

# COVID-19 RELIEF – SUPPORTING ELM AND MAIN (SEAM)

Program Guidelines | January 2021



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## Section I – Statement of Purpose

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The **COVID-19 Relief – Supporting Elm and Main (SEAM)** program will provide financial assistance to the community revitalization organizations dedicated to community and economic development in older and historic downtowns, commercial districts, and neighborhoods according to the principles of the Elm Street and Main Street Approaches. The program, supported by Keystone Communities funding, is intended to assist Elm Street and Main Street organizations that have been economically impacted by COVID-19.

Grants under this program are processed under the authority of (a) Section 3 of the Act of May 10, 1939 (P.L. 111, No. 51), known as the Commerce Law, which authorizes the Department of Community and Economic Development (DCED) to undertake ways and means of promoting and encouraging the prosperous development of Pennsylvania business, industry and commerce, of expanding markets and promoting and developing new markets for Pennsylvania products, to encourage the location and development of new business, industry and commerce within the commonwealth, to aid in restoring employment in communities affected by unemployment, and to assist persons, firms, associations, political subdivisions, corporations, cooperative associations and other organizations in the execution of its duties and functions under the Act; and (b) Section 670.101 of the Act of April 9, 1929 (P.L. 177, No. \_\_\_\_), as amended, known as the Administrative Code of 1929, which authorizes the Grantor to make direct grants or provide other forms of technical assistance to various public safety, recreation, senior citizens or other community service organizations.

## Section II – Eligibility

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### A. Eligible Applicants

Organizations that fall under one of the bullets listed below are eligible applicants provided the organization currently employs a paid professional manager or coordinator responsible for the administration of the revitalization strategy/program.

- Designated Keystone Main Street, Keystone Elm Street, or Keystone Communities Organizations
  - Organizations in designation status as of March 1, 2020 and through the application period. Eligible applicants must also be in good standing with designation requirements.
- 2020 Nationally Accredited Main Street Programs
  - Organizations awarded the distinction of national accreditation by the National Main Street Center.
- Community development organizations
  - Organization dedicated to community and economic development in older and historic downtowns, commercial districts, and neighborhoods which follow the principles of the Main Street and Elm Street Approaches as defined in the Keystone Communities Program Designations guidelines.



## B. Eligible Uses of Funds

Eligible costs are those costs listed below which are incurred between 3/1/2020 and 12/31/2021.

- Direct salary and fringe benefits for manager, coordinator and/or support staff
- Operations costs to include:
  - Rent or mortgage
  - Utilities to include electric, water, internet, phone
  - Recovery and resiliency costs as a result of COVID-19 to include internet meeting service fees/licenses, equipment purchases, off-site/cloud data storage, cybersecurity

## C. Funding Requirements and Limitations

Maximum grant requests and awards:

- Designated Keystone Main Street, Keystone Elm Street, and Keystone Communities may request up to \$50,000.
- All other applicants may request up to \$50,000 or 50% of annual operating budget, whichever is less.

Eligible costs may not include costs paid for with other state or federal relief funding.

# Section III – Application Procedures

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Applications will be accepted between January 25, 2021 and 5 pm on February 19, 2021.

To apply for funding, the applicant must submit DCED's electronic Single Application for Assistance located at [www.esa.dced.state.pa.us](http://www.esa.dced.state.pa.us). The following required supplemental information must be attached electronically to the application in the Addenda section:

- Eligible applicant's bylaws and Articles of Incorporation.
- Current annual operating budget detailing, at a minimum, salary information, space, and utilities cost.
- Demonstrable lost revenue due to COVID-19 using comparative data to show a reduction in:
  - event revenue due to reduced scale or canceled events,
  - donations and/or sponsorship,
  - NID/BID fees,
  - NAP/NPP-related revenue, or
  - Municipal support.
- Demonstrable operations history in a Main Street, Elm Street, BID, or NID capacity for at least a year prior to application.

- Current revitalization strategy document and accompanying evidence to demonstrate it has been reviewed and approved as a guiding strategy within the past 3 years.
  - Note: DCED will be reviewing this document to ensure it follows the principles of the Elm Street or Main Street Approaches.
- Signed Appendix I – Letter of Commitment
  - A commitment by the applicant to employ a dedicated, professional manager or coordinator dedicated to the revitalization efforts during the grant activity period of 3/1/20 - 12/31/21. To qualify, this manager/coordinator will work and be compensated at least 60% of a full-time employee's time.

At the time of application, DCED will request the name, title, and email address of two individuals authorized to execute a contract, *if awarded*. Staff will verify the accuracy of information prior to contracting, as necessary.

## Section IV – Application Evaluation

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Applications will be evaluated using the following criteria:

- Designation status
- National accreditation status
- Level of demonstrated loss

## Section V – Contracting, Payment, and Closeout Procedures

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### A. Contracting with DCED

- Upon approval of an application by DCED, a grant agreement (contract) will be issued to the applicant for electronic review and signature.
- A fully executed contract between the applicant (hereafter referred to as grantee) and DCED is required prior to disbursement of funds. Costs incurred prior to full execution of the contract are incurred at the grantee's own risk.
- Requests to modify the contract must be submitted in writing to the program office a minimum of 3 months prior to the end of the contract activity period. Submission of a modification request does not guarantee approval.

### B. Requests for Payment

- All payment requests must be submitted using the approved payment request form received with the fully executed contract.
- Funds will be issued in two payments:
  - 50% of the grant award may be requested immediately upon full execution of the contract.
  - Remaining 50% will be issued upon request and with the submission of backup documentation providing evidence that at least 90% of the first payment has been utilized and a report detailing these expenditures.
- Payment requests require at least 45 days for processing.

### C. Contract Closeout

Within 60 days of the close of the Contract Activity Period, grantees are required to complete the project close-out documents outlined at [dced.pa.gov/compliance](https://dced.pa.gov/compliance) for State Funded Contracts less than \$100,000.

## Section VI – Miscellaneous Program Requirements

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### A. Nondiscrimination

No assistance shall be awarded to an applicant under this program unless the applicant and the project user certify to DCED that the applicant and the project user shall not discriminate against any employee or against any person seeking employment by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the Pennsylvania Human Relations Act, which prohibits discrimination on the basis of race, color, religious creed, ancestry, age, sex, national origin, handicap or disability, or in violation of any applicable federal laws. All contracts for work to be paid with grant funds must contain the commonwealth's official nondiscrimination clause.

### B. Project Records

The applicant must maintain full and accurate records with respect to the project and must ensure adequate control over related parties in the project. DCED requires access to such records, as well as the ability to inspect all work, invoices, materials, and other relevant records at reasonable times and places. Upon request of the program office, the applicant must furnish all data reports, contracts, documents, and other information relevant to the project.

### C. Conflict of Interest Provision

An officer, director, or employee of an applicant who is a party to or has a private interest in a project shall disclose the nature and extent of the interest to the governing body of the applicant, and may not vote on action of the applicant concerning the project, nor participate in the deliberations of the applicant concerning the project.

## Section VII – Program Inquiries

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Program inquiries should be directed to:

Department of Community and Economic Development  
Center for Community Enhancement  
Commonwealth Keystone Building  
400 North Street, 4th Floor  
Harrisburg, PA 17120-0225

Telephone: (717) 787-6245  
Email: [ra-dced-kcp@pa.gov](mailto:ra-dced-kcp@pa.gov)

## Appendix I – Letter of Commitment

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Our organization, an eligible applicant for the COVID-19 Relief – Supporting Elm and Main (SEAM) Program, commits to employ a professional manager or coordinator dedicated to the revitalization effort during the grant activity period of 3/1/20-12/31/21 if awarded funding.

The staff member serving in this role as of the date of submission is \_\_\_\_\_ (name),  
\_\_\_\_\_ (title).

\*Name: \_\_\_\_\_

\*Title: \_\_\_\_\_

*\*Commitment to be signed by the highest-ranking official of the applicant's organization.*