



Notice of Funding Availability

Mayor's Office of Economic and Workforce Development Neighborhood Marketplace Initiative

Mayor's Office of Economic and Workforce Development (MOEWD):

The Mayor's Office of Economic & Workforce Development (MOEWD) is dedicated to enhancing San Francisco's economic vitality and to expanding the City's tax and employment base. The Department oversees activities and programs related to Development Planning, Business Attraction and Retention, and Neighborhood Commercial Revitalization.

The City of San Francisco's strong economy, diverse population, great educational institutions, unsurpassed quality of life, and world-renowned location make it the ideal place to do business, to work, and to live. MOEWD is committed to improving San Francisco's infrastructure, creating jobs and housing, and investing in our workforce, our neighborhoods, and our small businesses.

MOEWD is comprised of three primary divisions – business attraction and retention, neighborhood commercial revitalization, and development planning.

1. Business Attraction and Retention

The Mayor's Office of Economic Development administers programs that enhance our business climate and assist San Franciscans, business owners and job seekers alike. The business attraction and retention division assists companies seeking to expand their international commercial opportunities, assist with their hiring and employment needs, and provide them with information on access to capital and other important incentives. Through its GIS-based website (http://www.sfgov.org/site/sfprospector_index.asp), MOEWD also helps businesses locate available and appropriate commercial space.

2. Neighborhood Commercial Revitalization

MOEWD implements strategies to market and revitalize neighborhood business districts. The Department's facade improvement initiative and our Seismic Safety Loan program are only a few examples of efforts that help attract economic investment, increase business activity, and better integrate commercial areas into the City's mainstream economic delivery system.

3. Development Planning

The Mayor's Office of Economic and Workforce Development oversees and assists with the City's major capitol improvement and development projects. These projects, which have included

construction of a new historic Trolley line and the Moscone Center expansion, strengthen our local economy and make the San Francisco landscape vibrant and unique. Current projects include:

- Hunters Point Shipyard
- The Old Mint
- Octavia Boulevard
- Mission Bay

San Francisco Neighborhood Marketplace Initiative:

The San Francisco Neighborhood Marketplace Initiative (NMI) is a program led by the MOEWD's Neighborhood Commercial Revitalization division. The program is designed to strengthen neighborhood commercial districts serving San Francisco's low- and moderate-income neighborhoods.

Key objectives of NMI include:

- Developing economically viable neighborhood business districts where existing businesses can grow and expand and new businesses can locate;
- Increasing the potential of commercial districts to provide jobs and entrepreneurial opportunities for community/local residents;
- Attracting public and private investment to improve the appearance of commercial corridors including building rehabilitation for new and existing uses, streetscape and other public improvements;
- Strengthening the ability of existing neighborhood-serving businesses to compete in a changing economic environment;
- Addressing quality of life issues such as the perception and/or reality of crime, safety and cleanliness; and
- Building neighborhood-based collaborations with the capacity to implement and sustain commercial district revitalization programs over the long term.

A key goal of the initiative is to build the capacity of local merchants, residents and community organizations to effectively manage the ongoing implementation of the district strategy and serve as a strong local partner for the city agencies that can bring resources to these efforts. While the mix of activities will vary depending on the specific strategy developed for each district, common elements include:

- **Business Support** to strengthen existing neighborhood businesses – especially locally-owned businesses;
- **Capital Improvements** including storefront and streetscape improvements;
- **Cleanliness and Safety Projects** designed to reduce crime, maintain clean streets and sidewalks and change public perceptions of the district;
- **District Promotion** including creation of promotional materials and community events designed to reinforce a positive image for the area;
- **Business Attraction** through targeted outreach to specific businesses that are most likely to make a positive contribution to the existing mix of businesses; and

- **Catalyst Real Estate Development Projects** that replace vacant or underutilized properties with new retail or mixed uses and generate a sense of momentum for the wider neighborhood.

Funding Availability:

Each year, MOEWD has a limited amount of funding for grants to non-profit entities that will further the goals of the NMI program. Historically, grants issued by MOEWD have been less than \$50,000 annually.

Application Process for NMI Grants:

Nonprofit organizations may submit written proposals to MOEWD seeking grant funding. Each proposal must be signed by an officer of the organization authorized to bind the organization. Applications will be reviewed on an ongoing basis and selected based on the above objectives and fund availability. No applicant is guaranteed any amount of funding and all funding decisions are in the sole discretion of MOEWD.

The minimum eligibility requirements for grantees include:

- Organization must be a community-based agency that is non-profit and tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- Organization must be located in San Francisco.
- Organization must be in good financial standing. The agency must provide a copy of its most recent audit.
- Organization must have current insurance coverage (workers compensation, general liability, fidelity and automobile, if applicable).
- Organization must be a city-approved vendor.

Organizations that are not yet city-approved vendors should begin the certification process as soon as possible, in order to ensure that they are able to meet this requirement if awarded a grant. The city's Office of Contract Administration offers all of the necessary forms on their website, which can be found at http://www.sfgov.org/site/oca_page.asp?id=26550. Subcontractors are not required to be city-approved vendors.

Applicant groups should submit the following as part of their application:

- Description of organization(s) and their track record in economic revitalization activities
- Description of project to be funded and proposed project budget
- List of specific objectives to be achieved in one-year award period

Selected groups will agree to provide MOEWD with measurable outcomes on an annual basis and standard economic impact data that will allow for ongoing evaluation of program results.

Contact Information:

Grant applications and questions should be directed to:

Mayor's Office of Economic and Workforce Development
Attn: Rich Hillis
City Hall, Room 448
San Francisco, CA 94102
415.554.4082