



Phase 1 Frequently Asked Questions

Question: Who is eligible to submit ATL Challenge proposals?

Answer: Proposals must be submitted by an entity capable of either (a) implementing, or (b) entering into a partnership to implement the proposed activity. Entrants must have a valid Tax Identification Number to receive award funds.

Question: What if I have an innovative idea but do not have the capacity to implement it?

Answer: You can use the form below to engage other potential stakeholders to advance an innovative idea. You can use this discussion forum to reach out to potential partners, or to share your innovative idea with other organizations with the capacity to implement.

Question: How will Phase 1 proposals be evaluated?

Answer: Evaluation Criteria for the first phase of the Atlanta Challenge is as follows:

- Feasibility – 40 percent of overall score
- Scale of impact – 20 percent of overall score
- Continued Impact – 20 percent of overall score
- Neighborhood Context – 10 percent of overall score
- Tenant Engagement and Impact – 10 percent of overall score

Second phase applications will be evaluated based on a similar structure, which will be released along with the announcement of the finalists.

Question: Can you provide examples of potential proposals that the sponsors and organizers would consider funding through the ATL Challenge?

Answers: Potential proposals could focus on the following issues, but are by no means limited to:

- Identifying a pipeline of properties at risk of loss as a result of physical deterioration, financial distress, market repositioning, and/or subsidy expiration.
- Expanding the pool of developers capable of undertaking preservation initiatives
- Facilitating cross-jurisdictional and cross-sector engagement to enhance partnerships among interested stakeholders
- Creating additional sources of capital and/or supporting more efficient uses of existing sources
- Developing local and/or regional policies that support preservation
- Engaging tenants in preservation efforts