes

- Begin by determining what you intend to fund with grant support over a specific timeframe
- Consider that one large project or new program planned will require ongoing funding while several smaller initiatives would benefit from a holistic funding plan
- A 12-18-month timeframe is a typical sweet spot
- Keep in mind that your projects should inform the grant opportunities you seek, not the other way around

Project Worksheet

- Project Description
- Statement of Need
- Budget
- Geographic Area or Focus
- Community Support*
- Alignment with State, County, Local Initiatives*

Resource: *Successful Grant Writing Tip Sheet*

*Extra credit items

Main Street
OAKLAND COUNTY MICHIGAN

Successful Grant Writing: When Opportunity Meets Preparation

INTRODUCTION
According to a 2023 Michigan Public Survey, 75% of respondents believe their jurisdiction has at least a moderate level of success in applying for grants, but relatively few express a high level of success. When asked what would help their jurisdiction apply for, or administer state and federal grants, local officials often mention a need for more expertise in applying for grants (e.g., grant writer, training, etc.) and better access to available grants. This guide was written with local government managers, board members, and property owners in mind.

PROACTIVE STAKEHOLDER ENGAGEMENT
The statement of need is a critical component of a grant application. Ask residents (e.g., resident owners) to identify challenges and brainstorm solutions. Encourage community buy-in and partnerships through letters of support for informed projects.

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DEFINE SUCCESS
Prepare an evaluation plan for the project. **What does success look like?** Consider your goals and mission, existing conditions and intended outcomes, barriers, resources, activities, and interventions. Will you measure success through surveys, engagement, observations of behaviors and environmental conditions, or changes in specific community-level indicators? Think about long-term sustainability. **Funders want to maximize their return on investment (ROI) by funding organizations that will deliver the greatest value in social outputs over time.** You can convey high returns by communicating the stability of the organization, the significance of the project and long-term plans to sustain programs or maintain physical improvements beyond the grant.

PREPARE A BUDGET
Funders expect a comprehensive funding plan that outlines the overall budget, clearly states what you want to accomplish with grant funding and identifies additional funding sources—which may include matching funds or in-kind support. **Make sure to connect your project narrative to the grant eligible expenses within your proposed budget,** providing budget justification for each item. Common budget line items associated with a grant project can be staff salaries, taxes, fringe benefits, indirect costs, in-kind items, rent and utilities, equipment, technology, supplies, marketing and postage, and travel. For built projects, remember to include architectural or engineering fees in addition to materials and labor.

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TYPICAL GRANT PROPOSAL COMPONENTS

- Cover Letter, Title Page and Abstract
- Statement of the Problem or Needs Statement
- Project Description
- Evaluation Plan
- Budget Request and Budget Justification
- Applicant Qualifications
- Future Funding Plans / Plans for Sustainability

2. Research Grant Opportunities



2024-11 Grant spreadsheet tracker

ID	Grant Name	Organization Name	Funding Source	Applicant Type	Restrictions	Cycle Status	Open	Close	Deadlines	Project Timeline	Minimum Award	Maximum Award	Matching Fund	Description
1	Space and Making AARP Community Challenge: Capacity Building	AARP	Private/other	Community, Non-profit		Opens Q1	January 2025	March 2025	The 2024 deadline was March 6.	6 months		\$50,000		The AARP Community Challenge Capacity-Building Microgrants combines \$2,500 grants with additional resources — such as webinars, cohort learning opportunities, up to two hours of one-on-one coaching with leading national organizations and AARP publications. Project categories include Bike Audits and Walk Audits.
2	Space and Making AARP Community Challenge: Demonstration	AARP	Private/other	Community, Non-profit		Opens Q1	January 2025	March 2025	The 2024 deadline was March 6.	6 months		\$50,000		The AARP Community Challenge Demonstration Grants supports projects that encourage the replication of promising efforts that benefit residents (especially those age 50 and older). While there is not a defined budget range for this category, similar projects have tended to fall between \$10,000 and \$20,000 and will not exceed \$50,000. Project categories include digital connectivity, to prepare and respond to disasters, equitable engagement to reconnect communities, and housing choice design competitions.
3	Space and Making AARP Community Challenge: Flagship Grants	AARP	Private/other	Community, Non-profit		Opens Q1	January 2025	March 2025	The 2024 deadline was March 6.	6 months		\$50,000		The AARP's Flagship Community Challenge provides small grants to fund quick-action projects and larger grants for bigger projects that help communities become more livable for people of all ages. Project categories include Public Places, Transportation and Mobility, Housing, Digital Connections, Community Resilience, and Community Health and Economic Empowerment.
4	Space and Making, Development, Historic Preservation, International African American Cultural Heritage Action Fund	National Trust	Private/other	Community, Non-profit		Opens Q4	December 2024	February 2025	The 2024 deadline was February 1.		\$50,000	\$150,000	No	This grant is designed to advance place-based cultural heritage preservation projects for historic places representing African American cultural heritage. Funding supports work in four primary areas: Capital Projects, Organizational Capacity Building, Project Planning, and Programming and Interpretation. Grants can range from \$50,000 - \$150,000. 15% of funding can be used for architectural and engineering fees.

3. Qualify and Refine Your List

- Consider the relevance and value of each opportunity
- Develop a standardized process utilizing a decision matrix
- The size of your list will depend on your experience with grants and the capacity of your organization

Grant Name	Organization Name	Funding Source	Applicant Type	Restrictions	Cycle Status	Open	Close	Deadlines	Project Timeline	Minimum Award	Maximum Award	Matching Fund	Description
ASBP Community Challenge- Celebrity Building	ASBP	Private/Other	Community, Non-profit		Open Q1	January 2025	March 2025	The 2024 deadline was March 6.	6 months		\$20,000		The ASBP Community Challenge Celebrity Building Programs combines \$2,200 grants with additional resources – such as webinars, cohort learning opportunities, up to two-hour one-on-one coaching with leading national organizations and ASBP publications. Project categories include Bike Paths and Walk Routes.
ASBP Community Challenge- Demonstration	ASBP	Private/Other	Community, Non-profit		Open Q1	January 2025	March 2025	The 2024 deadline was March 6.	6 months		\$50,000		Grants support projects that encourage the inclusion of existing projects and benefit residents (especially those age 50 and older). There is a cap on the number of projects per category. Similar projects have received up to \$25,000 and \$20,000 and will not exceed \$50,000. Project categories include: (a) commitments to generate and respond to accessible engagement to reconnect community and housing project design opportunities.
ASBP Community Challenge- Paganis Grand	ASBP	Private/Other	Community, Non-profit		Open Q1	January 2025	March 2025	The 2024 deadline was March 6.	6 months		\$50,000		The ASBP Paganis Community Challenge provides small grants to fund quick-action projects and larger grants for larger projects that have completed design and are in the process of all bids. Project categories include Public Space, Transportation and Mobility, Housing, Digital Connections, Community Resilience and Community Health and Equitable Employment.
African American Cultural Heritage Action Fund	National Trust	Private/Other	Community, Non-profit		Open Q4	December 2024	February 2025	The 2024 deadline was February 1.		\$50,000	\$250,000	No	The grant is designed to advance place-based cultural heritage preservation projects for historic places representing African American cultural heritage. Funding subgrants will be four primary areas: Capital Projects, Organizational Capacity Building, Project Planning, and Programming & Interpretation. Grants can range from \$50,000-\$100,000. 15% of funding can be used for architectural and engineering fees.



Decision Tree



Decision Matrix

	Negative (-1)	Neutral (0)	Positive (1)	Multiplier (x __)	Rating
Does the grant fit our mission?					
Does it support our strategic priorities?					
Are we eligible for the grant?					
Do we have sufficient time to write the letter of intent?					
Do we have sufficient time to prepared the grant proposal?					
Do we have the capacity?					
Will grant funds be adequate?					
Are matching funds required?					
Can we meet the grant timeline for project completion?					

4. Draft Your Grants Calendar

- Start by using a **visual calendar (paper or virtual whiteboard)** to map out absolute and rolling deadlines
- Include report deadlines for existing grant projects
- **Work backward from hard deadlines** to create internal deadlines for materials associated with each grant
- **Be realistic!** Make sure to include other important dates such as local events, conferences/trainings, and other planning and development activities
- **Evaluate capacity!** Shift the sticky notes as needed

Visual Grant Calendar

2025 Q1

Q2

Q3

Q4

Sticky Note Key



Grant Deadlines

- Absolutes
(Annual Deadlines, Renewals)
- Report Deadlines
(Quarterly, Interim, Final)
- Rolling Deadlines
- Grant Components

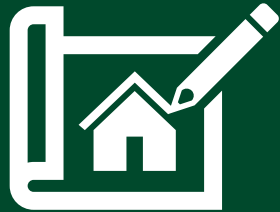
Other Important Dates

- Local Events
- Conferences & Trainings
- Intensive Planning & Development Activities

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
① Deadline 1/25	Report	② Deadline 3/1		③ Grant Component	Report	④ Grant Component	④ Deadline 8/28	Report	⑥ Grant Component	① Grant Component	⑥ Deadline 12/1
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		Rolling Deadline 3/31		⑤ Grant Component	④ Grant Component			⑥ Grant Component	① Grant Component		⑦ Rolling Deadline 12/31

5. Consider Your Grants Strategy

What are your strategic priorities?



**MORE HOUSING
DOWNTOWN**



**ACCESSIBLE
SPACES FOR ALL**



**RESILIENT
SMALL BUSINESSES**

5. Consider Your Grants Strategy

What are your strategic priorities?



Do the grants you've identified align with your strategic priorities?

6. Finalize Your Shared Grants Calendar

- Your grant calendar should be **accessible to your team**
- Choose the tool that works best for your community. That might be the sticky note calendar. Other options include a cloud-based spreadsheet (**Microsoft Excel or Google Sheets**), shared calendar (**Outlook or Google**), or grant management software
- Try your best to keep to established deadlines



Wrap Up

Resources

- **Oakland County resources** – Historic aerials/maps, Placer.ai data, design assistance, case studies, templates, liaison support, etc.
- **SEMCOG resources and grant programs** – SEMCOG is partnering with the State of Michigan's Michigan Infrastructure Office (MIO) Technical Assistance Center (TAC). SEMCOG also offers scholarships for 2-day workshops on grant writing or grant management
- **Grant Station resources** - GrantStation.com, Inc. offers nonprofit organizations and government agencies the opportunity to identify potential funding sources for their programs or projects as well as resources to mentor these organizations through the grantseeking process. <https://grantstation.com/>

Networking



About MI Funding Hub

It's no secret—grants can have a meaningful impact on the communities we live in. MI Funding Hub is a free program to help your community track and apply for funding, get one-on-one technical assistance, and access tools for becoming more grant savvy. With support from the Michigan Department of Labor and Economic Opportunity, MI Funding Hub is here to help. Get started by [CLICKING HERE](#) for a consultation with our expert Helpdesk team or explore our grants database and other resources available on this site.

[Funding FAQs](#) [Grant Glossary](#)



BI&L Community Navigator

Office of the Governor

Community Navigator | Last updated date Monday, September 23, 2024

Select all	Upcoming submission deadline	Upcoming notice	Past submission deadline	Past notice	Grants announced	Dates not yet identified
Eligible recipients	Asset Class	Funding mechanism	Program	6/3/2021	8/31/2028	Reset
All	All	All	All			

Click on filters to narrow down the grants. Hover for more info.

Select a program and then click here to view details.

Program	Asset class	Funding mechanism	Deadline type	Deadline Date	Funding \$
WatersSMART Grants	Water	Grant	Application	10/7/2024	\$400 M
Four Regional Clean Direct Air Capture Hubs	Clean Energy and Power	Grant, Cooperative Agreement, or Other	Application	10/14/2024	\$3.5 B
Domestic manufacturing conversion grants	Clean manufacturing and supply chains	Grants	Application	10/15/2024	\$2 B
Civil Nuclear Credit Program	Clean Energy and Power	Credit allocation	Application	10/16/2024	\$6 B
Geographic Programs - Gulf of Mexico	Water	Grant	Application	10/22/2024	\$53 M
Marine Energy Research, Development, and Demonstration	Clean Energy and Power	Cooperative Agreement	Application	10/23/2024	\$70.4 M
Carbon Dioxide Transportation Infrastructure Finance and Innovation Program	Clean Energy and Power	Loan / Grant	Application	10/30/2024	\$2.1 B
National Seed Strategy	Other Infrastructure / Resilience	Grants - non Federal	Application	10/30/2024	\$60 M
Carbon Capture Demonstration Projects Program	Clean Energy and Power	Cooperative Agreement	Application	10/31/2024	\$2.54 B
Regional Ocean Partnerships	Other Infrastructure / Resilience	Contract, Cooperative Agreement	Application	10/31/2024	\$56 M
Formula Grants for Rural Areas	Public Transit	Formula Grant	Application	11/13/2024	\$4.11 B

BUSINESS PROPRIETARY. This dashboard is intended to provide insight based on currently available information for consideration and not specific advice. This dashboard is provided 'as is' and the State of Michigan is solely responsible for all of its decisions, use of the dashboard and compliance with applicable laws, rules and regulations.

FEDERAL GRANTS GUIDE for MUNICIPALITIES

This guide includes a range of grant opportunities. It is not all-inclusive.

Feel free to reach out to my office with questions at:

(844) 506 - 7420

GARY PETERS
U.S. SENATOR for MICHIGAN

New! Science Discovery on Main Street

The grant program aims to help Main Street communities uncover and leverage their unique science assets, history, and features towards building local pride and creating engaging local attractions and activities.



- Rural Main Street America designated communities (Accredited and Affiliate)
- Twelve (12) Discovery Grants of \$12,500.
- Opens on Wednesday, November 13, 2024
- **Informational Webinar on Monday, November 18, 2024, 12-1 PM EST**
- Closes on Friday, January 3, 2025
- Questions? Reach out to: sciencediscovery@mainstreet.org.

***New!* TAC is Accepting Applications**

Michigan Infrastructure Office Technical Assistance Center (TAC) will be accepting applications for grant identification, grant writing, and match funding support. Window 5 will be open from **October 28, 2024**, to **November 15, 2024**. Please note that applications for grant writing and match funding support for Window 5 must be submitted by **November 15, 2024**.

Additional application windows will be offered throughout next year with dates to be determined.



Thank you!