

ALX B2B Business Association Grant Program

Grant Information Webinar

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**Alexandria
Economic
Development
Partnership**

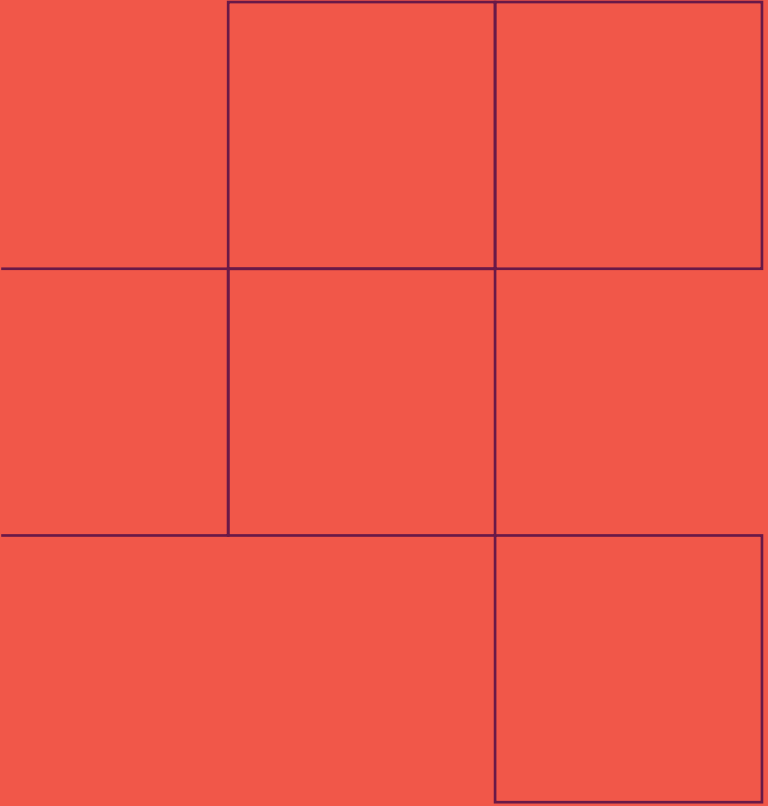
Agenda

- Introduction
- ALX B2B BA Grant Program Overview
- Activities, Eligibility, and Cash Matching
- Application and Timeline
- Q & A

The Alexandria Economic Development Partnership (AEDP) is a nonprofit partner of the City of Alexandria devoted to promoting the City as a premier location for businesses, entrepreneurs, nonprofits, and institutions of science and learning.

AEDP is committed to helping businesses get started, grow, or relocate to Alexandria, Virginia. Our business development, real estate, small business, and City government relationship teams provide custom consultations to existing and new companies in Alexandria.





ALX B2B Business Association Grant Program

Overview



Goal

To provide funding to existing or emerging business associations to support **organizational capacity building, long-term sustainability,** and **improved programming** that promotes economic activity

Impact



INCREASED ORGANIZATIONAL
CAPACITY OF ALEXANDRIA
BUSINESS ASSOCIATIONS



IMPROVED DEMAND-DRIVEN
PROGRAMMING AT ALEXANDRIA
BUSINESS ASSOCIATIONS

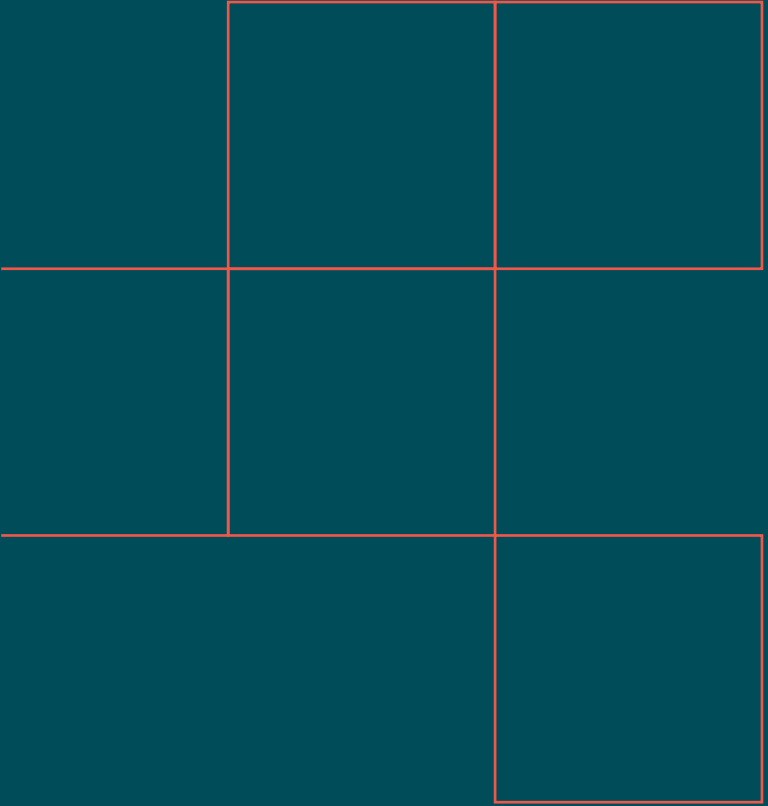
Approach

Distribute ARPA funds to support economic recovery and business associations' development and growth

Provide customized technical assistance from AEDP and our partners

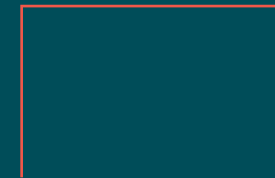
Build a **peer network** of Alexandria BAs

Host a **webinar series** on learning agenda topics



ALX B2B Grant Program

Program Activities



Grant Focus Areas

01

Developing or enhancing a strategic plan with a focus on **organizational capacity building** and long-term sustainability

02

Creating sustainable demand-driven **programming** that promotes economic recovery and business profitability

Organizational Capacity Building

- Developing foundational resources: these resources assist business associations in developing transparent and robust governance structures. These resources include **effective bylaws, a strategic plan, annual goals, and a budget**
- Developing informational resources / internal leadership capacity to provide ongoing, customized information to business association **leaders** to build their **knowledge and effectiveness**. Some of these resources include technical assistance, publications, and networking

AEDP Certified Strategic Plan

Strategic planning is an essential part of organizational sustainability and capacity building. This plan furthers the following sustainability goals:

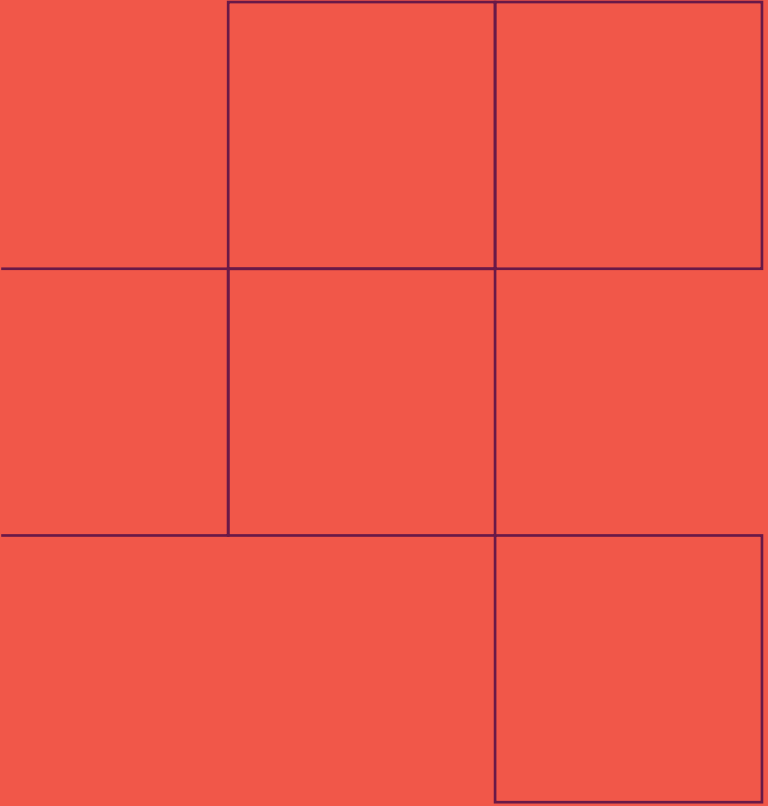
- Creation of an organizational vision/mission
- Outline an organizational structure
- Define programs and services
- Membership development and retention
- Identify revenue sources and develop budgets, and
- Evaluation mechanisms to measure progress and address challenges

Demand-Driven Programming

Business Associations with a strong strategic plan should focus their grant activities on **sustainable and demand-driven** (membership-driven) activities that build organizational capacity

Demand-Driven Programming Activities

- **Developmental resources:** resources that build capacity within business associations by establishing programs and services
- **Financial resources:** resources that business associations need to sustain their operations and manage growth
- **Membership-driven programming:** services and resources that business associations provide their members



ALX B2B Grant Program

Eligibility, Matching Requirement, and
Timeline



Eligibility

- Existing or Emerging Business Associations
- Based on a geographic area or if predominately serving minority and disadvantaged business owners



Eligibility Criteria

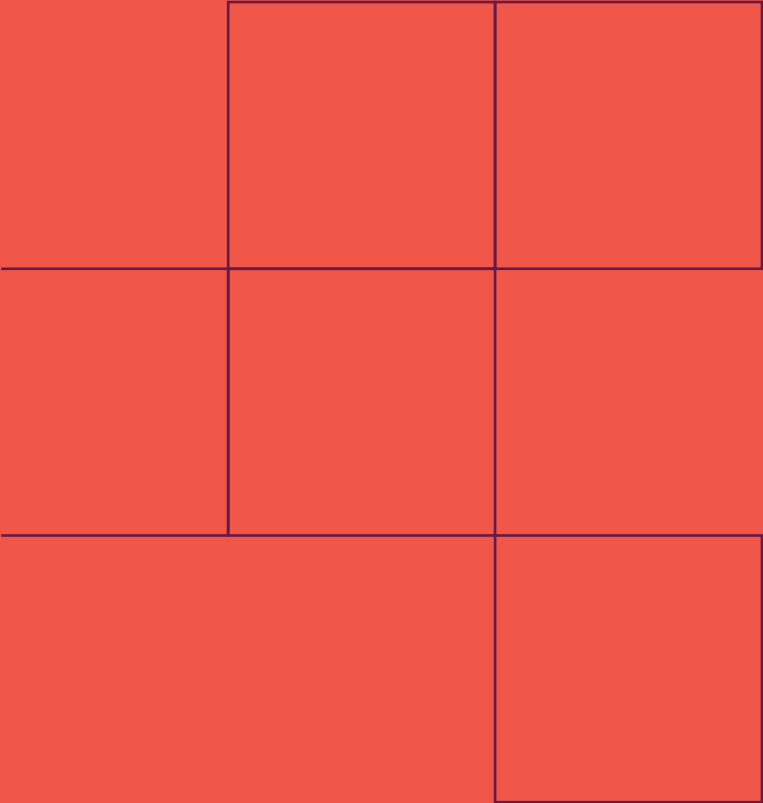
All applicants must meet all of these criteria to apply:

- Business organization(s) must have members based in the City of Alexandria
- Incorporated in the Commonwealth of Virginia (or have filed incorporation papers with the Commonwealth at the time the program application was submitted)
- Demonstrated ability to meet the program's required cash match
- Stated mission is to promote business activity in targeted geographic areas in the City (business district) or among disadvantaged, women, and BIPOC business owners
- Must demonstrate that funds will be used to support the organization's long-term viability or the immediate and long-term economic recovery of their membership and/or business district

Matching Requirements

- AEDP will award variable grants based on each applicant's demonstrated need
- Total available funds are \$500,000 and the award ceiling is \$100,000
- Cash match is required if the budget request exceeds \$50,000
 - \$1 - \$50,000 = no match required
 - Anything above \$50,000 will be required to have a 20% match (1:5 cash match).

All applicants are required to submit a detailed budget narrative along with a budget



ALX B2B Grant Program

Application and Timeline



Grant Application Timeline

Key Milestone	Anticipated Timing
Grant Documents Release Date	Friday, July 1
Office Hours Open to Applicants	July 1 – August 29
Applications Opens	Early August
Application Deadline	August 29, 9:00 AM EDT
Award Announcement	September 16

Section 1: Basic Information

- **Organizational and Applicant Contact Info**
- **EIN or Tax ID**
- **Information on Business Associations Members**
- **Strategic Plan**
- **Programs and Services**
- **Budget**

Section 2: Program Eligibility

- **City of Alexandria Incorporation**
- **Good standing with the City of Alexandria**
- **Non-profit status**
- **Business Association's Main Office**

Section 3: Proposed Program

- **Funding Being Requested**
- **Matching Requirements**
- **Focus Area(s) for your Proposal**
- **Resources and Support Beyond Funding**
 - a. Learning Agenda
- **Partnerships**
- **Sub-Grantees / Sub-Recipients**

Section 4: Use of Funds

- **Identify Intended Activities for the Grant:**
 - Organizational Capacity Building
 - Demand-Driven Programming
- **Financial Records and Waste/Fraud Protocols**
- **Short Questions:**
 - What to Achieve with Grant Funds
 - How to Achieve Grant Goals

Section 5: Terms and Conditions

- Regulatory Expectations:
 - All applications will be reviewed by the City's Economic Recovery Team
 - All Grantees must comply with City of Alexandria requirements
- Reporting and Tracking:
 - Business organizations need to maintain documents of recipients and program activities related to this funding
 - Expenses, matching dollars, and results of program activities need to be reported electronically to AEDP

Questions?



Thank you.

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