NEIGHBORHOOD ACTIVATION

Content

• Program Overview, Goals, and Eligibility
• Funding Usage and Priorities
• Program Timeline
• Reporting Requirements
• Completing the Online Application – Things to Keep in Mind
• Denver Office of Special Events Information
• Q & A
Program Overview

- Funded by the Federal American Rescue Plan Act (ARPA)
- Grants between $20,000 - $200,000
- Events or Beautification projects that drive increased foot traffic and economic activity in business corridors
  
  - **Neighborhood Activation Events:** any events, workshops, performances, walking tours, festivals, community engagement activities, etc.
  
  - **Neighborhood Activation Beautification Projects:** any placemaking or physical improvements such as public art exhibitions, landscaping, business wayfinding, banners, decorations, accessibility improvements, etc.
Program Goals

• Activate Denver Neighborhood Recovery Index Map neighborhoods including via events and beautification projects to drive commercial foot traffic
• Foster community capacity building in collaboration
• Connect the community within their geography, and
• Encourage community members to eat/shop locally and thus, boost small business revenue.
Program Eligibility

- Community groups (with fiscal sponsors)
- Nonprofit organizations, or
- Businesses that are:
  - Located in pre-qualified areas as identified on [Denver Recovery Index Map](#) with a score equal to or less than 0.89
  - Registered with the Colorado Secretary of State's Office.
  - Be engaged in activities that are legal under Colorado and federal law
**Approved Uses**

- Signage
- Labor (i.e., supplementation of staff salary for event coordination. No construction related labor)
- Project materials and supplies
- Marketing and community engagement
- Language access expenses
- Art and decorations

**Ineligible Uses**

- City Permits
- Ongoing operating/general expenses (rent, utility bills, salaries, etc.)
- Food and drinks
- Construction related labor
- Activities not related to the program or unaligned to the program goals
- Activities that are unlawful or that do not hold required permits
- Activities that solely focus on one entity (i.e., one business visitation vs a business corridor)

For a complete list of approved uses of funding, refer to the application.
Funding Priorities

• Projects within priority neighborhoods including East Colfax, Globeville, Elyria Swansea, Montbello, Northeast Park Hill, Sun Valley, Valverde, West Colfax, Westwood, and Villa Park.
• Projects delivered by December 2022
• Projects which prioritize marginalized populations including communities of color, older adults, people experiencing poverty or homelessness, formerly incarcerated people, immigrants and refugees, people with disabilities, LGBTQ+, veterans, etc.
• Projects that impact a whole corridor
Program Timeline

• Application opened August 2, 2022
• Application closes August 25, 2022
• Grant term ends September 30, 2023
Reporting Requirements

- All reporting will be through Zengine

- Reporting criteria will include:
  - Project progress
  - Proposed outcomes vs. actuals
  - Narrative on outcomes
  - Before and after photos
  - Financial report

The reporting requirements will be detailed in the award packet.
Completing the Application

Access the online application
Good to Keep In Mind

• Once you hit ‘submit,’ you cannot modify or upload documents
• We will contact you if we believe additional information is needed to make our decision
• Apply as soon as possible! August 25 (deadline) will be here in no time.
• Language interpreters are available if you need their assistance to complete the application

• To request language interpretation, you must do so with at least five (5) business days advance notice.
• To request language interpretation, call (303) 534-8342 or email ccervantes@newsed.org.
• If you need a sign language interpreter or real-time captioning via CART Services, contact SignLanguageServices@denvergov.org with at least a three (3) business day advance notice
• For other public accommodation requests/concerns related to a disability, please contact DisabilityAccess@denvergov.org
Denver Office of Special Events (OSE)
Events Needing an OSE Permit

- Open to the public
- Held on Denver public property (parks, streets, sidewalks, alleys)
- Requires involvement with more than one city agency
  - Park permits: Denver Parks & Recreation (DPR)
  - Street, sidewalk, or alley closures, parking meter reservations – Department of Transportation and Infrastructure (DOTI)
  - Liquor permits, temporary restaurant permits, food truck licenses, business filing numbers (BFN), security guard licensing – Excises & Licensing (EXL)
  - Ticket sales/seat tax, sales tax – Department of Finance (DOF) Treasury
  - Food handling and safety – Denver Department of Public Health & Environment (DDPHE)
  - Off-duty police officer hiring – Denver Police Department (DPD)
  - Tents, open flames, propane, generators – Denver Fire Department (DFD)
  - Stages, generators – Community Planning & Development (CPD)
OSE Resources

- Website and event guide: www.denvergov.org/specialevents
- Online event calendar: www.bit.ly?OSEcalendar
- Contact OSE:
  - DenverEvents@denvergov.org
  - (720) 913.1501
Thank You!

Questions?

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