



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Welcome to the Amplify Albany Grant Program Application Home Page

The Amplify Albany Program provides funding for unique, buzz-worthy events and programming that promote media attention and generate foot traffic to commercial corridors within the City of Albany. Grant awards will reimburse up to 90% of the eligible costs for a project up to a maximum of \$5,000. More information, including detailed Program Guidelines, is available at www.CapitalizeAlbany.com/grants.

Program Guidelines, including applicant and project eligibility, scoring system, and eligible expenses can be found on Capitalize Albany's website at the link identified above. Before starting this application, applicants should read through the Program Guidelines in their entirety. Potential applicants are encouraged to contact Capitalize Albany Corporation to discuss their project, potential eligibility for the program, and the application process.



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Program Information and Application Process

Beginning February 11, 2022, applications will be accepted on a rolling basis until available funding is exhausted. As an alternative to this online application, a printable application document will also be made available for download on the Capitalize Albany website; paper copies will be made available upon request.

Applicants must submit a full and complete application as outlined in the Program Guidelines, including all required documents, in order to be considered for a grant award. An application checklist with a list of required documents is available at www.CapitalizeAlbany.com/grants. All required documents must be e-mailed to development@capitalizealbany.com with a subject line as follows: Amplify Albany Grant Program Required Documents - [Applicant Name].

While completing your application, you will be able to continue editing your responses while this browser is open. Please do not close this browser until your application is complete and submitted by clicking "Done" on the last page.



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Required Documents

This online portion constitutes this first part of your application. All of the following must be submitted to development@capitalizealbany.com, and determined to be sufficient solely by Capitalize Albany Corporation staff, in order for an application to be considered complete:

- **Completed online application and Budget Worksheet (found [here](#))**
- **Copy of meeting schedule for your organization (if applicable)**
- **List of organization members and/or participating businesses including contact information**
- **Map of area the project will target**
- **List of needed supplies and vendors (e.g., food, beverages, tent rental, musician fee) and associated quotes/estimates for each item for which Amplify Albany Grant funds are requested**
- **Plan for advertising including the amount and types of print collateral needed, how traditional and social media will be utilized and cost**
- **Copies of any proposed advertising materials for review before public distribution**
- **Signed letter of support from the relevant Business Improvement District or Neighborhood Association, if applicable**
- **Documentation of commitment of funds for the total project (e.g., commitment letters from any funding sources)**
- **Color photographs of prior events or projects in progress, if applicable**
- **Completed special events permit application (if necessary) and copies of permits when received**



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Contact Information

* 1. Applicant Contact Information

Contact Name	<input type="text"/>
Contact Address	<input type="text"/>
City/Town	<input type="text"/>
State	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Contact Email Address	<input type="text"/>
Contact Phone Number	<input type="text"/>

* 2. Applicant Organization

Organization/Business Name	<input type="text"/>
Physical Address of Applicant	<input type="text"/>
Physical Address of Business 2	<input type="text"/>
City/Town	<input type="text"/>
State	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Email Address	<input type="text"/>

3. Mailing Address of Applicant (if different than above)

Mailing Address

Mailing Address 2

City/Town

State/Province

ZIP/Postal Code



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Applicant Information

*** 4. Applicant Type (choose one)**

- Neighborhood Association Nonprofit
- Business Improvement District Business(es)
- Other (please specify)

*** 5. Number of Years in Operation**

Please enter a whole number. No fractions or decimals can be used. New organizations should type "0".

*** 6. Are you a local organization or business?**

- Yes
- No

*** 7. Describe your organization or business' involvement in the community.**

Answers must be 300 characters or less.

*** 8. Summarize the goals and mission of your organization or business.**

Answers must be 300 characters or less.



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Prior Experience

* 9. Does the applicant have a funding history with Capitalize Albany Corporation or the City of Albany?

Yes

No

10. If yes to the preceding question, please describe the awards, how much funding was awarded, and indicate the funding entity/entities.

11. Were all funds disbursed?

Yes

No

12. If no to the preceding question, how much remains and from which funding entity/entities?

* 13. Do you have experience administering this type of project?

Yes

No

* 14. Have you utilized volunteers in the past?

Yes

No

15. If yes, how many volunteers have you successfully coordinated?

Please enter a whole number.

16. Describe any prior events or projects your organization has administered. Include location, date and time, number of participants, number of vendors in your description. If available, photographs should be sent to development@capitalizealbany.com.

Answer must be 300 characters or less.

17. Describe prior advertising and social media experience.

Answers must be 300 characters or less.



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Current Proposal

*** 18. Project Title**

*** 19. Funding Amount Requested**

Please provide your answer in dollar format with two decimal places. No dollar signs or commas can be used. Requests may not exceed \$5,000 and 90% of total project costs, whichever is lesser.

*** 20. Total Project Cost**

Please provide your answer in dollar format with two decimal places. No dollar signs or commas can be used.

*** 21. Source and Amount of Funds**

Please provide all answers in dollar format with two decimal places. If "other" does not apply, please answer with "0.00". No dollar signs or commas can be included.

Capitalize Albany

Corporation Grant Request

Cash Match

Other

22. Please explain if you have identified "other" as a source for funding this project.

Answers must be 50 characters or less.

*** 23. Project Schedule**

Each answer must be less than 100 characters.

Start date and time

End date and time

24. If your project occurs over the course of several days, please include hours of operation for each day.

* 25. Describe your target audience.



Capitalize Albany Corporation - Amplify Albany Grant Program Application

General Project Description

Provide a description of the proposed project in 2,000 characters or less. Please be as detailed as possible, providing as much information as you can about the proposed project and the desired results. At a minimum, the project description must include the type of event or promotion, the area of the project location including street names and addresses, the specific scope of the project for which assistance is being requested, the number and names of vendors or businesses participating and the total number of anticipated participants. Also, discuss the benefit the project will have on an established commercial corridor, how this project is creative and highlights positive aspects of the targeted area.

For example:

The Community Neighborhood Association will be hosting a street fair on Any Avenue between One Street and Two Street. The event will begin at 11:00 am on October 10th, 2022 and end at 7:00pm the same day. The eight (8) restaurants located in this area are planning on participating with free tastings. An additional 10 vendors will be on hand selling crafts and other goods. A list of all participating businesses and vendors including contact information is attached to this application. Entertainment will include musical performances by Rock Band One and Rock Band Two. Activities for families will include a community art mural, face painting, a magician and a life size game of checkers.

This event will be open to all ages and free of charge. Wrist bands will be provided to participants upon entering the event and used to track the number of attendants. The event is expected to draw members of the neighborhood in which it is occurring and adjacent neighborhoods. In addition, the event will be advertised at the nearby College and by the two large employers nearby. The benefit of this event to the commercial corridor will be reinvigorating residents' interest in neighborhood restaurants and hopefully generate sales. The event will also attract employees from two major employers and college students encouraging them to further explore the neighborhood they work and study in.

* 26. Project Description

Answers must be 2,000 characters or less.



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Project Description

* 27. Will this be an all-ages event?

Yes

No

If no, please explain:

28. Will this event be open to the general public?

Yes

No

If no, please explain.

* 29. How many participants are anticipated?

* 30. How was the number of anticipated participants determined?

Answers must be 100 characters or less.

* 31. Describe how the number of participants will be tracked, i.e. ticket sales, wrist bands, or another method.

Answers must be 200 characters or less.

* 32. Will the event be free of charge?

Yes

No

33. If not, how much will be charged for entry?

Please answer in dollar format with two decimal places. No dollar signs or commas can be included.

* 34. Describe the anticipated use of the grant funds (i.e. reimbursement for equipment rental, purchase of food or nonalcoholic beverages, musician or other entertainment fees).

Answers must be 300 characters or less.

* 35. Please explain the anticipated benefit of the project on an established commercial corridor.

Answers must be 300 characters or less.



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Certification and Disclosure

By submitting this Grant Application, the Applicant hereby certifies to Capitalize Albany Corporation that he/she has read the program guidelines and supplemental program materials, understands the terms and conditions of the grant, and agrees to abide by the program rules and requirements, if awarded funds from the Program. The Applicant further certifies that the Grant Application and supporting documents are true, complete, and accurate in all respects as of the stated date. The Applicant understands that the application will not be accepted unless deemed appropriate by Capitalize Albany Corporation. The Applicant agrees that the acceptance of this Grant Application does not commit Capitalize Albany Corporation to enter into an agreement to pay any costs incurred in its preparation or to participate in subsequent negotiations. Further, the acceptance of this Grant Application does not constitute an agreement by Capitalize Albany Corporation that any grant will actually be approved. Capitalize Albany Corporation expressly reserves the right to reject any or all Grant Applications or to request more information from the Applicant.

Additionally, the Applicant certifies that he/she understands that the following will be conditions of the grant, upon award:

- Any and all required permits for the project will need to be obtained prior to award.
- The approved project must be in compliance with all federal, state, and local laws.
- Capitalize Albany Corporation must be notified of any changes made to an event, including date changes, as soon as possible, failure to do so may affect eligibility.
- The grantee must submit a written final report detailing activities, attendance, expenses and revenues associated with the project no later than 45 days after the end of the project period. Photographs of the event are also required and need to be submitted with the final report. Failure to do so may result in the award being cancelled and no funds being granted.
- The undersigned hereby waives any claim against Capitalize Albany Corporation arising out of the use of said grant funds for the purposes set forth in the Application. Additionally, the undersigned agrees to indemnify, defend, and hold Capitalize Albany Corporation, and its officers, directors, employees, and agents harmless from any charges, damages, claims or liens related in any way to or arising out of the Applicant's participation in the Grant Program.
- Capitalize Albany Corporation has the unrestricted right to use, for any lawful purpose, any photographs or video footage taken of the property at the approved project location, and the grantee owns and/or for which the grantee has the authority to grant such permission, and to use the grantee's name in connection therewith if it so chooses.
- The Applicant will notify Capitalize Albany Corporation of any public announcements or events to be held at or in relation to the approved project, and Capitalize Albany Corporation will have the right to participate in and/or publicize the approved project in coordination with the grantee, if the Corporation so chooses.
- The grantee will be required to include the Capitalize Albany Corporation logo, the Capital Resource Corporation logo and any other logos the Corporation deems appropriate in all utilized marketing media. In addition, the grantee must acknowledge Capitalize Albany Corporation, the Capital Resource Corporation and any other sponsors in verbal promotions of the approved project the Corporation deems appropriate.
- The applicant will provide Capitalize Albany Corporation with the opportunity to review all advertising materials and media before public release.
- The grantee will consent to display signage at the project location indicating participation in the Amplify Albany Grant Program (Capitalize Albany Corporation to provide sign specifications at its sole discretion).

By typing your name, below, you are certifying that all of the information contained in this application is true, complete, and accurate in all respects as of the stated date.

*** 36. Authorized Signatory 1**

Authorized Signatory
Name

Signatory Title

37. Authorized Signatory 2

Authorized Signatory
Name

Signatory Title

38. Authorized Signatory 3

Authorized Signatory
Name

Signatory Title



Capitalize Albany Corporation - Amplify Albany Grant Program Application

Thank You!

By clicking "Done," you will have completed part one of the application process. Your application will be complete when all of your required documents are received by Capitalize Albany Corporation. Program Guidelines and the Application Checklist are available at www.capitalizealbany.com/grants.

Required documents must be submitted via e-mail to development@capitalizealbany.com with a subject line as follows: Amplify Albany Grant Program Required Documentation - [Applicant Name].

Please do not forget to click "Done" below. We look forward to receiving your completed application!