ACTIVATION & BEAUTIFICATION CARE GRANTS

RICHMOND, VIRGINIA

Activation and Beautification CARE (ABC) grants provide funds to activate and beautify Richmond's CARE Areas to encourage revitalization and rehabilitation, and improve the environment for retail, service, and other businesses.

PROGRAM DETAILS

- Eligible Applicants: Neighborhood, Civic, and Business Associations, Non-profits, Foundations, and similar groups. The organizing entity must be registered with the Virginia State Corporation Commission and must be current on all required City licenses and taxes. Projects must be located on private property in a CARE area.
- Eligible Projects: Projects that activate, beautify, and improve the commercial environment and the vibrancy of CARE Areas. Examples include, but are not limited to:

  - Murals
  - Window displays in vacant spaces
  - Decorative or pedestrian-scale lighting improvements
  - Public-facing art installations
  - Pop-up concepts
  - Building wraps

  - Landscaping and greenscaping improvements
  - Exterior building cleaning and cosmetic façade improvements
  - Other activation and beautification efforts that are visible from the public right-of-way

- Award Information
  - **Award Amounts**: Grant awards will be evaluated based on project scope and alignment with program goals, CARE area impact and support, execution viability and timelines, applicant experience and capacity, and fund availability. up to the following maximums:
    - The program provides grants of up to $25,000
    - The program provides up to an *additional* $25,000 if an applicant has a dollar-for-dollar matching source.
    - Maximum award is $50,000

  - **Conditional Concept Approval:** prior to the grant award, selected applications will receive "Conditional Concept Approval," to indicate that their project, should it receive all necessary state and local regulatory approvals (i.e., safety, health, permitting, zoning, etc.) and sign a performance agreement, will be awarded a grant. The City will schedule a "Concept Path Meeting" to discuss approvals needed and help the applicant through processes.

Scan the code for a searchable CARE program map or visit www.richmondeda.com. Questions about the program can be sent to RichmondEDA@rva.gov.
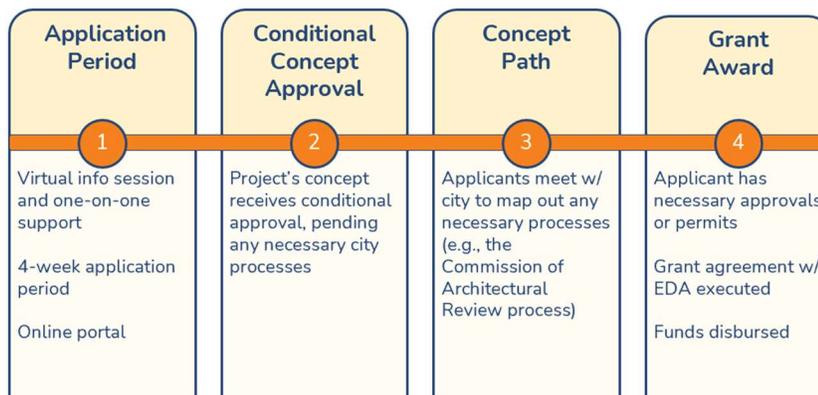
Funds granted through this program may not be used to duplicate or supplement other sources of funding provided by the City of Richmond, the EDA, the Commonwealth of Virginia, the federal government, or any of their respective agencies for the same or substantially similar use or purpose. The EDA and the City of Richmond reserve the right to update information related to the ABC program without prior notice. All projects must comply with all local, state, and federal laws and regulation, including all applicable City of Richmond public safety, health, permitting, zoning, and development review processes.

HOW TO APPLY

- **Applications will open at 12 pm on Friday, May 1, 2026, and close at 11:59 pm on Friday, May 29, 2026**.
    - There will be a virtual program info session held during the week of April 27th to answer questions – additional information forthcoming.
    - Economic development staff will be available to answer application questions during the application period on a one-on-one basis.
- Applicants will apply online at www.richmondeda.com. Materials needed to apply include, but are not limited to, detailed project description, expected impact, implementation timeline, project financials (include matching funds if applicable), letters of support from relevant business, neighborhood, civic, and community stakeholders, proof that the organization is in good standing with Commonwealth and Virginia (current SCC registration, business license), information on the background, qualifications, and experience of the applicant.

GRANT PROCESS

Application Period	Conditional Concept Approval	Concept Path	Grant Award
1	**2**	**3**	**4**
Virtual info session and one-on-one support	Project's concept receives conditional approval, pending any necessary city processes	Applicants meet w/ city to map out any necessary processes (e.g., the Commission of Architectural Review process)	Applicant has necessary approvals or permits
4-week application period			Grant agreement w/ EDA executed
Online portal			Funds disbursed

IMPORTANT DATES AND DEADLINES: 2026 GRANT PROCESS

Date	Item
Week of April 27th	Virtual information session *sign-up information forthcoming*
April 28 – May 29	Staff one-on-one support for interested applicants
May 1	Online applications open at 12 pm
May 29	Online applications close at 11:59 pm
Mid to late June	Selected applicants receive Conditional Concept Approval notification
Late June and July	Concept Path Meeting – all projects must have necessary city approvals to be funded (for example, a mural in a historic district must go through the Commission of Architectural Review process). The City will meet with selected applicants to map out the necessary steps.

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