



City of Dallas

**South Dallas Fair Park
Opportunity Fund
Small Business Center
NOFA Information Session**

**March 22, 2024 &
March 26, 2024**

Sandra Bowie, Engagement Manager
Regina Onyeibe, SDFPOF Board Liaison

South Dallas/Fair Park Planning History



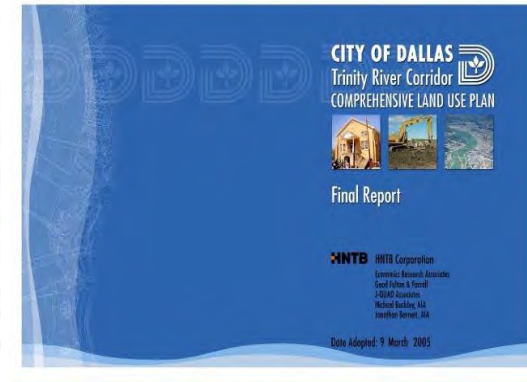
- 2001 to Present day planning
- Numerous plans over the past 30+ years
- Lack of Implementation

SOUTH DALLAS/FAIR PARK ECONOMIC DEVELOPMENT CORRIDOR PLAN



Submitted June ,2001

J-QUAD AND ASSOCIATES
STANLAND AND ASSOCIATES



South Dallas/Fair Park Faith Coalition



Land Use



Housing



Eco Dev



Infrastructure



History/
Culture



Wellbeing

This plan will be a guide for:

- **Implementation** and will lead to action and sustainable impact
- **Balanced Development** between growth and land values for current property owners
- **The Citywide Vision** for SDFP will be incorporated into the broader ForwardDallas vision
- **Residents and Businesses** in the community to aide with staying informed about City initiatives impacting the SDFP community
- **Resources** related to this plan will help identify and leverage public and private funding

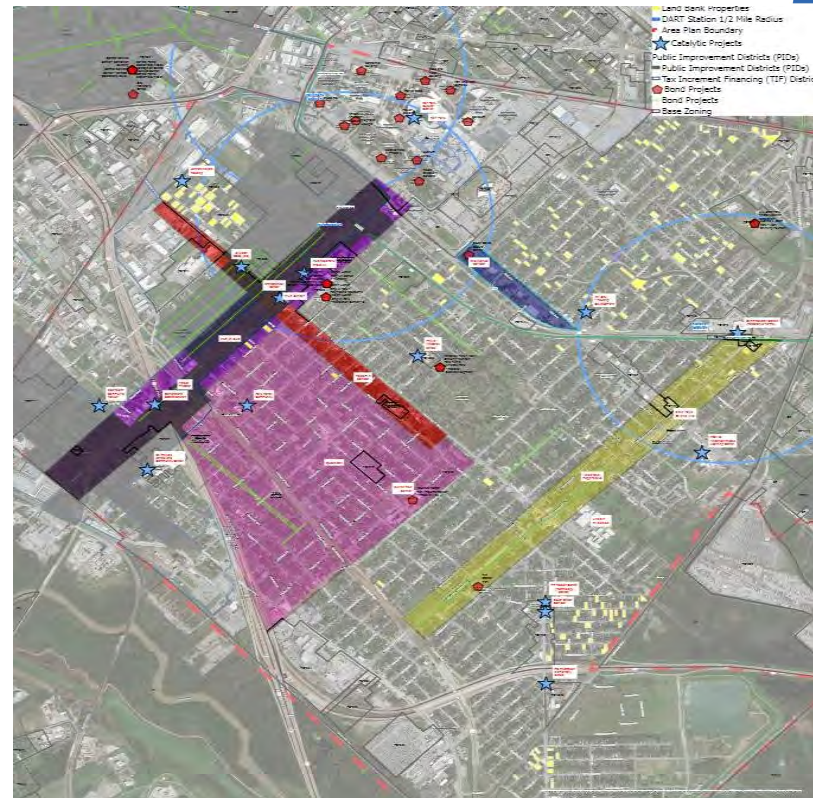


South Dallas Fair Park Area Plan



Areas of Focus

- ❑ 2nd Avenue
- ❑ Elsie Faye Heggins/2nd Avenue
- ❑ Malcolm X Blvd
- ❑ MLK JR. DART Station
- ❑ Queen City



Types of Grants



General Operating

- Used for a broad range of needs including operations

Program Support

- Provides funding for expenses associated with a specific program
REIMBURSEMENT

Capacity Building

- Awarded to a non-profit or third party to provide training and assistance

Seed

- Start up funding for a new program or project for an existing organization

Sponsorships

- Money given to support an event

Capital

- Land appropriation, building construction and equipment purchases



Prior to Submittal, Ask Yourself



Can...We...Deliver?





Questions to Answer Prior to Grant Writing

- Do you have qualified staff and resources needed to implement the project and manage the grant?
- How will you track financial expenses
- How will you track to ensure 90% of those served are from the SDFP census tract?
- Is the funding opportunity a good FIT for your organization and/or project at this time?



Questions to Answer Prior to Grant Writing



- Who is your Target population
- What programs are you working on Currently
- What significant accomplishments have you had
- # Full Time Staff / Key Leaders / # Part time Staff
- # ofVolunteers and how are they used
- Grant Request vs.Total Project Budget



NON-Profit Business Is A Team Sport



Grant Writing Tips



- Read guidelines carefully
- Follow requirements
- Answer ALL questions
- Use funder's language
- Use strong verbs (e.g. decrease, improve, expand, etc.)
- Don't wait until the last minute to start
- Be consistent in style and format
- Tell a good story – believe in your ability and project
- Avoid jargon and acronyms



Grant Writing Tips (cont'd)



**Grant
Writing
TIPS**

A graphic showing the words 'Grant Writing TIPS' in green and black text, with a hand holding a pen writing the word 'TIPS' on a white background.

- ❑ Be realistic – is global impact possible?
- ❑ Be factual and honest
- ❑ Be positive – solve problems from a position of strength
- ❑ Make a specific request
- ❑ **KISS – Keep It Simple (S)?**
- ❑ Proofread your final draft for spelling, grammatical errors, sentence structure, etc.
- ❑ If not selected, follow up with funder to find out why you weren't awarded



Elements of the 2024 NOFA Application



**1st 2024 NOFA Release Date:
April 1st**

**Submission Deadline Date:
May 15th @ 3:00 PM**

**All Submissions Must Be Made In Bonfire
(The City's Procurement Portal)**



Elements of the 2024 NOFA Application



1. Instructions
2. Cover Page
3. Organization Information & History
4. Program Information & Summary
5. Your Budget
6. Your Affidavit
7. Census Tract Map



2023 NOFA Application Example



2024 SOUTH DALLAS FAIR PARK OPPORTUNITY FUND *HUMAN DEVELOPMENT GRANT APPLICATION AND INSTRUCTIONS*

Applications for awards will be accepted in response to this Notice of Funding Availability (NOFA) as issued by the Small Business Center only and will not be accepted at other times. This is a first release of the 2023 NOFA reimbursable grant, \$200,000 is available to be awarded under this release. To be considered for funding, all applications must be complete and timely submitted to the location and by the date listed below.



2023 NOFA Application Example



ALL APPLICATIONS MUST BE SUBMITTED THROUGH BONFIRE BY SEPTEMBER 14, 2023 at 5:00 PM. APPLICATIONS RECEIVED AFTER THIS TIME AND DATE WILL NOT BE CONSIDERED FOR FUNDING. INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED FOR FUNDING.

To be considered complete, an application must include the following items:

1. **COVER PAGE:** A completed cover page (**Exhibit A**), executed by an authorized signatory for the applicant organization. Please also include documentation of the authorized signatory's authority to sign on behalf of the entity, such as organizational documents, formation documents, and/or resolution of the governing board.
2. **ORGANIZATION INFORMATION AND HISTORY:** In 10 pages or fewer, describe the applicant entity, its corporate purpose, its corporate history, its mission statement if any, its primary achievements, and relevant programs and services provided in or near the City of Dallas. Attach a printout of a Certificate of Active Status from the State Comptroller dated within one week of the application submission date. Please include a copy of your most recent annual report and your most recent Form 990.
3. **PROGRAM INFORMATION:** In 10 pages or fewer, describe the proposed program including:



2023 NOFA Application



• Program Summary

- Describe your proposed program.
- Detail which Opportunity Fund goal this program fits under, what community problem or need this program addresses, and how it will address the identified need or problem.
- Confirm whether this is a new program for your entity, or an expansion of an existing program. If it is an expansion, please detail the existing program and how the proposed program expands on the scope of your entity's existing work.
- Detail the facilities, personnel, and/or materials that will be required for your proposed program.
- **Program Beneficiaries:** Detail the intended beneficiaries of the proposed program, how they will be identified or recruited, and how many participants will be served.
- **Outcomes and Metrics:** What outcomes are expected? How will success be measured? How will this be tracked? Please list with specificity how you will track numeric progress toward achieving the relevant Opportunity Fund goal.
- **Service Location:** When and where will services be offered? Please list addresses, dates, and times.
- **Project Timeline:** Please include a detailed program timeline.
- **Project Partners:** Identify committed partners and detail their role in the proposed program. Include evidence of such partnerships if available, which Opportunity Fund goal the program will impact, a statement of need, and confirmation that the proposed program is a new service or an expansion of an existing service.



Example of 2023 NOFA Application



4. **BUDGET:**
 - Attach a budget for the proposed program in the form attached as (**Exhibit B**).
 - Attach proof of third-party matching funds such as a commitment letter from the third-party matching grant source.
 - Attach a narrative description of no more than 3 pages supporting your funding request. What will funds be used for and why did you request the amount of funds that you did? If the City of Dallas does not approve your funding request, how will you fund the proposed program or modify the scope of the program? If the City of Dallas only partially funds your request, how will you fund the proposed program or modify the scope of the program?
5. **AFFIDAVIT:** The authorized signatory of the applicant should complete, execute, and have notarized the *Affidavit of Representations and Certifications* form attached (**Exhibit C**).

Please note additional documentation may be requested prior to approval or funding if necessary to clarify or supplement any response, as determined by the Director of the Small Business Center in his or her sole discretion.



Example of 2023 NOFA Application Process



Applications

Staff will review all timely submitted applications for completeness and for compliance with the NOFA. Complete applications will be ranked based on the scoring criteria described below, and applications scoring a minimum of 80 will be presented to the Opportunity Fund Advisory Board for funding recommendations. The funding recommendations of the Opportunity Fund Advisory Board will be presented to the Economic Development Committee. On recommendation of the Committee, funding recommendations will be presented to the Dallas City Council or processed via administrative action, at the determination of the Director of the Small Business Center. The City reserves the right to fund some, all, or none of the applications at its' sole discretion.



Example of 2023 NOFA Application



**EXHIBIT A
COVER PAGE**

Agency Contact Information	
Organization Name	
Address	
Email	
Phone Number(s)	
Fax Number(s)	
Head of Organization (name and title)	
Primary Contact (name and title)	
City of Dallas Vendor Number	
Program Overview	
Program Name	
Grant Funding Amount Requested	

I certify that all information contained in this application and the attachments are true and complete, and that I am authorized by the organization to execute this application and to execute a grant agreement on behalf of the organization.

Signature

Date

Printed Name: _____

Title: _____



NOFA Application Service Areas



NOFA Human Development Contract Criteria

Human development contracts are awarded in one of the following Service Areas only:

- i. Increase workforce participation and readiness
- ii. Stimulate small business activity and growth
- iii. Improve health outcomes
- iv. Improve public safety
- v. Improve educational outcomes



NOFA Review Criteria



SECTION IV: REVIEW CRITERIA

Complete applications will be scored by staff based on the following matrix:

Requirement	Maximum Points
Cover sheet	1 point
Organization Information and History	10 points
Program information	
• Addresses SDFPOF Goal	15 points
• Measurable goals and outcomes	15 points
• Program complies with the Opportunity Fund program statement, the proposed program description is clear and complete as to the description of activities to be undertaken, and timeline is achievable.	25 points
Budget Information	
• Budget sheet and narrative	19 points
• Documentation of third-party match	15 points
Affidavit	NA
Total Points	100 points



NOFA Budget Form/Narrative



Program Name:		
Administrative cost not to exceed 15%*	City Funding	Match
List:		
Program Delivery:	City Funding	Match
Personnel (<i>Contract or new hire for this particular program</i>)		
Transportation		
Curriculum		
Other:		
Other:		
Total Program Cost:		
Amount requested from the city:		
Amount secured from other sources:	Cash:	In-Kind (Please Describe):

*The City's portion of administrative costs may not exceed 15% of the total City award.



Census Tract Eligibility Map



Zip codes included in this census tract are:

1. 75210
2. 75215
3. 75217
4. 75223
5. 75226

Eligible Program Areas

Entities located in 2020 Census Tracts 25, 27.03, 37, 115, 203, 208, and 209 are eligible to apply for funding from the Opportunity Fund. The following zip codes are at least partially within the eligible area: 75210, 75215, 75217, 75223, 75226. However, the zip code does not qualify eligibility, the census tract does.

www.sourcedallas.org

Exhibit D



SDFPOF NOFA Eligibility Map QR Code



NOFA Affidavit



EXHIBIT C AFFIDAVIT OF REPRESENTATIONS AND CERTIFICATIONS

The undersigned, as an authorized signatory of the organization submitting a grant application to the South Dallas/Fair Park Opportunity Fund Notice of Funding Availability represents and certifies to the City of Dallas that the following statements are true as to the applicant and all its affiliates and subsidiaries (the "Applicant Entities"):

1. There is no pending litigation involving or judgments against the Applicant Entities or any property owned by the Applicant Entities.
2. The Applicant Entities are current on all taxes, including property taxes.
3. There are no liens or outstanding notices of violation of the Dallas City Code on any property owned by the Applicant Entities, and no other fees or sums owed to the City of Dallas by any Applicant Entity.
4. No Applicant Entity has defaulted on any Municipal Court or District Court order, or has filed for bankruptcy, declared itself insolvent, or been declared insolvent in the last 5 years.
5. No Applicant Entity, nor any officer, board member, employee, or family member of any of the same, have a conflict of interest or relationship with any City of Dallas official, other than as described herein:

Executed the _____ day of _____, 20____.

Signature: _____

Printed Name: _____

Title: _____

JURAT

The State of Texas County of Dallas

Subscribed and sworn to before me on this _____ day of _____, 20____ by _____.

(Seal)



(Notary's Signature)
Notary Public, State of Texas

Questions



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