

FY 21 Original Request

written request, most often from a public agency or foundation, for proposed projects that fit the purpose/objectives of the RFP.

Application Renewal Frequency: Enter how often you must submit an application for this award, e.g., you must apply annually for City funds; every 2 years for some state contracts; etc.

Grant/Contract/Award Period: Enter the time the funds are available for expenditure - what are the start and end dates of this grant, contract or award?

Match Required - Amounts & Sources: Are you required to provide other funds in order to receive these monies, either an equal amount or some other percentage contribution? If yes, enter the amount you do or will provide and the source of that contribution.

| Grant, Contact or Award Name | Expected Amount | Expected Annual Amount | Funding Source | Competitive Yes/No | Application Renewal Frequency | Grant Period | Match Required? Amount + Source |
|------------------------------|-----------------|------------------------|------------------------|--------------------|-------------------------------|--|---------------------------------|
| <i>City of Concord</i> | <i>\$40,000</i> | <i>\$40,000</i> | <i>City of Concord</i> | <i>Yes</i> | <i>Annual</i> | <i>FY 2021 July 2020- June 2021</i> | <i>No</i> |
| | | | | | | | |
| Total expected revenue | <i>\$40,000</i> | <i>\$40,000</i> | | | | | |

8. If applicable, briefly describe how you are using the current year's funding from the City of Concord. How does the program plan to use next year's allocation?

- ***FY 2020 funds were designated to support and enhance the following:***
 - *City of Concord Police, Fire and General Services as well as event permit fees approximately \$11,000*
 - *Continued marketing of downtown Concord to statewide and regional audiences*
 - *Production of Intown Concord's admission-free community events*
 - *Town Hall Meetings*
 - *Annual Meeting*
 - *Market Days Festival*
 - *Partnered with Capital City Classic 10k for 4th year*
 - *Halloween Howl*
 - *Midnight Merriment*
 - *Winter Fest*
 - *Discover Downtown series*
 - *Camp Intown Old Fashioned Field Day*
 - *Stuff the Bus school supply drive*
 - *Plaid Friday*
 - *Small Business Saturday*
- *Intown Concord respectfully requests FY 2021 funding in the amount of \$40,000 for the following programs and fees:*

- **\$12,000** City of Concord Police, Fire and General Services as well as event permit fees
- **\$5,000** Continued marketing of downtown Concord to statewide and regional audiences for admission-free community events including:
 - Market Days Festival
 - Halloween Howl
 - Midnight Merriment
 - Winter Fest
 - Discover Downtown series
 - Downtown Christmas Parade
- **\$10,000** Façade Improvement Grant program
- **\$10,000** Streetscape and Beautification program
- **\$3,000** Business Recruitment Campaign

Due to the COVID-19 pandemic, we feel we should focus on our signature events through the new year and re-evaluate potential events for 2021.

9. What community need does your program address and discuss the ways that the program is addressing these needs?

NEED: *A vital and vibrant downtown, with a strong sense of community ownership and incentive for visitors to turn off the highways and explore Concord*

RESPONSE: *Production of programs and admission-free events that bring tens of thousands of residents and tourists downtown to shop in local owned businesses and to experience a strong sense of place and an enhanced quality of life. An implementation of a solid marketing plan to tell the story of our radiant downtown.*

NEED: *Increased tax base*

RESPONSE: *Administration of the Façade Improvement Grant Program will help businesses and building owners improve the exterior of the downtown building. Proactively showcase the opportunities and beauty of historic downtown Concord to regional investors, bankers, property owners and building on the bi-annual NH CIBOR event.*

NEED: *More market-rate housing in the downtown*

RESPONSE: *Conduct a current market-rate housing demand study in collaboration with the New Hampshire Realtors. Results can be shared with interested developers, community leaders and City of Concord.*

NEED: *Fast, effective and far-reaching communication of Intown Concord's programs and events, downtown happenings, parking, winter alerts, road closures and more.*

RESPONSE: *Intown Concord's network of over @,2000+ email subscribers, 3,500+ Instagram & Twitter followers as well as over 10,000+ Facebook fans enable this organization to disseminate information to a wide audience very quickly.*