

MEMORANDUM

Date: August 10, 2026

To: Finance and Personnel Committee

From: Anna Carlson, Economic Development Department

Re: Application Approval and Award Acceptance of Illinois Department of Commerce and Economic Opportunity State Designated Cultural Districts Grant Award

The Economic Development Department is seeking City Council approval to apply for and accept, if awarded, a State Designated Cultural Districts grant from the Illinois Department of Commerce and Economic Opportunity in the amount of \$200,000.

The grant does not require a cost match.

The grant term is from May 1, 2026 to April 30, 2028.

The Grant Purpose

This non-competitive grant opportunity is only available to State Designated Cultural Districts, and is intended to support culturally grounded programming that preserves and elevates local traditions, identities, and creative expressions; promotes equity and inclusion by investing in historically disinvested communities and cultural networks; and strengthens economic development by leveraging cultural assets for entrepreneurship, tourism, and education.

How Grant Funds Will Be Used

Grant funds will be used to develop district identity and branding, support new and existing businesses, promote visitor attraction, and utilize storytelling to elevate the history and cultures of the district.

Creating a cohesive district identity and brand will include designing a logo, developing a webpage and social media account, and coordinating new signage or other placemaking features. Support for new and local businesses will focus on supporting the arts and arts-based businesses, exterior beautification supports for businesses, facilitating small business technical assistance and resources, activating vacant properties, and district-led shared marketing of businesses. Visitor attraction will focus on bringing in local residents as well as out-of-town visitors through things like experience-based itineraries, marketing of events, and special offerings for neighborhood residents. Finally, storytelling will be used to share about the history and cultures of the area, tell the stories of the people behind local businesses, and add plaques and signage that highlight historic buildings, early businesses, and other significant locations.

An advisory committee made up of district residents, businesses, non-profits, and other stakeholders will help shape the vision, priorities, and initiatives for the Heritage District.

RESOLUTION
of the
CITY COUNCIL OF THE CITY OF ROCKFORD, ILLINOIS
SUBMITTED BY: FINANCE AND PERSONNEL COMMITTEE

RESOLUTION APPROVING APPLICATION AND ACCEPTANCE OF GRANT AWARD

WHEREAS, the Illinois Department of Commerce is seeking applications for its State Designated Cultural Districts grant program; and

WHEREAS, the purpose of the grant is to provide support for culturally grounded programming that preserves and elevates local traditions, identities, and creative expressions; and

WHEREAS, the City of Rockford intends to use the funds to develop district identity and branding, support new and existing businesses, and promote visitor attraction; and

WHEREAS, if awarded, the City of Rockford will receive \$200,000.00 to provide such services.

BE IT RESOLVED, THEREFORE, by the City Council of the City of Rockford as follows:

- 1) That the City of Rockford is authorized to apply for and, if awarded, accept a grant under the terms and conditions of the Illinois Department of Commerce and Economic Opportunity and shall enter into and agree to the understandings and assurances contained in said application and award agreement.
- 2) That the Mayor and City Legal Director, on behalf of the City of Rockford, shall execute such documents and all other documents necessary for the carrying out of said application and award acceptance.
- 3) That the Mayor and City Legal Director are authorized to provide such additional information as may be required to accomplish the obtaining of such grant.

BE IT FURTHER RESOLVED that this Resolution shall be in full force and effective immediately upon its adoption.

The above and foregoing Resolution was adopted by the City Council of the City of Rockford, Illinois, this _____ day of August 2026.

Mayor Thomas P. McNamara
City of Rockford, Illinois

ATTEST:

ANGELA HAMMER, Legal Director
Ex Officio Keeper of the Records and
Seal of the City of Rockford, Illinois

RECOMMENDATION FOR RESOLUTION

TO THE CITY COUNCIL OF THE CITY OF ROCKFORD:

Council Members:

The Committee on Finance & Personnel, to whom was referred the matter of approving the application and acceptance of the Illinois Department of Commerce and Economic Opportunity State Designated Cultural Districts grant award, if awarded, hereby begs leave to report recommending approval of said award. The Legal Director shall prepare the appropriate resolution.

Kevin Frost (Chair)

Chad Tuneberg (Vice chair)

Frank Beach

Dawn Granath

Jaime Salgado

Frost:	Ayes:___	Nays:___	Absent:___
Tuneberg:	Ayes:___	Nays:___	Absent:___
Beach:	Ayes:___	Nays:___	Absent:___
Granath:	Ayes:___	Nays:___	Absent:___
Salgado:	Ayes:___	Nays:___	Absent:___



Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF ECONOMIC EQUITY & EMPOWERMENT

State Designated Cultural Districts (SDCD)
Non-Discretionary Funding Information Document (NDFI) Program
Application

CSFA: 420-45-3962

Directions: Complete the program application below and submit it as part of your application to the State Designated Cultural Districts Program. Detailed information on the program and submission requirements can be found in the [Non-Discretionary Funding Information and Instructions Document \("NDFI"\)](#).

Upload this application and any additional requested documentation requested below via the File Upload Option of the Smartsheet form: <https://app.smartsheet.com/b/form/fef3f5aceb384906a1e1e7e855d0d211>

DESIGNATED CULTURAL DISTRICT NAME:

Heritage District

APPLICANT GATA ID:

Click or tap here to enter text.

SECTION 1: PROJECT NARRATIVE & TASKS

The purpose of this program is to promote and sustain communities with distinct historical and cultural identities by encouraging economic development and entrepreneurship; fostering local cultural development and education; and supporting growth and opportunity without causing displacement or expanding inequality.

Funding may support a wide range of programmatic, operational, and planning activities that advance the goals of the State Designated Cultural District. All proposed activities must occur within the geographic boundaries of the designated Cultural District and must directly benefit its residents, businesses, and cultural stakeholders. Funding is intended to prioritize programmatic activities and cultural infrastructure enhancements. Funding is intended to support community-driven initiatives that preserve cultural assets, expand economic opportunities, and address historic inequities.

Select your objective(s) from the list below, review the list carefully. Choose at least one (1) objective that best aligns with your proposed project. You may select up to two (2) objectives if your project clearly addresses both. Check the box(es) next to your selected objective(s). The project narrative should be included in the text box provided – text boxes will expand as needed.

The narrative should describe your proposed project in detail and clearly explain how your activities align with the objective(s) you selected. The project narrative should be specific and avoid general statements, focus on community impact and equity while clearly connecting your activities to outcomes demonstrating that your project is realistic and achievable. Be concise and provide enough detail to fully explain your project.

The project narrative should include:

1. The project details include what you are proposing to do, the purpose of your project and who will benefit from the project (residents, businesses, artists, etc.)
2. The description of activities includes a detailed explanation for each major activity, how the activities will be carried out and where the activities will take place.
3. Clear project goals should be outlined to identify what you hope to achieve through this project and how the project will strengthen cultural identity, economic vitality, or community sustainability.
4. Clearly explain how your activities support each selected objective, be specific and connect each activity to the objective(s).
5. How will the project benefit the existing residents and businesses and how will it help prevent displacement or support long-term stability.

☐ **1. Projects that address cultural programming, economic development, tourism, and growth without displacement of current residents.**

All proposed activities must clearly demonstrate how economic growth and increased tourism benefit existing residents and businesses without contributing to displacement and should include specific strategies to ensure equitable access and participation.

[Click or tap here to enter text.](#)

☐ **2. Projects within the district's development plans that include and prioritize the preservation and retention of local businesses and existing residents.**

All proposed activities must clearly demonstrate a direct connection to preserving existing businesses and retaining current residents, and should include specific, actionable strategies that mitigate displacement and strengthen long-term community stability.

[Click or tap here to enter text.](#)

☐ **3. Projects within the district's education framework with a vision of food justice, social justice and equity while promoting long-term community sustainability.**

All proposed activities must demonstrate a clear connection to advancing food justice, social justice, and equity while contributing to the long-term sustainability and resilience of the community. Programs should prioritize inclusive access and meaningful participation from district residents, particularly those from historically underserved populations.

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☒4. Projects that address the district's risk of losing cultural identity because of gentrification displacement, or the COVID- 19 pandemic.

All proposed activities must clearly demonstrate how they will preserve, strengthen, or revitalize the cultural identity of the district, particularly in response to pressures from gentrification, displacement, or the impacts of COVID-19. Projects should prioritize engagement with long-standing residents, legacy businesses, and cultural practitioners to ensure authenticity and continuity.

Proposed activities that will address the district's risk of losing cultural identity because of gentrification, displacement, or the COVID-19 pandemic include the following:

ACTIVITY 1: DEVELOP A STRUCTURE AND ADMINISTRATIVE FRAMEWORK FOR THE HERITAGE DISTRICT THAT IS INCLUSIVE, COMMUNITY-DRIVEN, AND CAN SUPPORT LONG-TERM SUSTAINABILITY.

Specific tasks associated with this activity include, but are not limited to:

1. Establishing a Heritage District Advisory Committee to ensure the vision, priorities, and program implementation for the district are shaped by residents, businesses, non-profits, and other stakeholders with long-standing presence in the district, vested interest in the district's success, and deep knowledge of the history and/or cultures in the district. The City will develop the structure and provide administrative oversight, but goal-setting, priorities, and outreach will be driven by members of the Advisory Committee. Having a standing committee will help build momentum, promote continuity, and ensure programs and initiatives funded will represent the genuine needs and interests of district residents and businesses.
2. Developing a Heritage District Marketing, Branding, and Implementation Plan to ensure branding and marketing efforts are cohesive, place-based, and appropriately reflect and celebrate the history and cultures in the District. Development of the plan will be led by the Advisory Committee with additional input and engagement with long-standing residents and businesses, as well as museums, non-profits, and other stakeholders in the district. Including long-standing residents, businesses, and stakeholders with deep history and connections to the Heritage District area will promote continuity and shared ownership of planning and implementation efforts. The plan will focus on exterior communications through marketing, branding and promotion, as well as internal communication and supports through a newsletter or similar communication channel to regularly share resources and updates about the district.
3. Utilize translation services to ensure written materials, events, and programming are accessible and can be offered in multiple languages. This will ensure that ongoing participation and engagement with residents and businesses will be inclusive, that historically underrepresented and underserved populations will have full and equal access to all educational activities, and celebrate the linguistic and cultural diversity within the district.

ACTIVITY 2: UTILIZE STORYTELLING AS A METHOD FOR ELEVATING LOCAL HISTORY, DIVERSE CULTURES, AND SMALL BUSINESSES.

1. Install new plaques, signage, banners, and/or flags to celebrate individual cultures as well as shared branding in the Heritage District. This will benefit local businesses who will benefit from an

enhances sense of shared purpose and sense of place, as well as visitors who will experience a district that is visually cohesive and emphasizes the historic and cultural heritage of the district.

2. Create social media features and short videos that communicate the history of the district, highlight historic buildings and locations, and tell the story of the people behind long-standing businesses and organizations in the district. This will help support small businesses who will benefit from additional promotions, and will ensure that marketing prioritizes authenticity, local talent, and the rich history of the businesses and organizations in the district.
3. Organize and promote coordinated storytelling events at various locations in partnership with museums located in the district, local historians, and residents and businesses with long-standing, first-hand knowledge and experiences in the district. This will benefit local businesses by bringing in foot traffic and visitors, and will connect local residents and visitors to the history of the area.

☒5. Projects that address the district's history of economic disinvestment.

All proposed activities must clearly demonstrate how they will address the impacts of historically economic disinvestment by expanding access to economic opportunities, building community wealth, and supporting long-term economic stability for district residents and businesses.

Proposed activities that will address the district's history of economic disinvestment will include the following:

ACTIVITY 1: PROVIDE FINANCIAL, TECHNICAL, AND ADMINISTRATIVE SUPPORT TO HELP SMALL BUSINESSES AND ENTREPRENEURS CONNECT WITH RESOURCES

Specific tasks associated with this activity include, but are not limited to:

1. Launch an exterior beautification program to support small-scale exterior beautification projects such as landscaping, façade improvements, and signage. The Heritage District will prioritize business assistance to locally owned and minority owned businesses already established within the district.
2. Work with an architectural/engineering firm to conduct structural assessments of historic buildings throughout the district. Buildings owned or occupied by small and minority-owned businesses will be prioritized, as well as buildings with historical and/or architectural significance to the district. Findings will support property owners, businesses, and the City with future planning and resource allocation to preserve historic resources and promote safe, vibrant spaces for businesses.
3. Host or co-host business workshops that provide direct technical assistance as well as information about resources available to small businesses and entrepreneurs. Investing in education and training for new and existing businesses will ensure they are able to effectively utilize available tools and resources for long-term economic stability and success.
4. Leverage previous success of community driven programming, such as the South Main Mercado, to provide support for vendors to grow and establish physical presences. This will build upon existing successes and engage entrepreneurs in the community to support local talent, help entrepreneurs expand their business, and activate vacant storefronts with local businesses.

ACTIVITY 2: COORDINATED MARKETING WITH DISTRICT BUSINESSES

Specific tasks associated with this activity include, but are not limited to:

1. Establish a cohesive brand and marketing plan for the Heritage District through creation of a logo,

webpage, and social media accounts. These efforts will primarily benefit existing businesses in the district, as well as the broader community who will be able to more easily access information about district businesses, activities, and events.

2. Create new marketing materials, programs, and events to attract and engage local residents and promote tourism. The Heritage District will establish its own branding, website (may be section of City's) and will leverage successful visitor attraction organizations such as Go Rockford to amplify the district as a significant cultural attraction for local residents and tourists. Additional City initiatives such as the rebuilding of Davis Park (city-owned park in the District) will provide a route to build on this as the District grows. Marketing efforts will promote the Heritage District as a destination for culture, food, arts, and small business activity while highlighting the district's historic assets, longstanding community traditions, and diverse cultural contributions locally and throughout the region. Expanded and coordinated marketing efforts will benefit district businesses through increased visibility, foot traffic, and reach with new and expanded audiences.

DESCRIPTION OF TASKS

Please include the implementation plan and timeline for your project objective(s) and goals. This should include all major tasks identified to complete the activities and goals you plan to achieve. The estimated completion date should include the expected completion date for each task.

BRIEF TASK DESCRIPTION	ESTIMATED COMPLETION DATE (MM/DD/YYYY)
Task 1. Establish Heritage District Advisory Committee	09/30/2026
Task 2. Develop a Heritage District Marketing, Branding, and Implementation Plan	1/31/2027
Task 3. Establish a new website and social media accounts for the Heritage District	March 15, 2027
Task 4. Create and distribute new marketing materials that promote attraction and engagement of local residents and visitors	December 31, 2027
Task 5. Launch and/or promote an exterior beautification program for existing small businesses	December 31, 2027
Task 6. Host or co-host at least 4 workshops to support small businesses and entrepreneurs and connect them with local resources	April 30, 2028
Task 7. Support at least 5 new or existing programs/events within the district that celebrate the history and cultures of the Heritage District and promote economic development	April 30, 2028
Task 8. Install new historic plaques and/or signage	April 30, 2028

SECTION 2: PERFORMANCE MEASURE AND REPORTING REQUIREMENTS

Please provide some clear and measurable outcomes for your project that aligns with your selected objective(s). These should include the target population and how the project will address community needs.

These should include how you propose to measure and report on:

- Baseline data to set benchmarks for all measures before and after the project
- Community engagement and participation directly related to the project
- Increased preservation and promotion of the district's cultural identity due to the project
- Increased economic and educational opportunities provided by the project
- Measurable community impact of the project

Please list how your organization proposed to measure the outcome of your project, what specific metrics will you use to gauge your success?

OBJECTIVE 4: PROJECTS THAT ADDRESS THE DISTRICT'S RISK OF LOSING CULTURAL IDENTITY BECAUSE OF GENTRIFICATION DISPLACEMENT OR THE COVID-19 PANDEMIC.

Outcome 1: Support and expand cultural events and programming

Performance Measures:

- Total number of cultural programs and events offered in the district (Data source: Information provided by the Business District Association for the area and the Rockford Area CVB (GoRockford))
- Attendance at each program and event (Data sources: Attendance estimates by event host, Place.ai data)
- Participant satisfaction and feedback (Data source: Post-event surveys and feedback questionnaires)

Target Populations: Heritage District residents, businesses and non-profits, outside attendees (Rockford visitors and out of town visitors)

Baseline Data:

- Number of cultural programs and events held in the district in past years (Data source: Information provided by the Business District Association for the area and the Rockford Area CVB (GoRockford))
- Attendance estimates for each past program and event (Data sources: Attendance estimates by event hosts, Placer.ai data)

Outcome 2: Preserve and promote cultural identity

Performance Measures:

- Number of cultural events and programs offered in the district
- Number of cultural markers installed, new signs, plaques, and/or banners (with multiple languages available)
- Number of cultural narratives documented through interviews with legacy residents and historians

Target Populations: Existing businesses, area visitors, legacy residents

Baseline Data:

- Number of cultural programs and events held in the district in past years (Data source: Information provided by the Business District Association for the area and the Rockford Area CVB (GoRockford))
- Number of existing signs, plaques, and banners

OBJECTIVE 5: PROJECTS THAT ADDRESS THE DISTRICT'S HISTORY OF ECONOMIC DISINVESTMENT.

Outcome 1: Support and expand economic and educational opportunities for small businesses and entrepreneurs

Performance Measures:

- Total number of local businesses or entrepreneurs supported through Heritage District workshops and programs (Data Sources: Workshop attendance logs, City CRM)
- Number of business retention and expansion visits in the district

Target Populations: Small businesses, entrepreneurs, minority-owned businesses, food vendors, and legacy businesses.

Baseline Data:

- Existing storefront vacancy rates (Data sources: City of Rockford data, CoStar data)
- Total number of businesses in the district (Data sources: City of Rockford data, CoStar data)

Outcome 2: Decrease commercial vacancy rates within the district

Performance measures:

- Change in commercial vacancy rate year-over-year (Data sources: CoStar, City parcel data)
- Number of vacant storefronts activated (white-boxed, leased, or under redevelopment)
- Number of redevelopment opportunities advanced (Capital Theater, Nelson Knitting, Ingrassia Grocery Store)
- Number of businesses expressing interest in locating in the district (inquiries logged in CRM)

Target Populations: Existing businesses, prospective entrepreneurs, property owners.

Baseline Data:

- Current vacancy rate (CoStar, City data)

- Number of vacant storefronts and redevelopment-ready buildings

SECTION 3: FINANCIAL SUSTAINABILITY

- 1. Will any additional funding be necessary to complete the overall project(s) you prioritized in Section 1, including the entity's own funds, fundraising, endowments, other grant funds, private investors, etc. If so, what is the source of the additional funding needed?**

The activities described in this application will only utilize grant funding. However, input and priorities identified by the Heritage District Advisory Committee will inform future City decision-making related to new programs, allocation of resources such as TIF funding, and

- 2. Sustainability Strategy: How does the district plan to maintain the improvements made by this project or continue the programming over the long term (10-year designation status)?**

A key element of the sustainability strategy for Rockford's Heritage District will be the Advisory Committee. The Advisory Committee will launch in September 2026, and will include: a representative from a museum in the district, a business in the district, a nonprofit in the district, a resident of the district, a representative of another taxing body in the district, a youth member, and the Council member for the ward. The City will provide administrative and logistical oversight of the Advisory Committee during the 10-year designation period to ensure there is sufficient structure and support. Responsibilities of Advisory Committee will include 1) aiding in building relationships throughout the Heritage District in order to promote a sense of shared purpose, 2) providing insight regarding the culture, identity, and history of the Heritage District and its residents, businesses, and organizations, 3) prioritize shared goals and needs of the Heritage District as a whole, while considering how the needs of those in the District fit within these goals, and 4) actively promote and celebrate the attractions, events, and people who live and work in the Heritage District. Diverse representation and local knowledge and expertise will ensure the program authentically promotes the needs, interests, and goals of the district.

SECTION 4: ORGANIZATIONAL CAPACITY

- 1. Does your organization have sufficient staff with experience to successfully implement, manage and complete the project(s) prioritized in Section 1? Explain how your organization will complete data collection, analytical, and administrative tasks to successfully complete planned activities.**

The City of Rockford's Community & Economic Development Team are well versed in managing and successfully executing grants and programs. The Department currently oversees Federal, State, and local grants and has structured roles and responsibilities to meet the grant requirements. Additionally, the City's Contract & Grant Compliance Officer, will be involved in overseeing compliance regulations regarding the cultural designation. The team is skilled in connecting with individuals and organizations within the proposed cultural district and throughout the City. This enables them to create and execute plans that take residents' and stakeholders' needs and concerns into account. To oversee development of activities in the

district, the City will be a key member of the advisory board, collaborating with the other community partners and stakeholders in implementing the goals and strategies.

Sarah Leys, Community and Economic Development Director

- Ms. Leys will provide guidance for the establishment of the district and leadership direction for prioritizing and establishing goals.
- Ms. Leys oversees the City of Rockford's entitlement funding through the U.S. Department of Housing and Urban Development, Illinois Housing Development Authority, and additional State, Federal, and local funding sources. Additionally, she is the administrative lead for the Department, effectively connecting the divisions, which will be advantageous in the cultural district when confronting code violations, zoning, and building requirements.

Anna Carlson (FKA Anna Garrison), Economic Development Manager

- Ms. Carlson will serve as a grant lead, overseeing implementation of the programs and strategies to support the cultural district.
- Ms. Carlson has extensive experience creating and implementing economic development programs that involve multiple and diverse stakeholders, align with grant funding priorities, and support community goals.

Megan McBride, Community Engagement and Development Coordinator

- Ms. McBride will also serve as a grant lead, supporting planning and implementation of the programs and strategies to support the Heritage District.
- Ms. McBride has extensive experience conducting inclusive community engagement, communicating with diverse audiences, developing community-driven plans, and managing complex projects in compliance with funding or other programmatic requirements.

Jocelyn McLaughlin, Community and Economic Development Fiscal Coordinator

- Ms. McLaughlin will provide financial oversight, conduct financial data collection and analysis, and oversee financial administration and reporting associated with the grant. Additionally, she will be involved in creating, advising, and supporting the development of programs and events to support the Heritage District.
- Ms. McLaughlin currently serves on the Board of Directors for the Ethnic Heritage Museum. She will soon be joining the board for the South West Ideas for Today and Tomorrow (SWIFTT) nonprofit, which is located in the Heritage District and is a long-standing anchor and resource for area businesses.

2. **Who will oversee performance reporting for the project(s) prioritized for the district under this funding opportunity? Provide staff titles and describe their capabilities.**

Key staff who will oversee performance reporting for the projects prioritized for the district will be:

Megan McBride, Community Engagement and Development Coordinator

- Ms. McBride will be the lead for performance reporting and program implementation. She will work directly with area stakeholders and community partners, such as the Convention and Visitor's Bureau, to obtain relevant data for reporting.
- Ms. McBride has experience in Federal, State, and local grant administration, project management, and program implementation through past roles as a Planning and Development Director (Ashland, WI), Grants Administrator (Beloit, WI), and Managing Director of the UniverCity Alliance program at UW-Madison.

Jocelyn McLaughlin, Community and Economic Development Fiscal Coordinator

- Ms. McLaughlin will oversee financial administration and reporting associated with the grant. Additionally, she will be involved in creating, advising, and supporting the development of programs and events to support the Heritage District.
- Ms. McLaughlin coordinates the financial components of the Community and Economic Development Department. In addition to the grant funding, she also leads the fiscal component of the economic development programs and cost reduction tools.

3. Describe how your staff (particularly those tasked with report preparation) are familiar with the Cultural District program/project requirements, deliverables, and outcomes for the activities to be covered by this funding opportunity.

Sarah Leys, Anna Carlson, and Jocelyn McLaughlin developed a deep understanding of the Cultural District program requirements and expectations through their involvement in crafting the city's application for designation as a State Designated Cultural District. They also all have extensive grant administration experience, as described above.

Megan McBride is a new staff member, but has thoroughly reviewed SCDC statutes and regulations and also utilized the SCDC dashboard educational materials to develop a strong understanding of the program. She will also engage in quarterly meetings, available trainings, and direct communication with the SCDC Grant Manager and Program Manager to ensure the City's compliance with applicable regulations and engage in peer learning with other Cultural Districts around the state.

4. Describe the mechanisms in place to ensure data accuracy and integrity for reporting related to the activities to be covered by this funding opportunity?

Staff will utilize a combination of partner-provided data, subscription-based databases, and original data collection to establish baselines, track changes, and measure impacts of district activities.

Partner-provided data will be collected through semi-annual reporting of event and programs metrics, including attendance, total event budget, and a summary of qualitative feedback from attendees. Subscription-based databases such as Placer.ai and CoStar will be used to gather historical and current data related to foot traffic, visitor trends, event impacts, vacancy rates, and market trends. Original data will be collected through post-event questionnaires and periodic surveys to provide easy and accessible avenues for feedback on district programming.

All district activities, including business recruitment and retention visits, communication with local businesses and residents, events, and program management will be recorded within the department's CRM. This will facilitate ease in reporting on district activities, ensure data accuracy, and effectively coordinate the numerous aspects and programs associated with the district.

SECTION 5: APPLICANT CERTIFICATION

Under penalty of perjury, I certify that I have examined this application and the document(s), schedule(s), and statement(s) submitted in conjunction herewith, and that, to the best of my knowledge and belief, the information submitted herewith is true, correct, and complete. I represent that I am the person authorized to submit this application on behalf of the applicant and that I am authorized to execute a legally binding grant agreement on behalf of the applicant if this application is approved for funding.

I hereby release to DCEO the rights to and use of photographs and/or any written statements or information, regardless of format (whether they are direct quotes or paraphrased by DCEO), contained in or provided after the grant application for the purpose of publication on DCEO's website. I hereby also release any and all claims against DCEO, its officers, agents, employees and/or affiliates arising out of, or in connection with, the usage of photographs and/or written statements or information, regardless of format (whether they are direct quotes or paraphrased by DCEO), for the purpose of publication on DCEO's website.

Signature

Printed Name and Title: Click or tap here to enter text.

Date: Click or tap here to enter text.

The applicant should read and understand the certification statement provided in this section.

The individual who signs this section should be the individual that is authorized to sign the grant agreement if funds are awarded. The authorized individual should sign their name, print their name and title and date of certification. **Digital signatures are not accepted.* Please note the certification authorizes DCEO to publish a copy of the completed application on DCEO's website, as specified above.