

## Notice of Funding Opportunity:

### Virginia Housing Community Impact Grant - Market Analysis

July 2021

#### Funding Purpose:

**REACH Virginia FUNDING OPPORTUNITY:** Virginia Housing reinvests a portion of our net revenues into Virginia's communities through REACH *Virginia* (Resources Enabling Affordable Community Housing in Virginia). This is a multifaceted resource that Virginia Housing uses to support vital housing initiatives through our Homeownership, Rental and Community Outreach programs.

The intent of the **Market Analysis** program is to support non-profit organizations and local governments within the housing-network as they work through the planning stages of a project. Awards will be granted on a first-come, first-served basis.

Requests for funds under the Market Analysis Community Impact Grant must fall within one of the following project types. Virginia Housing reserves the right to reject funding requested for any applications that are outside the focus areas listed below:

Plans, Studies and Assessments up to \$20,000

Eligible plans are as follows (See Handbook for a description of each item):

- **Regional Market Assessment**
- **Historical Study**
- **Impact Study**
- **Local Market Assessment**
- **Needs Assessment**
- **Policy Analysis**
- **Site Planning**
- **Development Code Analysis**

Plans, Studies and Assessments up to \$15,000

Eligible plans are as follows (See Handbook for a description of each item):

- **Small Area Plan**
- **Area Market Study**
- **CPAT Report**
- **Data Analysis**
- **Economic Market Analysis**
- **Feasibility Study**
- **Marketing Plan**
- **Preliminary Architecture and Engineering Report**
- **Title Search and Boundary Survey**

### **Eligibility Guidelines**

In order to be eligible for funds under the Market Analysis Community Impact Grant, organizations must be a non-profit organization, local government, or quasi-governmental organization and:

1. Be physically located in Virginia.
2. Have at minimum three (3) years of operations.
3. Carry out at least one of the following housing-related focuses:
  - Creating economically integrated and inclusive housing opportunities including housing options for people with disabilities.
  - Planning and Community Development to include significant attention to housing planning.
  - Providing services and/or educational opportunities in order to further affordable housing.
4. Align with Virginia Housing's mission of Helping Virginians Attain Quality, Affordable Housing and align with [Virginia Housing's Strategic Direction](#).

### **Program Parameters**

- Approved agencies must comply with the Virginia Housing Community Impact Grant Handbook. Click the document below for a detailed explanation of the scope, disbursement, and reporting requirements.
- The budget and period of performance for this grant is twenty-four (24) months from grant award.
- Applicants are limited to one grant at a time, unless you are a Planning District Commission.
- Emerging organizations are not eligible.

## Application Process

For questions concerning this program or assistance with application submission, contact **Matthew Bolster, Strategic Housing Office, at (804) 343-5631** or [Matthew.Bolster@VirginiaHousing.com](mailto:Matthew.Bolster@VirginiaHousing.com). All applications must be submitted electronically using the Virginia Housing Grants Management System.

- Proposed Budget - The proposed budget cannot exceed the consultant's estimate.
- Agency authorized official certification
- The following must be attached to the application:
  - ACH
  - W-9
  - Nonprofit Determination or proof of eligibility if governmental or quasi-governmental organization
  - Organizational Chart
  - Prior year's audited financial statements, or prior year's reviewed financial statements or two years of financial statements
  - For multi-jurisdictional organizations, letters of support from locality and Planning District Commission
- Consultant Documents - State Corporation Commission Certification, Dun & Bradstreet Report, 2 letters of reference, Estimate.
- Or, the detailed scope of work, description of selection process, and selection criteria that will be included in the RFP to solicit a qualified consultant

## Decision Process

Funds will be awarded based on an assessment of the organization's application and the availability of Virginia Housing funds. The selected organization will receive a Grant Award Notification (GAN) and a Grant Agreement if approved for funds under the award.

All applicants have the option to submit a request at [Grants@VirginiaHousing.com](mailto:Grants@VirginiaHousing.com) for a debriefing within thirty (30) days of approval or denial.