



2018 Holiday Lighted Retail Window Display Grants

The Lighted Retail Window Display (the LRWD) Grant Program assists local retail businesses with funding for lighted holiday window displays, increasing the seasonal attractiveness of Alexandria as a means to draw additional shopping, generating more visitor spending and City tax revenue which pays for key City services for residents and supports our small business community. The LRWD Program will reimburse in increments of up to \$250 per applicant. Unlike most grant programs, there is no match required. The recipient must be a member in good standing of Visit Alexandria.

Reimbursement: Grants will be issued to reimburse hard costs associated with retail window display decoration. Applicants will be issued reimbursement of valid upon presentation of valid invoices and a photo of the completed window display.

Sample of eligible expenses: Lights, lighting fixtures, display materials, decorations, contracted decoration services

Sample of ineligible expenses: Expenses not associated with holiday decoration, staff payroll, projects begun prior to grant approval

Application Deadline: All applications must be received by November 9, 2018.

Note: Visit Alexandria will award a maximum total of \$10,000 in holiday window display grants. If the value of all program applications exceed this amount, awards will be issued on a first-come, first served basis, based on the date of application submission.

Time Frame: Retail window display must be completely installed and operational by Wednesday, November 21, 2018 and remain so until Sunday, January 6, 2019

Business Name: _____ Day Phone: _____

Manager: _____ Day Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Project Address: _____ Project Name _____

Grant Request Total (max \$250) \$ _____

Are you a member of Visit Alexandria? _____

If no, please include a \$520 check for membership to be considered for the grant program.

Brief Display Description (work to be completed, business related items to be purchased)

Applicant Acknowledgement of Understanding I certify that all statements on this application are true and correct to the best of my/our knowledge. I understand this program is funded at the discretion of Visit Alexandria and there is no guarantee of grant funds being made available. I understand that being a member of Visit Alexandria makes me eligible to apply for grant funds and does not ensure I will receive grant funding. In the event I do not receive grant funding, the annual membership will not be refunded but will make me eligible for other Visit Alexandria programs. I understand that Visit Alexandria will review all applications and further reserves the right to approve or deny any application. I agree to allow Visit Alexandria to use illustrations, photographs, and/or other images of this project for public relations, social media, reports, publications and advertisements both print and electronic. I acknowledge and understand that approval for the receipt of funds in no way creates liability of any kind whatsoever on behalf of Visit Alexandria, its members, employees, successors or assigns and agree to indemnify and hold Visit Alexandria members, employees, successors or assigns harmless from any and all liability.

Applicant Signature: _____ Date: _____

Please submit application no later than November 9, 2018 to:

LRWD Grant Application, Visit Alexandria, 625 North Washington St, Ste 400, Alexandria, VA 22314

Reimbursement Request Form (submit with receipts and photo)

Business Name: _____ Day Phone: _____

Business Manager: _____ Day Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Total Grant Amount Awarded: _____

Total Expenditures for this Project: _____

Total Request for Reimbursement: _____

(Cannot exceed Grant Amount awarded or \$250, whichever is less). Please attach copies of receipts and photo of completed window display.

By signing the form below, I certify all expenses listed above were to complete the project as listed in the grant application for this property/business.

Signature of Applicant: _____ Date: _____