

The Lighter Quicker Cheaper Challenge

Instructions for Application Form

Thank you for being a part of the REALTOR® 2019 Lighter, Quicker, Cheaper (LQC). LQC is a low-cost high impact incremental framework for improving your community in short order. As a strategy, it has produced some of the world's most successful public spaces, capitalizing on the creative energy of the community. If you have questions please feel free to contact Alan Jeffries, Association Executive at 269-983-6375 or email: ajeffries@swmar.org.

Application Information – Return completed application form to Southwestern Michigan Association of REALTORS (SWMAR) by fax: 269-983-5206 or email to:
Kathy Pallas at kpallas@swmar.org

Our Lighter Quicker Cheaper (LQC) Initiative Description: In 200 words or less, describe how your project or activity turns an underutilized common space into a vibrant, bustling, enjoyable space, quickly and creatively.

Application deadline is March 15, 2019.

Amount Requested: _____ Enter the grant amount of funding requested. (\$5,000 maximum)

Completion Dates: The first grant selected must be completed by **June 1, 2019** and the second grant selected by **September 30, 2019**.

Name and Contact Information: Name, address, phone number and email address for the person most knowledgeable about the proposal. Provide an email address for the contact person where you want all correspondence to be sent. Also include a website address of the organization if applicable.

LQC Initiative Information

1. Explain how funds will be spent to meet Lighter, Quicker Cheaper goals. Tell us a little bit about how your unique LQC initiative will transform or enhance a space and spark social engagement, and perhaps even support other placemaking activities in your community.

Program/Project Participants:

Number of Individuals to Benefit: State the estimated number of people who will participate in and/or benefit from your event, activity or the neighborhood improvement project.

2. Explain how your idea will contribute to the neighborhood or community. ? How might this lead to social connections? What demand do you see for this activity?
3. What neighborhood/community activities supplement your LQC initiative?
4. Have you secured permission from the appropriate organization(s) if your project involves public or private space?
5. List the REALTOR® sponsor, company and email for the LQC initiative along with a short statement from the sponsor affirming the project goals from his/her perspective.
6. Seeing is believing; please email a photo of the project site to the program coordinator at your Local Association. This photo will provide visual support for the project as well as demonstrate an applicant's ability to comply with the project requirements.

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2019 Application Form

Our Lighter Quicker Cheaper (LQC) Initiative: (Title of Project)

Our LQC Initiative will increase opportunities for social engagement and activity in the neighborhood and change the way people think about or utilize our community.

Location of Project: (i.e. alley, vacant lot, open space, street, etc.) and current condition of location:

Grant amount requested: _____

Total Budget for Project: _____ (include list of material costs and sketch of project)

Type of Project: **Check only 1**

- Alley Activation Community Garden Dog Park Memorial Site Park
 Parklet Pocket Park Pedestrian Plaza Play Area/Fitness Area
 Trail/Pedestrian/Bike Path Other: _____

Describe the project and what will be done on the site? Include URLs and attach the concept plan if applicable.

(Attach additional page if necessary) _____

What is the project's total budget? **Attach a copy of the budget (i.e. design fees, materials, etc.).**

Projects with a total budget over \$200,000 will not be funded.

What will grant funding be spent on? (i.e. design fees, seating, artwork, materials, site prep, labor, etc.) _____

How will gap funding (amount not approved by grant) be provided for? _____

When will the project be started and completed:

Name and Contact Information

Name of Applicant/Group

Contact Person

Address

Daytime/Evening Telephone Number Email

The following questions are designed to provide the Judging Panel information and details about your proposed project for the review process. Please refer to the Application Instructions for guidance.

1. Tell us more specifically about how the funds will be spent to meet one or both of the Lighter, Quicker Cheaper goals?

How will this project transform the current space into a place for the community to gather and/or what types of positive cultural (community engagement), economic (increase in business activity), and other impacts will this project generate in the community?

Estimated number of individuals to benefit: _____

2. Is the site of the project accessible via transit, bike, or foot or only by car? Please describe.

3. Will the space be accessible most of the time to the whole community? Please describe.

4. Is this project part of a larger community revitalization or Placemaking project? Yes No

5. What is the role of the REALTOR® Association in the project? How are REALTORS members (YPN (Young Professionals Network), Commercial Members, Broker(s)/Firm) engaged in the project. Describe in detail. _____

6. Are there any other partners/volunteers involved in this project? Describe their roles.

Check the type of partners involved in the project. Check all that apply.

Boys & Girls Club

Main Street Organization

Downtown Association/BID

Civic/Cultural/Arts Organization

City/County/State

Faith-based Organization

Other: _____

If there are partners/volunteers, please include their names.

7. How will the space be sustained and maintained after the initial implementation?

8. I have secured permission as appropriate from any/all governing bodies, merchants, affiliated groups for use of the public space as outlined in this grant. Yes No

9. My REALTOR® sponsor for the project or event is: Name _____
Company _____ Email _____

I enthusiastically sponsor this project, because I want the neighborhood to be:
(insert REALTOR® supporting statement here)

11. Please email a current **PHOTO** of your neighborhood/community LQC planned project area to Kathy Pallas @ kpallas@swmar.org. In addition, LQC Challenge winners are required to submit photos highlighting their project from start to finish. Photos do not need to be professional quality, rather show the “before” and “after” of the project, or during the scheduled activity. Additional information about submission of photos will be provided upon approval. Videos are also accepted.

12. CERTIFICATION

I certify that the information contained in this application is true and correct to the best of my knowledge and belief.

Signature of Contact Person

Date

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