

**WASHINGTON
WINE
COUNTRY
PERFECTLY BALANCED**

*Supporting Economic Vitality in
Washington's Wine Country*

Application for
City Revitalization Fund

INSTRUCTIONS FOR SUBMITTING APPLICATIONS TO WASHINGTON WINE COUNTRY'S CITY REVITALIZATION FUND

The **City Revitalization Fund** is a Washington Wine Country initiative designed to aesthetically enhance tourist areas of towns and cities within Washington's wine country. Grants of up to \$15,000 are available to communities, nonprofit organizations and other entities for specific projects that advance, at least in part, Washington Wine Country's "Perfectly Balanced" branding campaign. Through an application process, towns and organizations within the eight regional appellations (Yakima Valley, Columbia Valley, Walla Walla Valley, Red Mountain, Horse Heaven Hills, Columbia Gorge, Rattlesnake Hills and the Wahluke Slope) will be selected for specific beautification, revitalization or improvement projects. **(See *Attached Guidelines for further description*)**

Projects will be selected based on the following criteria:

Wine Country Revitalization (25 points)

Embracing the Washington Wine Country "Perfectly Balanced" campaign
Projection of Washington Wine Country theme within proposed projects

Funding Leverage (10 points)

Quality of local match
Percentage of local match (cash or in-kind)

Likelihood of Success (10 points)

Strength and track record of applicant
Strength of specific project or initiative

Readiness to Proceed (5 points)

Funds available by project start date
Project to be complete within six months of award

Interested parties must fill out the attached City Revitalization Fund application. **Applications are due at the Washington Wine Country office on December 1, 2007.** Please limit responses to space provided in application (plus pertinent attachments). Expenses in the preparation of applications are solely the respondent's responsibility.

An evaluation committee will review and select projects for funding by January 2008. Washington Wine Country reserves the right to reject any applications, or to approach applicants about completing certain elements of their projects.

If you have questions about Washington Wine Country, the City Revitalization Fund or the application process, please contact:

David Wheeler, Industry Relations Director
Washington Wine Country
3131 Western Ave., #M325
Seattle, WA 98121
206.285.0514 - dwheeler@winecountrywashington.org
www.winecountrywashington.org



APPLICATION FOR CITY REVITALIZATION FUND

CERTIFICATION

Applicant:	_____
Federal Tax ID Number:	_____
Contact:	_____
Title:	_____
Telephone:	_____
Fax:	_____
Email:	_____
Address:	_____

SUMMARY OF TOTAL PROJECT COSTS

Amount of **grant** requested: _____
 (\$15,000 Maximum per applicant)

Local **match*** (minimum 50% of request): _____
 (* *up to 50% of required match can be in-kind*)

TOTAL project costs: _____

Project Title (if applicable): _____

Declaration: *I hereby certify that the information given in this application to Washington Wine Country is true and correct to the best of my knowledge and belief.*

Signature of Responsible Official: _____

Print or Type Name and Title: _____

Note: Expenses incurred through the preparation of submittals to this solicitation, presentations and other incidental activities are solely the responsibility of the respondent. Washington Wine Country reserves the right to reject any proposals or to approach applicants about funding certain elements of their projects.

PLEASE SUBMIT APPLICATIONS TO:

**Washington Wine Country
3131 Western Ave. #M325
Seattle, WA 98121**



PROJECT DESCRIPTION

1. Briefly summarize the entire scope of the project being undertaken. Specifically identify community investments or initiatives that will be wholly or partially funded by this grant request.

2. Describe project action steps, desired outcomes and timelines using the table below (attach additional information if necessary). **Note - All projects should be completed by December 2008.**

Action Steps	Outcomes	Timelines

3. Washington Wine Country has developed a unique branding campaign (with related graphics and logos) to celebrate and publicize Washington's growing wine country region. How specifically will your project incorporate these logos and designs (***you may attach drawings, maps, or pertinent materials to depict how these graphics will be used***)?

PROJECT FUNDING

4. Identify project budget and match funds using the table below (Match can include in-kind contributions for up to 50 percent of necessary match):

Category	Wine Country Funds	Matching Funds	Total Funds
Personnel/Benefits			
Equipment/Supplies			
Contractual			
Other			
Administration (in-kind only)			
TOTAL			

5. List all funding sources for your project. Identify whether the amount has been provided or is being requested. Provide the status and date the funds were approved or the date that funds are expected to be approved:

SOURCE	STATUS	DATE	AMOUNT
Wine Country grant requested	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
TOTAL PROJECT COSTS			\$ _____

NOTE: ALL REQUIRED FUNDING TO COMPLETE THE PROJECT MUST BE SECURED WITHIN THREE MONTHS OF AN OFFER OF FINANCIAL AID.

6. Describe and financially quantify all in-kind resources being used to support your project?

ADDITIONAL INFORMATION

7. Describe your organization's (or alliance's) experience with similar projects to the one you are proposing. Also provide a brief overview of the lead entity on this project (mission, goals, accomplishments, etc.).

8. Identify the prospective location of the project. Please **attach** a map of the area indicating the proposed project site. Also **attach** drawings, sketches or other appropriate materials that provide conceptual details surrounding the proposed project.

9. What other jurisdictions, such as counties, cities, non profit organizations, private businesses or state/federal agencies are involved in the planning, design, financing, construction or operation of this project?

_____	_____
_____	_____
_____	_____
_____	_____

Please explain how completion of the project is coordinated between these other parties.

10. Describe how the project will enhance or encourage additional development or beautification within the immediate area (not including the project's direct impact).

Guidelines

City Revitalization Fund 2008 Description and Goals

Description:

Washington Wine Country's City Revitalization Fund was formed in 2005 and is funded solely through individual contributions at the Wine Country Celebration Grand Gala and the new corporate giving program, Friends of Washington Wine Country Sponsorship. The funds are raised specifically to support tourism enhancements of the wine-growing region of the state.

The City Revitalization Fund focuses on enhancement of primary tourist areas, city and gateway interventions within the communities and towns of Washington wine country. Project proposals should be carefully tailored to provide a positive aesthetic impact, restore community confidence, increase community pride, protect retail business values and strengthen civic involvement. The following is a general overview of the goals established for applicants' proposed projects:

Goals:

- (1) Encourage city street improvements and exterior upgrades to downtown businesses and sidewalks.
- (2) Clean up, repair, improve and overall enhance the aesthetics of downtown property in an effort to maintain the beauty of inner cities, cultural meeting places and surroundings.
- (3) Work with the town, city, county and private associations to install City gateway features and signage.
- (4) Enhance existing city gateway features.
- (5) Work with local artists to compliment Washington Wine Country graphics to encompass individual city's persona.
- (6) Work to purchase and incorporate public art.
- (7) Continue to work on enhancing freeway landscaping.
- (8) Encourage neighborhood pride through involvement of residents in revitalization promotion and pride projects they organize.
- (9) Promote collaboration between City government, neighborhood groups, and other interested parties.
- (10) Encourage programs, policies and strategies that will ensure that Washington wine towns continue to be a safe and pleasant place to work, live and play.