



NOF Submittable.com Application Walkthrough

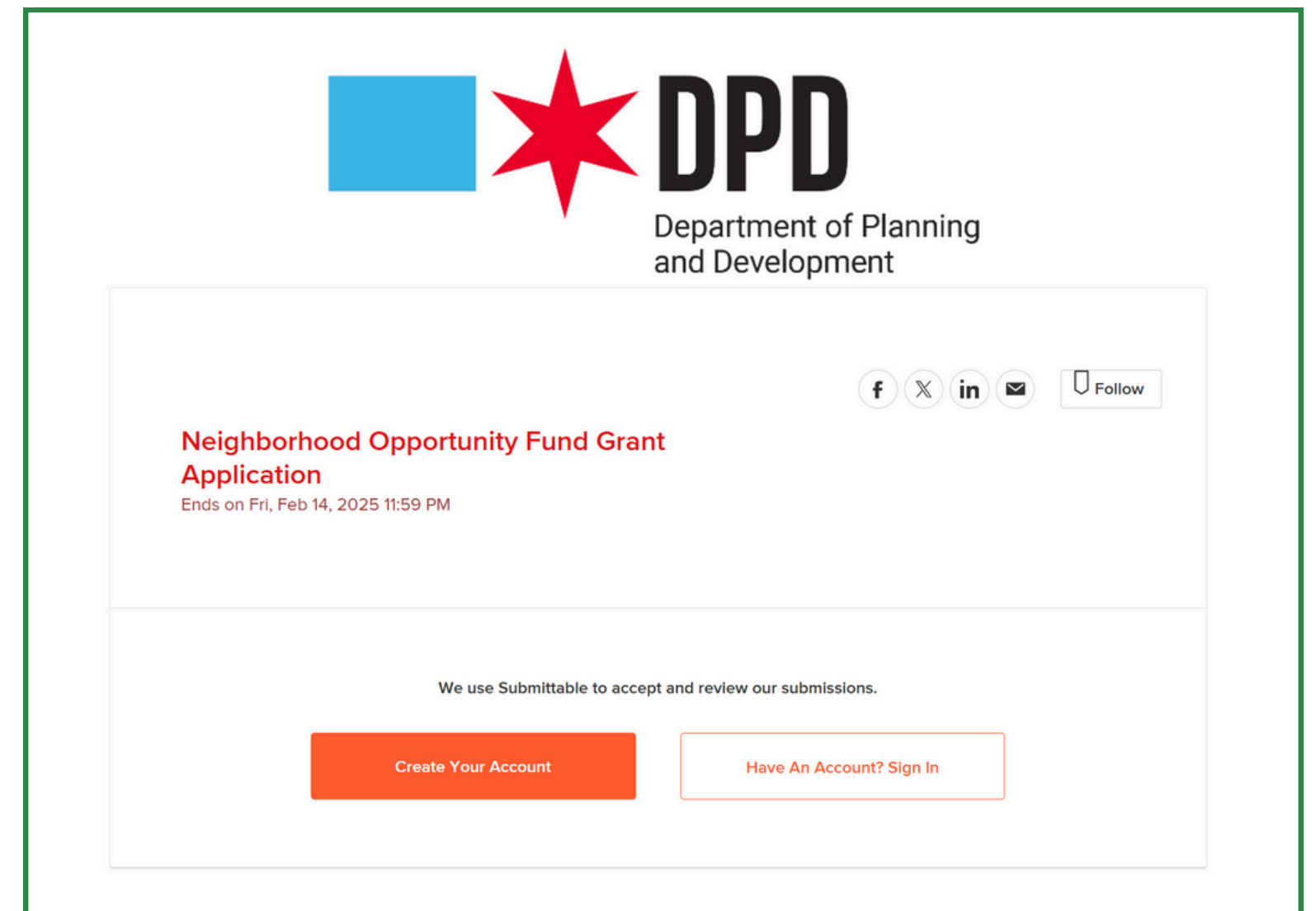
NEIGHBORHOOD OPPORTUNITY FUND
ONLINE TOOLKITS

How do I apply for a NOF grant?

All applications must be completed through DPD's online platform on [Submittable.com](https://www.submittable.com). Create an account with an email address you will have reliable access to. If you have applied for City grants in the past, you can use the same account for your NOF application.

This toolkit will walk you through the process of creating your NOF grant application on [Submittable.com](https://www.submittable.com)

When you click the link to the application, you will be taken to the [Submittable.com](https://www.submittable.com) page pictured here:



What you will need before beginning:

- ✓ **Proof of site control of the project property** in the form of a deed, lease [min. five years], or executed purchase and sale agreement
- ✓ **At least one (1) construction bid** from a general contractor and/or subcontractor detailing your project's work
- ✓ **Documentation of whatever funding you have for the project** such as bank statements, loan agreements/term sheets, or similar relevant documents
- ✓ **A sources and uses table** for your anticipated costs and expenses

If you are applying as a start-up, you will also need:

- ✓ **A business plan** describing the details of your business or organization and its operative functions in general
- ✓ **A strategic plan** outlining the projection of your business or organization over the next five years and your plan to achieve those goals

The application begins with background information on the NOF program, details on requirements, and an overview of the application structure

Required Documentation

You will have the option to submit many kinds of materials to strengthen your application as you see fit, but a few documents are required. Failure to include them will result in the automatic disqualification of your application.




The required documents are:

- Proof of site control for the project property
- At least one (1) construction bid
- Substantiation of your project's sources of funds
- An anticipated sources and uses table
- Mandatory for start-up applications: a business plan
- Mandatory for start-up applications: a strategic plan

Please do not upload blank documents.

Application Awareness

You will need to confirm the following:

-  **You have attended or watched a recording of at least one NOF Information Session**
-  **You understand the NOF grant money can only be accessed through either a reimbursement or escrow agreement**
-  **You not currently a City of Chicago Employee, as employees may not receive the NOF grant**

Section I: Project Property Information

This section covers:

- ✓ **The project name or legal business name, and the project site's address**
- ✓ **The property identification number(s) (PIN), if applicable, which can be identified using the City of Chicago's [Zoning and Land Use Map](#)**
- ✓ **The property's Zoning District, which can be identified using the City of Chicago's [Zoning and Land Use Map](#)**
- ✓ **The project site's vacant/occupied status as well as details on its condition and liabilities; click on the following links to check [property taxes](#), [property records](#), and [building code violations](#)**
- ✓ **Your site control type, and where you will upload your proof of site control document(s)**

Section II: Business and Project Description

Business Description

Here you will give general information on your business overall.

- ✓ **What type of organization or project-owner you are**
- ✓ **A brief description of your business or organization** (*note: maximum of 2,000 words*)
- ✓ **How your business or organization does/will fill a commercial or cultural gap in your community**
- ✓ **How your business or organization aligns with the area's community plan**
- ✓ **Whether this is a start-up business or an additional location/expansion of an existing business**
- ✓ **How many employees (part- and full-time) you have**
- ✓ **Whether you will be creating new jobs with your project and how many jobs, as well as if you intend to hire locally and your strategy to do so**
- ✓ **Your business or organization's sector**

Project Description

Here you will provide information specifically about the project (i.e., the construction) you would put the NOF grant toward.

- ✓ **How you would use the NOF grant to enhance your business**, meaning, how the project would improve your business's operations, profits, or similar
- ✓ **How your NOF project would transform and/or fill a need in your area**, meaning, how the completion of the project would help your business to fill a commercial or cultural gap in your community
- ✓ **The type of work the NOF grant would be used for**
- ✓ **The construction timeline for your project**

Section III: Project Budget and Finances

This section covers:

- ✓ **The dollar amount of your anticipated total project cost**, which should match what is quoted in your construction bid
- ✓ **Your construction bid(s)**, which will be uploaded here
- ✓ **Your anticipated sources and uses table**; be aware that there is a fillable template available for your convenience, but you may upload a customized sources and uses table in the Document Upload section at the bottom of the application ('Other Supplemental Materials') if you prefer
 - *Detailed instructions on how to use the fillable template and tips on how to create an alternative are available in the Anticipated Sources and Uses Table Online Toolkit*
- ✓ **Documentation that substantiates the sources of funds being used to finance the project**, meaning, any documents that show how much financing for your project you have ready, and what kind of financing it is
 - *More information on this can be found in the Sources of Funds Documentation Online Toolkit*
- ✓ **A description of how your business or organization would generate revenue following the completion of your NOF project**, specifically at the project site

Section IV: Program Information, and Section V: Demographic Information

Note: your responses in Sections IV and V will not affect your application

Section IV: Program Information

This section covers:

- ✓ **Your history with the NOF program**
- ✓ **Your history with any other City of Chicago grant programs; *be aware that, while you may apply to multiple City grants at the same time, you may only accept one***
- ✓ **If you are planning to work with an architect; if you answer yes, you will be asked to upload at least one architectural bid**
- ✓ **If you are planning to work with a project manager; if you answer yes, you will be asked to upload at least one project management bid**

Section V: Demographic Information

This section requests the following self-identified demographic information:

- ✓ **Gender**
- ✓ **Race and ethnicity**
- ✓ **Preferred language**
- ✓ **Veteran identification**
- ✓ **Disability identification**
- ✓ **LGBTQIA (lesbian, gay, bisexual, transgender, queer/questioning, intersex, or asexual) identification**

Optional Documents Upload

If there are any additional materials you would like to include with your application, they can be uploaded at this point

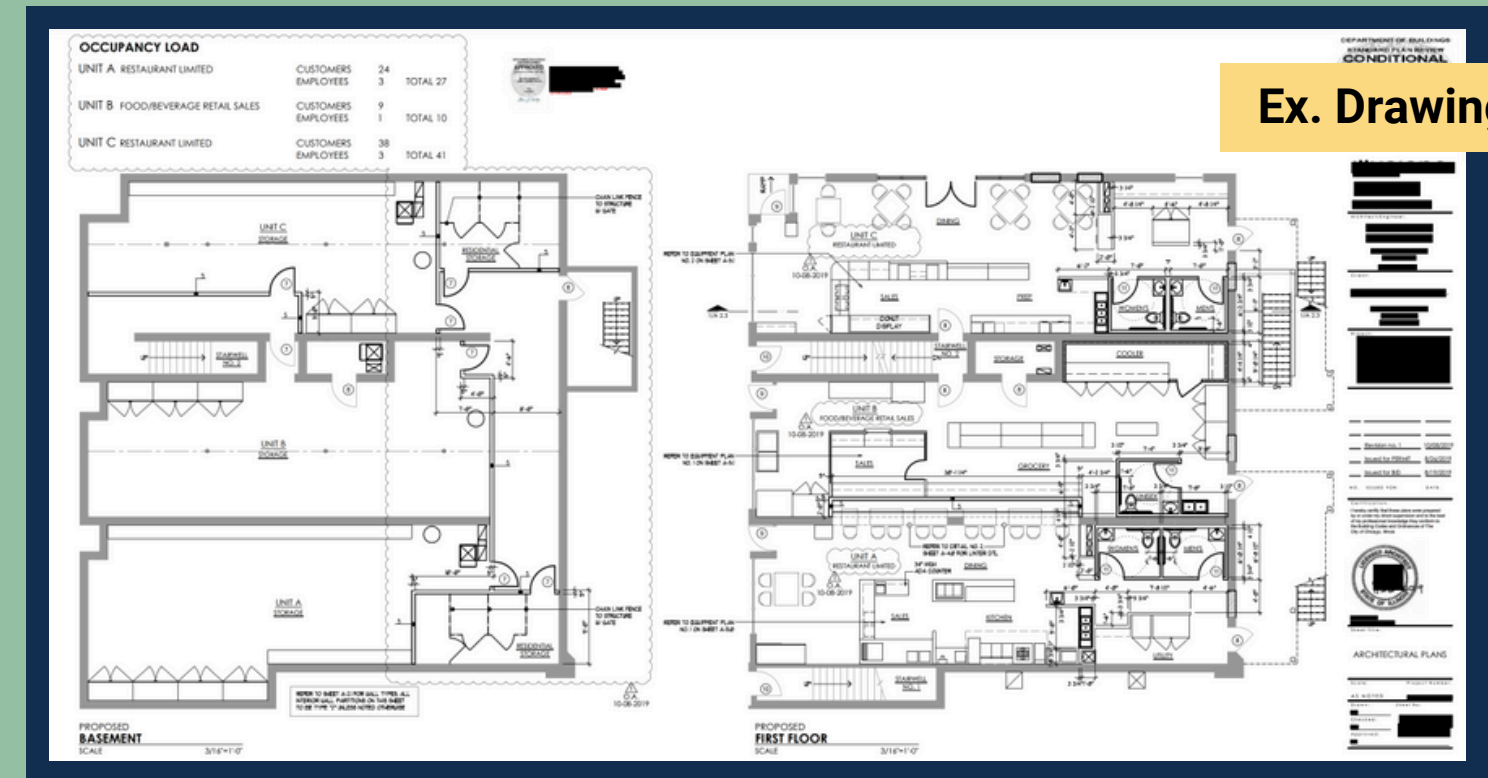
Optional Documents Include:

- ✓ **Architectural drawings/renderings**
- ✓ **Building or site photos**
- ✓ **Business and strategic plans** (*note: mandatory for start-ups, optional for existing businesses*)
- ✓ **Letters of support from the community and/or local officials**
- ✓ **Organizational and ownership chart**
- ✓ **Any auxiliary materials not listed here that you feel would strengthen your application!**

The following slides show examples of the listed materials

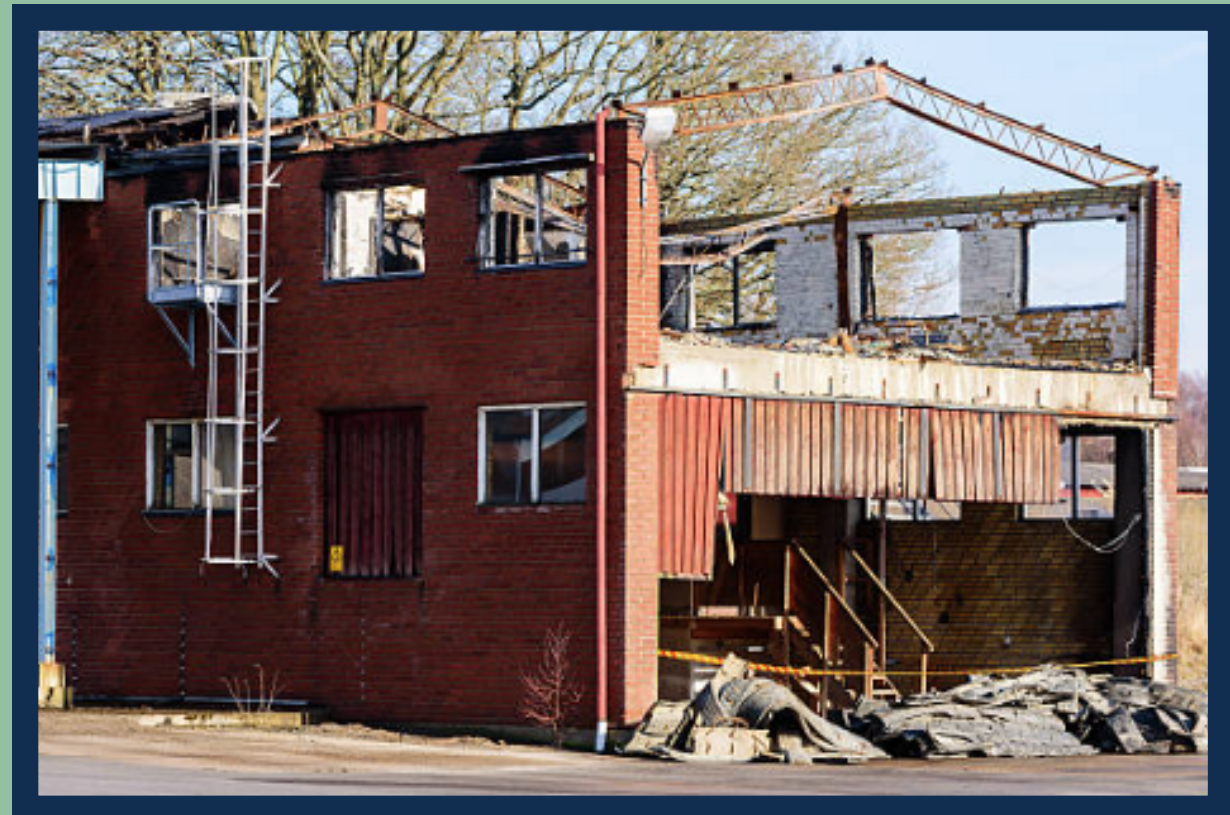
Architectural Drawings/Renderings

- **Architectural drawings** are technical illustrations of a space upon which a project's construction is based. Drawings typically include precise details, such as measurements and placements of permanent fixtures.
- **Architectural renderings** show a concept of how the finished space will look. They are less technical than architectural drawings.
- **The main difference between them** is that architectural drawings are technical while renderings are visualizations.



Building and/or Site Photos

- **Construction site photos** are crucial in documenting work progress and completion. If you are selected into the NOF program, you or your project manager will be required to send regular update photos of your project.
- You may choose to include site photos with your NOF application to give an idea of your project's starting point and illustrate improvements that could be made with the NOF grant.
 - For example: if your site was damaged in a fire, you may want to send photos of the damage to illustrate what could be fixed with the NOF grant.



Business and/or Strategic Plans

Existing businesses are encouraged to submit as many materials as possible; **start-up businesses are required to submit both a business plan and a strategic plan with their NOF application.**

- **A business plan** describes the details of your business or organization and its operative functions in general
- **A strategic plan** outlines the projection of your business or organization over the next five years and your plan to achieve those goals. It typically is longer and more detailed than a business plan.

*Need assistance creating your business or strategic plan?
Please reach out to our community partners!*

Table of Contents	
1.0 Executive Summary	4
1.1 The Products	4
1.2 Financing	4
1.3 Mission Statement	4
1.4 Management Team	4
1.5 Sales Forecasts	5
1.6 Expansion Plan	5
2.0 Company and Financing Summary	6
2.1 Registered Name and Corporate Structure	6
2.2 Required Funds	6
2.3 Investor Equity	6
2.4 Management Equity	7
2.5 Exit Strategy	7
3.0 Products	8
3.1 Sales of [REDACTED]	8
3.2 Sales of [REDACTED]	8
3.3 Sales of [REDACTED]	8
3.1 Sales of [REDACTED]	8
4.0 Strategic and Market Analysis	9
4.1 Economic Outlook	9
4.2 Industry Analysis	9
4.3 Customer Profile	9
4.4 Competition	10
5.0 Marketing Plan	11
5.1 Marketing Objectives	11
5.2 Marketing Strategies	11
5.3 Pricing	11
6.0 Organizational Plan and Personnel Summary	12
6.1 Organizational Structure	12
6.2 Organizational Budget	12
6.3 Management Biographies	13
7.0 Financial Plan	14
7.1 Underlying Assumptions	14
7.2 Sensitivity Analysis	14
7.3 Source of Funds	14
7.4 General Assumptions	14
7.5 Profit and Loss Statements	15
7.6 Cash Flow Analysis	16
7.8 Breakeven Analysis	18
Three Year Profit and Loss Statement	19
Three Year Cash Flow Analysis	23

Ex. Strategic Plan Content

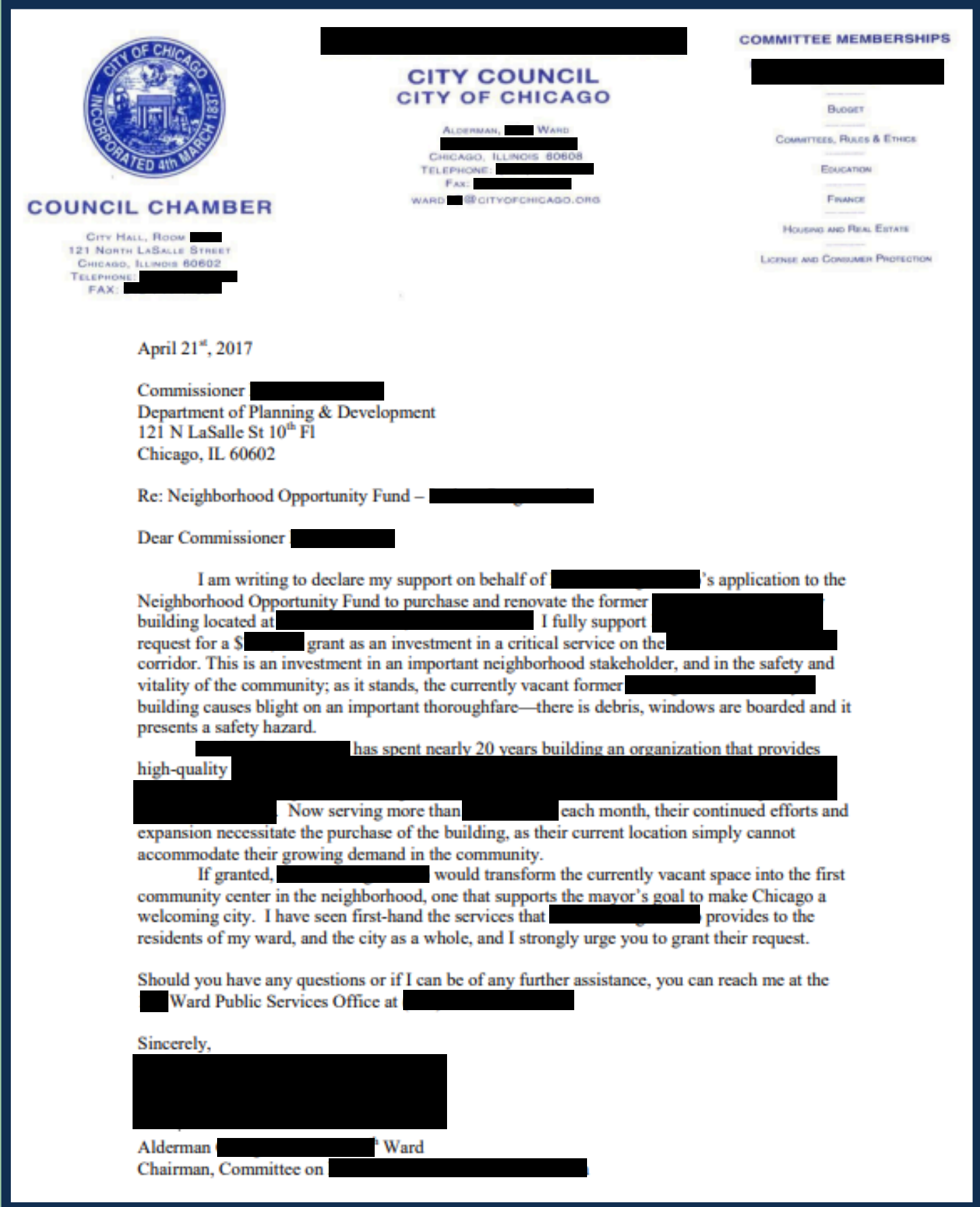
1. Table of Contents	2
2. Executive Summary	2
3. Business Plan	4
a. Marketing Plan	5
b. Management & Operations	5
c. Growth	8
d. Summary	8
4. Financial Profit & Loss Projections	9

Ex. Business Plan Content

Letters of Support from the Community and/or Local Officials

Including letters of support strengthens your application by showing you are connected with the wants and needs of area in which your project is located.

- **Letters from the community** provide firsthand accounts of how your project would impact the people living and/or working there.
- **Letters from local officials**, such as alderpeople or even officials who live in the area, indicate that your project is compatible with the broader goals of the City of Chicago.

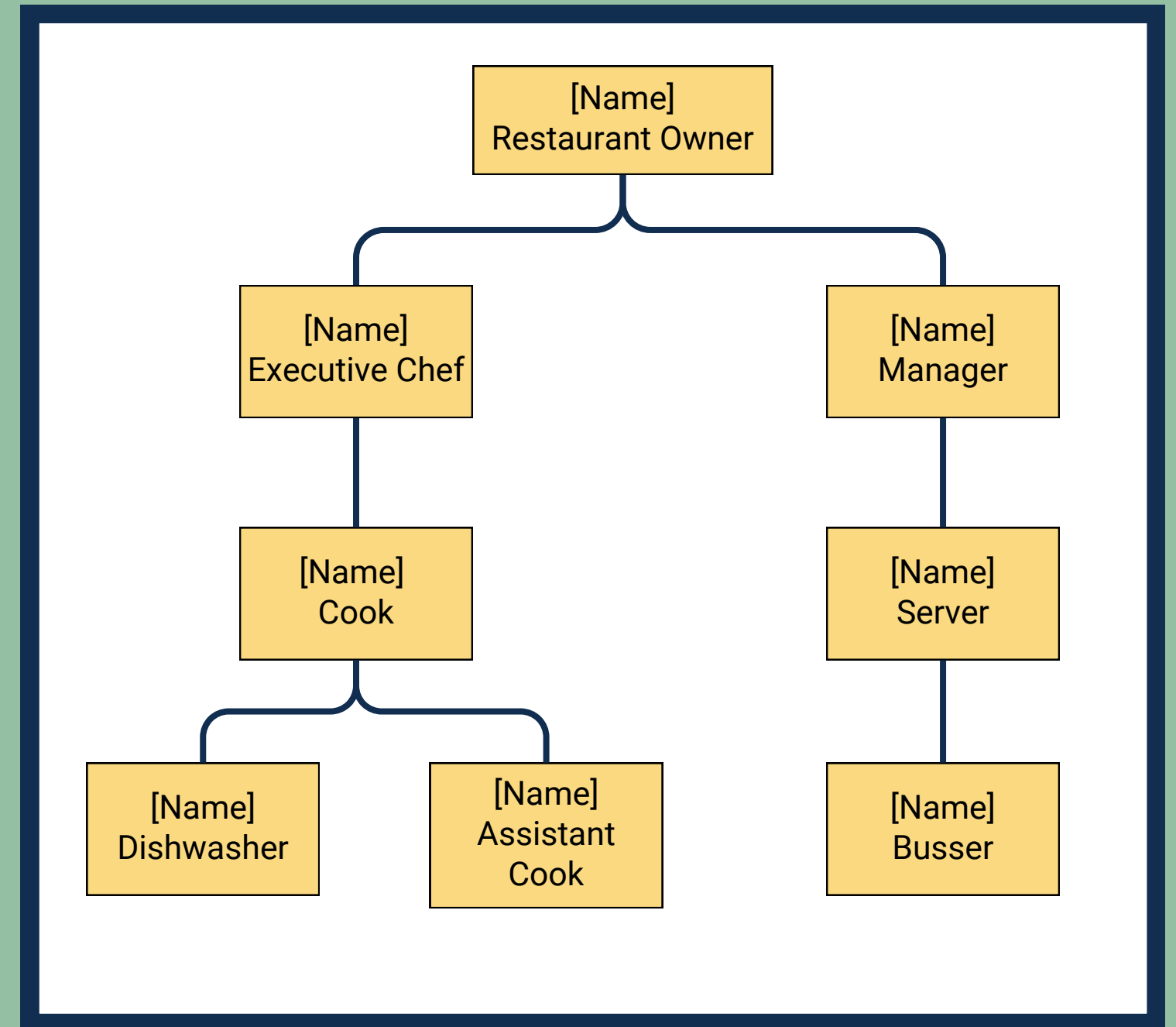


Ex. Local Official Letter

Optional Documents

Organizational and Ownership Chart

- An organizational and ownership chart is a diagram of a business or organization's structure, illustrating the hierarchy of ownership and power dynamics within the business or organization.
- There is no set format for an organizational chart, and you can create it to best fit your organization's structure.
 - However, at very least it should include the name(s) of any owner(s), the percentage of shares they hold, and all applicable titles of roles or positions



NOF Community Partners

If you need any assistance with putting together your NOF application, please feel encouraged to reach out to any of our community partners. **Full list and contact information are available at chicago.gov/NOF under 'Resources.'**





Thank you!

If you still cannot find the answers you're looking for, don't hesitate to contact us at NOF@cityofchicago.org.