



# Hennepin County Business District Initiative



A one-time funding source to make approximately \$195,000 in grant funds available to help suburban municipalities enhance the economic vitality of priority business districts and main streets.

<b>Eligible applicants</b>	Suburban Hennepin County municipalities, housing and redevelopment authorities, economic development authorities, or port authorities.
<b>Eligible locations</b>	Suburban Hennepin County business districts with concentrations of neighborhood-serving retail, office, restaurant and/or entertainment uses that offer a variety of goods and services in a walkable environment.
<b>Eligible uses of funds</b>	<ul style="list-style-type: none"> <li>• Business recruitment</li> <li>• District-wide marketing, branding, and/or promotion initiatives</li> <li>• District-wide wayfinding planning, design, and implementation</li> <li>• Technical assistance for business districts or individual businesses, such as special service district establishment; financial, legal, or tax-related services; merchandising, marketing, and social media assistance</li> <li>• Small business incubators</li> <li>• Design and/or implementation of street furniture and / or other enhancements</li> <li>• Building facade improvements</li> </ul>
<b>Requests for Proposals (RFP) timeline</b>	Proposals accepted through October 30, 2015 for awards in February 2016.
<b>Amount of funding available</b>	Maximum award amount is \$50,000.
<b>Matching requirements</b>	No match required, however leveraged funds are considered in the evaluation of proposals.
<b>Project timeline</b>	<ul style="list-style-type: none"> <li>• Grant funds must be spent within 12 to 24 months.</li> <li>• Costs incurred prior to grant award approval are ineligible for funding.</li> </ul>
<b>Reporting requirements</b>	<ul style="list-style-type: none"> <li>• Grantees must enter into a contract with Hennepin County.</li> <li>• Contracts will outline approved work plan, budget, and required documentation for reimbursement of expenses.</li> <li>• Final report documenting actual outcomes and impacts for businesses.</li> </ul>

**Funded by the Hennepin County Housing and Redevelopment Authority**

**For more information:** [www.hennepin.us/businessassistance](http://www.hennepin.us/businessassistance) **or contact:** Patricia Fitzgerald at 612-543-0864, [patricia.fitzgerald@hennepin.us](mailto:patricia.fitzgerald@hennepin.us) or Kelly Hoffman at 612-348-8276, [kelly.hoffman@hennepin.us](mailto:kelly.hoffman@hennepin.us)