



**FY2017 Great Streets Small Business(s) Grant -
Lower Georgia Avenue
REQUEST FOR APPLICATIONS (RFA)**

Release Date of RFA: Tuesday, November 29, 2016

RFA ID #: ODMPED – GSLGA – 161111

Grant Orientation: Please refer to the Great Streets website,
www.greatstreets.dc.gov,

Submission Deadline: Tuesday, December 13, 2016 at 12:00p.m.

Please note that all applications must be submitted electronically. Incomplete applications or those submitted after the deadline will not be accepted.

Submission Details: Online submissions only. Please submit your complete application (including attachments) through the MicroEdge portal on the website for the Office of the Deputy Mayor for Planning and Economic Development (ODMPED):
www.dmped.dc.gov.

Point of Contact: LaToya Hampton, Grants Administrator
Phone: (202) 724-7648
E-mail: dmpedgrants@dc.gov

Availability of RFA: Download from OPGS website www.opgs.dc.gov
ODMPED's website, www.dmped.dc.gov,
and via the Great Streets website, www.greatstreets.dc.gov

Table of Contents

I.	Introduction	3
II.	Eligible Funding Uses.....	3
III.	Service Areas.....	4
IV.	Eligible Applicants	4
V.	Grant Disbursement	6
VI.	Application Review.....	6
VII.	Application Awards	6
VIII.	Submission Guidelines	7
IX.	Grant Orientation	8
X.	Contact Person	8
XI.	Terms and Conditions.....	8
XII.	Scoring Criteria	9
XIII.	Certifications and Assurances	11

I. Introduction

The Office of the Deputy Mayor for Planning and Economic Development (ODMPED) is soliciting grant applications from qualified small business owners who wish to improve their place of business. The purpose of the Great Streets Retail Small Business(s) Grants is to support existing small businesses, attract new businesses, increase the District's tax base, create new job opportunities for District residents, and transform emerging commercial corridors into thriving and inviting neighborhood centers.

ODMPED will make competitive awards up to \$50,000.00 each. Funding for this program is authorized from the Great Streets Neighborhood Retail Priority Area Amendment Act of 2013, effective December 24, 2013 (D.C. Law 20-61; D.C. Official Code § 2-1217.71 et seq.), as amended, and the H Street NE Retail Priority Area Incentive Act of 2010, effective April 8, 2011 (D.C. Law 18-354; D.C. Official Code § 1-325.171 et seq.), as amended.

II. Eligible Funding Uses

FOR INDIVIDUALS BUSINESSES

Up to 100% of the applicant's funding request under this grant can be applied towards the following hard costs:

- Build-out of new or vacant space
- Interior and exterior renovations, including façade improvements
- Purchase and installation of heavy equipment that is permanently attached to a wall, floor, or ceiling

Up to 50% of the applicant's funding request under this grant can be applied towards the following soft costs:

- Business consultation services
- Point-of-sale and inventory management hardware and software
- Marketing materials and services
- Purchase and installation of movable equipment and furniture

FOR 2 OR MORE BUSINESSES

Up to 100% of the applicant's funding request under this grant applied toward the following hard cost, which must impact all businesses.

- Build-out of new or vacant space
- Interior and exterior renovations, including façade improvements
- Purchase and installation of heavy equipment that is permanently attached to a wall, floor, or ceiling
- Funds may be used to improve any visible part of a storefront, including:
 - Repair exterior damage (water leakage, rotting wood, etc.)
 - Remove inappropriate or incompatible exterior finishes or materials
 - Restore exterior finishes and materials
 - Repair, reconfigure, or replace existing storefront systems or elements (i.e., windows, doors, etc.)
- Install exterior lighting
- Install signs (new, repaired, replacement and removal)
- Remove exterior security grates and bars

- Install canopies-new, repair or replacement of existing
- Restore appropriate decorative architectural elements (shutters, parapets, cornices, etc.)

Up to 25% of the applicant's funding request under this grant can be applied towards the following soft costs:

- Business consultation services
- Point-of-sale and inventory management hardware and software
- Marketing materials and services
- Purchase and installation of movable equipment and furniture

III. Service Areas

Grants are offered to small businesses located in the following Great Street corridors:

- Georgia Avenue NW (See boundary below)
2300 Block of Georgia Ave NW north toward the 3100 Block of Georgia Ave NW west on Irving to the 3100 block of Sherman Ave, south to the 2300 block of Sherman Avenue, then east on Barry Place towards the 2300 block of Georgia Ave

Prospective applicants can verify their location eligibility by using the interactive mapping tool at www.greatstreets.dc.gov.

IV. Eligible Applicants

Eligible applicants for the grants are owners of for-profit, small retail and/or service-oriented businesses who have not previously received Great Streets funding for the specified business property. The following types of business are ***ineligible*** to receive grant funding under this program:

- Adult entertainment
- Auto body repair
- Bank
- Bar*
- Construction/general contracting/architecture/design-build
- Financial services
- Home-based business
- Hotel
- Liquor store
- Nightclub

- Phone store
- Professional services*
- Real estate development/property management/realtor

**Professional services is defined as the following businesses: accountant, actuary, architect, dentist, engineer, evaluator, financial planner, lawyer, pharmacist, physician, registered nurse, and training & development*

Please note that the type of businesses ineligible are those holding an ABRA Licenses that does **not** require a food minimum (example: Tavern, Bar, or Nightclub). Exceptions are those businesses who maintain a community benefits agreement which includes a food minimum requirement.

Eligible applicants must meet the following minimum requirements to be considered for a grant:

- Be located within a Great Streets corridor (for a listing of corridors, please refer to Section III of this RFA). Prospective applicants can verify their location eligibility by using the interactive mapping tool at www.greatstreets.dc.gov.
- Be a registered business in Good Standing with the DC Department of Consumer and Regulatory Affairs (DCRA), the DC Office of Tax and Revenue (OTR), the DC Department of Employment Services (DOES), and the federal Internal Revenue Service (IRS), and maintain their Good Standing status with the aforementioned agencies throughout the pre-award process and the grant's period of performance. Prospective applicants may contact the aforementioned agencies to inquire about their tax compliance status by calling the numbers below:
 - DCRA: (202) 442-4400
 - OTR: (202) 727-4829
 - DOES: (202) 724-7000
- Retain site control of the business property either through fee simple ownership or an executed contract or lease with the property owner with a minimum unexpired term of at least two (2) years. Applicants who lease their business property are required to submit a notarized affidavit from their landlord authorizing the proposed improvement project.
- Provide proof that the business' average annual revenue (based on the last three (3) completed fiscal years), or the projected average annual revenue for the first three (3) years "in business" does not exceed \$1 million. DMPED will measure an applicant business' annual revenue based on business tax returns submitted with the application. Annual revenue will be calculated as **gross profit from sales and/or operations**, which is equivalent to gross receipts or sales minus the cost of goods sold. For new businesses, or those in operation for less than three years, DMPED will use a combination of business tax returns and financial projections from the business plan submitted with the application to determine annual revenue.
- Provide proof of property and liability insurance (an insurance quote is permitted for new businesses) compliant with the requirements set forth in Section XII of this RFA).

Preference will be given to applicants that:

- Are an existing business on the corridor
- Drive day-time foot traffic to the corridor
- Contribute positively to the corridor
- Are located in an underserved and overlooked community
- Provide jobs or training opportunities to District residents

- Have prior relevant business experience
- Demonstrate that grant funding will allow for business growth and expansion
- Commit to using Certified Business Enterprises (CBEs) and DC-based businesses to complete their improvement project
- Demonstrate use of eco-friendly and/or sustainable business practices

V. Grant Disbursement

ODMPED expects to award multiple grants under this program. Grant award sizes will vary:

- Individual grants of up to a maximum of \$50,000
- Buildings with two (2) businesses grants of up to a maximum of \$75,000
- Buildings with three (3) businesses grants of up to a maximum of \$100,000

The period of agreement for this grant will be from the date of grant execution and shall remain in effect for twelve (12) months. The Districts period of performance and financial obligation for the grant will be from the date of execution through September 30, 2017.

Grant funding will be disbursed to the grantee based on award amount in advances: The grant award will be disbursed at the time of grant execution in quarters, thirds, or halves provided expenditures are allowable expenses and grantee adheres to the disbursement process.

For two or more businesses: Award will be divided amongst the grantees evenly.

VI. Application Review

Development Institute dba Institute for Development Impact (ID4I) has been selected as the Program Review Manager for the Great Streets Small Business(s) Grant. Upon receiving the applications from the ODMPED ID4I will:

- Review, analyze and evaluate each application.
- Provide a written analysis and funding recommendation to the ODMPED.
- Monitor the approved grants.

VII. Application Awards

ODMPED will notify applicants by email of its decision no later than December 2016 and send a Notice of Award to the selected grant recipient upon receipt of the following pre-award documents. An awardee which cannot provide these materials by the given date will be disqualified and ODMPED will award grant to another applicant, if applicable.

1. **First Source Agreement** - Applicants are required to sign a First Source Agreement with the Department of Employment Services. Pursuant to Mayor's Order 83-265, DC Law 5-93 and DC Law 14-24, as amended, one of the primary goals of the District of Columbia government is the creation of job opportunities for District of Columbia residents.

Accordingly, potential grantees must enter into a First Source Employment Agreement with the Department of Employment Services (DOES) upon award of any grant proceeds. The First Source Agreement will require the grantee to: (i) use diligent efforts to hire and require its architects, engineers, consultants, contractors, and subcontractors to hire at least fifty one percent (51%) District of Columbia residents for all new jobs created by the Project, all in accordance with such First Source Employment Agreement and (ii) use diligent efforts to ensure that at least fifty one percent (51%) of apprentices and trainees employed are residents of the District of Columbia and are registered in apprenticeship programs approved by the D.C. Apprenticeship Council. A First Source Agreement template can be found at www.does.dc.gov/node/161672.

2. **Proof of Insurance**—Selected Applicants must demonstrate that they are insured throughout the grant period of performance (11/1/16 through 9/30/2017) by providing proof of insurance (insurance policy binders or cover pages) for each of the three types of insurance listed below:
 - a. General Liability Insurance with DC Government endorsement language in the name of the Applicant Organization. A sample binder with the endorsement language is available online on the great streets website at www.greatstreets.dc.gov; and
 - b. Workers Compensation Insurance in the name of the Applicant Organization.
3. **ACH Form**- Grantees will receive disbursed tranches via an electronic transmission to their bank account designated for this grant. To establish this transfer, grant recipients must complete, obtain signature from their financial institution [section B of document] and return the ACH Form.
4. **EEO Policy Statement** - Applicants are required to sign an Equal Employment Opportunity (EEO Statement) with the Office of Human Rights.

VIII. Submission Guidelines

All applications must be submitted via the MicroEdge online application system. Please submit all attachments in PDF format.

Applications must be submitted electronically no later than **Tuesday, December 13, 2016 at 12:00 p.m.** All applications will be recorded upon receipt. Applications received after 12:00p.m. sharp on December 13, 2016 will not be considered or forwarded to the review panel for consideration. Unless requested by ODMPED, any additions or deletions to an application will not be accepted after the specified deadline. ODMPED is not responsible for unreadable, incomplete, and/or out of order submissions.

ODMPED is not responsible for malfunctions on the MicroEdge platform. ODMPED advises prospective applicants to not upload documents using Dropbox or similar applications due to access issues. For assistance with completing an application, please contact a technical assistance provider as listed on the Great Streets website: www.greatstreets.dc.gov.

Applicants who would like to request to use a computer at the ODMPED office at 1015 Half Street SE, Suite 675, Washington, DC 20003 to complete their application should contact the Grants Manager, LaToyia Hampton, at (202) 724-7648.

X. Contact Person

LaToyia Hampton, Grants Administrator

Phone: (202) 724-7648

Email:

dmpedgrants@dc.gov

XI. Terms and Conditions

Funding for this grant is contingent on continued funding from the grantor. This RFA does not commit ODMPED to make a grant award.

ODMPED reserves the right to accept or deny any or all applications if ODMPED determines it is in the best interest of ODMPED to do so. ODMPED shall notify the applicant if it rejects their application. ODMPED reserves the right to suspend or terminate an outstanding RFA.

ODMPED reserves the right to issue addenda and/or amendments subsequent to the issuance of this RFA, or to rescind this RFA.

ODMPED shall not be liable for any costs incurred in the preparation of applications in response to this RFA. The applicant agrees that all costs incurred in developing the application for this grant are the applicant's sole responsibility.

ODMPED may conduct pre-award on-site visits to verify information submitted in the application and to determine if the applicant's facilities are appropriate for the services intended.

ODMPED may enter into negotiations with an applicant and adopt a firm funding amount or other revisions to the applicant's proposal that may result from these negotiations.

ODMPED shall provide the citations to the statute and implementing regulations that authorize the grant or sub-grant; all applicable federal and District regulations, such as OMB Circulars A-102, A-133, 2 CFR 180, 2 CFR 225, 2 CFR 220, and 2 CFR 215 1 DCMR 50; payment provisions identifying how the grantee will be paid for performing under the grant agreement; reporting requirements, including programmatic, financial, and any special reports required by ODMPED; and compliance conditions that must be met by the grantee. If there are any conflicts between the terms and conditions of this RFA and any applicable federal or local law or regulation, or any ambiguity related thereto, then the provisions of the applicable law or regulation shall control and it shall be the responsibility of the applicant to ensure compliance.

XII. Scoring Criteria

Applications will be evaluated based on the 300-point scoring criteria outlined below.

A. Existing business (100 points)

1. 100 points if the applicant is an existing business for more than 20 years on the Great Streets corridor where they seek funding
2. 75 points if the applicant is an existing business regardless of location and is relocating their business to a Great Street corridor.
3. 50 points if the applicant is an existing business regardless of location and is opening an additional storefront on a Great Street corridor.
4. 25 points if the applicant is a new business

BONUS POINTS:

75 points to groups of two (2) or more businesses applying

B. Corridor impact (60 points)

1. Up to 30 points if the applicant drives day-time foot traffic to the corridor
2. Up to 30 points if the applicant achieves the following (up to 5 points each):
 - a. Activates a vacant space
 - b. Rids the community of slum and blight
 - c. Provides products and/or services to families, children, seniors or underserved residents
 - d. Improves the look and feel of the corridor
 - e. Contributes a unique retail or service offering to the corridor, thus preventing retail leakage out of the District

C. Location in an underserved and overlooked community (30 points)

1. 10 points if the applicant is located in Ward 5, 7 or 8 (see [Great Street Map](#))
2. 10 points if the applicant is located in a HUB Zone (go to: [DC Business Incentive Map](#))
3. 10 points if the applicant is located in a neighborhood where average household income is less than \$50,000 (https://public.tableau.com/views/Incomebyzipcode/Dashboard1?:embed=y&:display_count=yes)

D. Job creation and retention (30 points)

1. 1 point for each full-time permanent job created or retained by the applicant due to the proposed improvement project (up to 5 points)
2. ½ point for each part-time permanent job created or retained by the applicant due to the proposed improvement project (up to 5 points)
3. 2 point for each District resident who is trained and hired as a full-time permanent employee (1 point for each part-time permanent hire) by the applicant due to the proposed improvement project (up to 15 points)
4. 2 point for each District resident with at least one documented barrier to employment who is trained and hired as a full-time permanent employee (1 point for each part-time permanent hire) by the applicant due to the proposed improvement project (up to 15 points)

Note: There are 30-points assigned to this section. Under this criterion, applicants can earn 1 point for each District resident with at least one documented barrier to employment who is trained and hired a full-time employee (1/2 point of each part-time permanent hire) by the applicant due to the proposed improvement project. Please note that documented to barrier to employment are as follows:

- Basic skills deficiency determined by the Comprehensive Adult student Assessment Systems (CASAS) testing score
- Lack of secondary education credential (no high school diploma or GED)
- A documented history of substance abuse
- Homelessness
- A history of job cycling (not maintaining steady employment)
- A felony conviction or previous incarceration

E. Prior relevant business experience (25 points)

1. Up to 25 points if the applicant has 20+ years of relevant experience
2. Up to 20 points if the applicant has 10+ years of relevant experience
3. Up to 15 points if the applicant has 5+ years of relevant experience
4. Up to 10 points if the applicant has a mix of relevant education and 0-5 years of relevant experience
5. Up to 5 points if the applicant has no relevant education and less than 2 years of relevant experience
6. 0 points if the applicant has no relevant education or experience

F. Business growth and expansion (35 points)

1. 5 points if the applicant is relocating their business within the District
2. 5 points if the applicant is opening an additional business location in the District
3. Up to 5 points if the applicant is increasing capacity at their existing location
4. Up to 5 points if the applicant is extending their business' hours of operation
5. Up to 5 points if the applicant is expanding their business' product and/or service lines
6. Up to 5 points if applicant demonstrates business' existing eco-friendly and/or sustainable green solutions
7. Up to 5 points if applicant demonstrates an adoption or expansion of eco-friendly or sustainable green solutions/practices for their business' proposed improvement project

G. Certified Business Enterprise (CBE) and DC-based business inclusion (20 points)

1. 20 points if the applicant submits all quotes from CBEs for work to be performed under the grant*
2. 15 points if the applicant submits quotes from at least one CBE and the rest from DC-based businesses for work to be performed under the grant*
3. 10 points if the applicant submits all quotes from DC-based businesses (but none from CBEs) for work to be performed under the grant*
4. 5 points if the applicant submits at least one quote from a DC-based business (but none from CBEs) for work to be performed under the grant*
5. 0 points if the applicant submits no quotes from DC-based businesses (and no quotes from CBEs) for work to be performed under the grant*

** Unless a clear explanation is provided as to why no business in the District can render the needed services*

XIII. Certifications and Assurances

- A. *Insurance Requirements.* The applicant, when requested, must show proof of all insurance coverage required by law at the time of application submission. The applicant shall maintain general liability insurance, consistent with District law. The applicant is responsible for adhering to the insurance guidelines as defined by the District of Columbia Office of Contracting and Procurement (OCP).
1. **GENERAL REQUIREMENTS.** The grantee shall procure and maintain, during the entire period of performance under the grant agreement, the types of insurance specified below. The grantee shall have its insurance broker or insurance company submit a Certificate of Insurance to the Contracting Officer providing evidence of the required coverage prior to commencing performance under the grant agreement. In no event shall any work be performed until the required Certificates of Insurance signed by an authorized representative of the insurer(s) have been provided to, and accepted by, the Contracting Officer. All insurance shall be written with financially responsible companies authorized to do business in the District of Columbia and have an A.M. Best Company rating of A-VIII or higher. The grantee shall require all of its sub-grantees to carry the same insurance required herein. The grantee shall ensure that all policies provide that the Contracting Officer shall be given thirty (30) days prior written notice in the event that the stated limit in the declarations page of the policy is reduced via endorsement or the policy is canceled prior to the expiration date shown on the certificate. The grantee shall provide the Contracting Officer with ten (10) days prior written notice in the event of non-payment of premium.
 - a. Commercial General Liability Insurance. The grantee shall provide evidence satisfactory to the Contracting Officer with respect to the services performed that it carries \$1,000,000 per occurrence limits; \$2,000,000 aggregate; Bodily Injury and Property Damage including, but not limited to: premises-operations; broad form property damage; Products and Completed Operations; Personal and Advertising Injury; contractual liability and independent contractors. The policy coverage shall include the District of Columbia as an additional insured, shall be primary and non-contributory with any other insurance maintained by the District of Columbia, and shall contain a waiver of subrogation. The grantee shall maintain Completed Operations coverage for five (5) years following final acceptance of the work performed under the grant.
 - b. Automobile Liability Insurance. The grantee shall provide automobile liability insurance to cover all owned, hired, or non-owned motor vehicles used in conjunction with the work performed under the grant. The policy shall provide a \$1,000,000 per occurrence combined single limit for bodily injury and property damage.

- c. Workers' Compensation Insurance. The grantee shall provide workers' compensation insurance in accordance with the statutory mandates of the District of Columbia.
 - d. Employer's Liability Insurance. The grantee shall provide employer's liability insurance as follows: \$500,000 per accident for injury; \$500,000 per employee for disease; and \$500,000 for policy disease limit.
2. DURATION. The grantee shall carry all required insurance until all work performed under the grant is accepted by the District, and shall carry the required General Liability; any required Professional Liability; and any required Employment Practices Liability insurance for five (5) years following final acceptance of the work performed under the grant.
 3. LIABILITY. These are the minimum insurance requirements established by the District of Columbia. HOWEVER, THE MINIMUM INSURANCE REQUIREMENTS PROVIDED ABOVE WILL NOT IN ANY WAY LIMIT THE GRANTEE'S LIABILITY UNDER THE GRANT.
 4. GRANTEE'S PROPERTY. The grantee and sub-grantees are solely responsible for any loss or damage to their personal property, including but not limited to tools and equipment, scaffolding and temporary structures, rented machinery, or owned and leased equipment. A waiver of subrogation shall apply in favor of the District of Columbia.
 5. MEASURE OF PAYMENT. The District shall not make any separate measure of payment for the cost of insurance and bonds. The grantee shall include all of the costs of insurance and bonds in the grant price.
 6. NOTIFICATION. The grantee shall immediately provide the Contracting Officer with written notice in the event that its insurance coverage has or will be substantially changed, canceled, or not renewed, and provide an updated Certificate of Insurance to the Contracting Officer.
 7. CERTIFICATES OF INSURANCE. Prior to commencing any work under the grant, the grantee shall submit Certificates of Insurance providing evidence of the required coverage as specified above. The grantee shall submit evidence of insurance to:

Office of Contracts, Procurement and Grants
Government of the District of Columbia
Office of the Deputy Mayor for Planning and Economic Development
1015 Half Street SE, 675 Washington, DC 20003

- B. *Nondiscrimination in the Delivery of Services*. In accordance with Title VI of the Civil Rights Act of 1964 (Public Law 88-352), as amended, no person shall on the grounds of race, color, religion, nationality, sex, or political opinion be denied the benefits of, or be subjected to discrimination under, any program activity receiving DMPED funds. The

grantee shall comply with all of the applicable District and Federal statutes and regulations as may be amended from time to time including, but not limited to: • The Americans with Disabilities Act of 1990 • The Hatch Act, Chap. 314 • The Occupational Safety and Health Act of 1970 • Lobbying Disclosure Act • Drug Free Workplace Act of 1988; and • District of Columbia Human Rights Act of 1977 and DC Language Access Act of 2004.