



Work from Home Pilot – FY2022

Request for Interest

National Main Street Center
Remote Worker Pilot Program
May - August 2022

About Remote Work Strategy:

The COVID-19 pandemic has transformed the way we work. Telecommuting and remote work is no longer simply a trend, but is here to stay. Remote worker/resident attraction has emerged as a powerful way to tie opportunity to place and can fill a key missing piece in today's local downtown and community development efforts. There is a growing shift away from business attraction to resident attraction that focuses on individuals and place-based strategies. Remote workers bring their, often well paying, jobs with them to their new communities. These workers base their decisions on natural resources and quality of life factors instead of job locations. Attracting these remote workers in your community and downtown can increase local spending and investment opportunities.

In partnership with Virginia Main Street and the National Main Street Center, up to three selected communities will learn to leverage the remote work opportunities as part of a comprehensive downtown revitalization strategy. Technical assistance will be provided to analyze the demand, target market, and place-based gaps in supporting remote workers. This segment will include the development of a remote work assessment tool, a summary report with a set of recommendations and resource options. Building upon that analysis, each community will be provided with a Project Feasibility Report relating to a Place-Based and/or Program Recommendation.

How to apply:

Complete the Request for Interest form below, and return it to mainstreet@dhcd.virginia.gov with the subject line: "WORK FROM HOME PILOT RFI" no later than 12:00 p.m. EST on **April 4, 2022**.

Notification of acceptance into the pilot program will be made by **April 28, 2022**.

Additional information:

If selected for the pilot program, the community will receive approximately \$10,000 worth of technical assistance services. The community will be required to sign a Memorandum of Understanding with the Virginia Department of Housing and Community Development (DHCD) for the program. With this service, the community agrees to fully participate, as well as assist with logistics for on-site visits.

I. Contact Information

Community:

Municipal point of contact name:

Organization:

Address:

Phone:

Email:

If applicable:

Nonprofit/downtown organization point of contact name:

Organization:

Address:

Phone:

Email:

II. Community/Organization Information

1. How does remote work fit into your local or downtown economic development strategy or identified focus (Transformation) strategy?

2. Describe community assets that you believe would position your program to have a high degree of success implementing a remote work strategy (Examples might include co-working space, child care, broadband connectivity, natural resources).

3. List businesses already within the downtown district and community that would complement the remote work strategy. Include the business name, business owner name, and business/property address.

4. How would participating in a pilot program help your community and businesses? What goals would you hope to achieve through participation?

5. Describe your community or organization's skillsets, capacity, programs, and resources that you believe would position you to successfully implement a remote work program. (Examples might include any professional development received in this area; history of working directly with remote workers, previous resident attraction programs, etc.)

6. List other partners you feel would be helpful in implementing a remote work strategy. Is there a local elected official and municipal staff support for this type of economic development?

III. Supporting/Additional Information

Please include any information not addressed above that you think would be helpful for evaluation of this Request for Interest.

IV. Certification

I certify that the information provided above is correct, to the best of my knowledge. I understand that if the community is selected for the pilot program, full participation will be required and implementing recommendations from the services will be the expected outcome of this program.

Municipal Point of Contact Signature

Date

Nonprofit Point of Contact Signature, if applicable

Date

Return the completed form to mainstreet@dhcd.virginia.gov with the subject line:
"WORK FROM HOME PILOT RFI" no later than 12:00 p.m. EST on **April 28, 2022**.

If you have any questions about this RFI application, please call 804-371-7171.

