

**REQUEST FOR APPLICATIONS (RFA)
RFA #EOM-DMPED-013**

Grant Title:

H Street N.E. Retail Priority Area Grant

Announcement Date:

Friday, October 5, 2012

RFA Release Date:

Monday, February 4, 2013

First Closing Date:

Monday, November 26, 2012

5:00pm

Second Closing Date:

Monday, April 22, 2013

5:00pm

Deliver to:

Online Submission Only

LATE APPLICATION SUBMISSIONS WILL NOT BE FORWARDED TO THE REVIEW PANEL

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I. GENERAL INFORMATION

Program Purpose: The purpose of the H Street, N.E., Retail Priority Area Grant (H Street RPAG) is to support small business development, increase the tax base and create new jobs for District Residents along the H Street corridor.

Available Funds: The Office of the Deputy Mayor for Planning and Economic Development will be awarding grants up to a maximum of \$85,000. DMPED published the Notice of Funding Availability (“NOFA”) in the D.C. Register on October 5, 2012 (59 DCR 11699).

Eligible Organizations and Entities: Eligible applicants include retail businesses engaged in the sale of home furnishings, apparel, books, art, groceries, and general merchandise goods to specialized customers or service-oriented businesses providing a direct service to specialized customers or artistic endeavors, such as art galleries, theaters, or performing arts centers. Special consideration shall be given to retail businesses that include entrepreneurial and innovative retail elements. **Eligible retail development projects shall not include liquor stores, restaurants, nightclubs, phone stores, or businesses with 20 or more locations in the United States.**

Small Business Technical Assistance: Proposals that provide technical assistance in which an expert with specific technical/content knowledge provides information to address an identified need. The program should use “best practices” for small businesses. The program may use interactive and/or on-site/hands-on approach. Examples include: growing your business/marketing, business accounting, human resource practices, and capacity building.

Ineligible Uses:

- Financing existing debt
- Projects begun prior to set approval date
- merchandise
- Acquisition of land or buildings
- Product Inventory
- Rent
- Payroll
- Day-to-day operational costs (e.g. utilities, taxes, maintenance, refuse)
- Moving expenses
- Business consulting expenses

General Program Requirements:

In General:

Only one grant will be awarded per business for each physical location and/or retail project. *Current grantees are not eligible to reapply for additional funding for the same business.*

Applicants can describe potential reimbursements from grant funds starting on the date of the Notice of Funds Availability (NOFA) on October 5, 2012.

Site Control:

To be eligible for consideration and review, an applicant must exhibit site control of the project through one of the following forms:

- Deed of trust
- Contract of sale
- Option to purchase
- Executed Lease

Eligible Applicants:

Eligible applicants include retail businesses engaged in the sale of home furnishings, apparel, books, art, groceries, and general merchandise goods to specialized customers or service-oriented businesses providing a direct service to specialized customers or artistic endeavors, such as art galleries, theaters, or performing arts centers. Special consideration shall be given to retail businesses that include entrepreneurial and innovative retail elements. **Eligible retail development projects shall not include liquor stores, restaurants, nightclubs, phone stores, or businesses with 20 or more locations in the United States.**

Eligible Applicants shall possess all of the following:

1. Be a registered organization in **Good Standings** with the DC Department of Consumer and Regulatory Affairs (**DCRA**), Corporation Division, the Office of Tax and Revenue (**OTR**), the Department of Employment Services (**DOES**) and the Internal Revenue Service (**IRS**).
2. Site control of the property either through fee simple ownership of the site or through an executed contract or lease with the property owner;
3. Direct frontage on the H Street, N.E., corridor from 3rd Street, N.E., to 15th Street, N.E.;

Eligible Uses

Grant funds may be utilized to reimburse the grantee for the purposes of improving the subject property, purchasing equipment that will be used onsite, or providing technical assistance to businesses located on H Street.

Eligible Locations – H Street, N.E.:

All projects must be physically located on the H Street, N.E., corridor from 3rd Street, N.E., to 15th Street N.E. with direct frontage on H Street.

For technical assistance providers, indicate how you will be directly assisting businesses with frontage on H Street

First Source Agreement Requirements:

Pursuant to Mayor’s Order 83-265, DC Law 5-93, as amended, and DC Law 14-24, 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 use diligent efforts to 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.

All inquiries regarding the First Source Agreement should be directed to:

Anetta Graham Supervisor,
First Source Program - Department of Employment Services
4058 Minnesota Avenue, NE - Third Floor
Washington, DC 20019
(202) 698-3757 Direct
anetta.graham@dc.gov

Pre-Application Informational Session:

The Pre-Application Informational Session will be held on
Wednesday, February 27, 2013 at 6:30 pm at
Douglas Memorial United Methodist Church,
800 11th Street, NE,
Washington, DC 20002

Contact Person:

For further information, please contact:

LaToyia Hampton
Grants Manager,
**Office of the Deputy Mayor for Planning
and Economic Development**
1100 4th Street, SW
Suite 500
Washington, DC 20024
(202) 724-7648
Latoyia.hampton@dc.gov

II. SUBMISSION OF APPLICATIONS

Submission Requirements:

The applicant must submit a complete application with required attachments online via the DMPED website. Incomplete or late submissions will not be forwarded for review.

Submission Requirements for a H St NE Retail Priority Area Project Grant includes;

- Completed Online Application
- Proposal (see proposal format outline)
- Principals of Applicants Business
- Copy of Valid Business License
- Evidence of Site Control (deed, contract of sale, option to purchase); in case of tenant purchase deal –
- Clean Hands Self Certification from DCRA
- Tax Certification Affidavit
- Business Plan (see attachment E for a basic business plan outline)
 - ✓ Detailed cost sheet for tenant space build out
 - ✓ Funding description for the project, including a three year cash flow pro forma
 - ✓ Proposed timeline for project construction and projected opening date
 - ✓ Floor plan/layout of physical space, including square footage and existing fixtures
 - ✓ Photographs, renderings of proposed improvements to the interior and exterior, including design /layout/ “feel” (photos of similar concepts, material samples, etc.)
- Color Photograph of existing conditions
- If the applicant is a lessee, written consent from property owner giving permission to conduct improvements
- Proof of funds for the project construction
- At least one detailed proposal from a licensed, bonded contractor reflecting work to be performed and costs.

Application Submission Date and Time

Online Applications are due by 5:00pm. EST, on Monday, April 22, 2013.

Mail/Courier/Messenger Delivery

The Deputy Mayor’s Office of Planning and Economic Development will not accept applications via walk-ins, mail, or courier services.

LATE APPLICATIONS SUBMISSIONS WILL NOT BE FORWARDED TO THE REVIEW PANEL

PROPOSAL FORMAT:

Applicants are required to follow the format below; each proposal must contain the following information:

- Applicant Profile (Cover Page)
- Table of Contents
- Business Profile
- Proposal Summary
- Project Information
- Project Financing

Description of Proposal Sections:

The purpose and content of each section are described below. Applicants should include all information needed to adequately describe their objectives and plans for services. It is important that applications reflect continuity among the goals, objectives, and project design. It is also important that the budget demonstrate the level of effort required for the proposed services.

Applicant Profile (Cover Page)

Each application must include an applicant profile, which identifies the applicant, type of business and the amount of grant funds requested.

Profile should include the following:

- 1) Date
- 2) Name of Applicant Organization
- 3) Contact Person
- 4) Address
- 5) Telephone/Fax
- 6) Email Address/Webpage
- 7) Amount of Grant Request
- 8) Signature of Chief Executive Office/President/Director

Table of Contents

The Table of Contents should list major sections of the application with a quick-reference page index.

Section – 1 Business Profile

This tab should include the following information

- 1) Description of Business
- 2) Mission and History

Section – 2 Proposal Summary

This tab of the application should be brief and serve as the cornerstone of the proposal. The proposal summary should highlight the primary project objectives that are discussed in depth in other sections of the application.

Section – 3 Project Information

This tab should include the following information

1) Proposal Street Address

2) Description of Property/Site – at a minimum the description should include:

- Neighborhood
- Physical description (e.g. age, number of units, square ft. need for repairs, renovation, type of construction. Etc.)
- If property is occupied, profile of tenants (residential, commercial or community facility)
- If vacant land, lot size, previous use, etc.
- Zoning (need for zoning variance)
- Past uses of property and adjacent land uses
- Challenges to development (physical or otherwise_
- Any other relevant information

3) Status of Site Control

Description of the present ownership status and/or current status of efforts to acquire the property.

4) Project Description and Projected Results:

This should include a description of the following:

- Projected use of the property
- Outcomes/benefits of the project (e.g. Company XYZ will produce 6 long term permanent jobs)
- Proposed steps to undertake and complete the project
- Benefit and impact on the neighborhood
- Whether applicant has had communication with or input from neighborhood residents: if so – what has been the results
- Photos
- List and description of partners and development team

Section – 4 Project Financing

The budget for this proposal shall contain detailed, itemized cost information pertaining to the requested grant amount. The detailed line item budget shall contain a justification for each category listed in the budget. The narrative should clearly state how the applicant arrived at the budget figures

This tab should include the following information:

- 1) Line Item Budget
- 2) Amount Requested from H St RPAG
- 3) Detailed Line item budget for H St RPAG

III. LIST OF ATTACHMENTS

- Attachment A - H Street, N.E. – Boundaries Map
- Attachment B - Tax Certification Affidavit (required)
- Attachment C - Clean Hands Self Certification (required)
- Attachment D - W-9 Form (required)
- Attachment E - Grantee Certification Form (required)
- Attachment F – Basic Business Plan Outline Sheet
 - Pro Forma Balance Sheet (sample)
 - Cash Flow Projections Template (Sample)
 - Profit and Loss Template (sample)

IV. REVIEW AND SCORING OF APPLICATIONS

Review Panel

The review panel will review, score and rank each applicant’s proposal. When the review panel has completed its review, the panel shall make recommendations for awards based on the scoring process.

Scoring Criteria

Applicants’ proposal submissions will be objectively reviewed against the following specific scoring criteria. Projects have the ability to score up to **30 points** based on the following criteria:

***0-5 Points - Criterion A: Job Creation**

Applicant should demonstrate a positive impact on the number of jobs created or retained. Applicants should detail the number of full-time or part-time positions created or retained as well as the type of compensation of the job. Applicants will be required to sign a First Source Agreement as a condition of the grant.

***0-5 Points - Criterion B: Prior Relevant Experience**

Applicant should demonstrate prior performance and execution of the type of retail business and/or technical assistance services to be offered on the H Street NE Corridor. Relevant experience can be demonstrated through such examples as previous business operational or ownership experience or provision of technical assistance services benefiting businesses.

***0-5 Points - Criterion C: Financial Viability**

Applicant must demonstrate the long-term financial viability and solvency of their existing or new business. Applicants should demonstrate this viability through the quality of their business plan, cash flow statements, or other financial data (i.e. audit, lines of credit, debt/equity, etc.) Consideration should also be given to any potentially negative credit or financial impacts. If the recent street construction on the H Street NE Corridor had a negative financial impact on the applicant, leniency can be given.

***0-5 Points - Criterion D: The Project start date the business will begin to operate**

Applicant can describe potential reimbursements from grant funds starting on the date of the Notice of Funds Availability (NOFA) on October 5, 2012.

***0-5 Points - Criterion E: Projected Tax Revenue**

Applicant should detail future positive taxable revenue from the retail business or provision of technical assistance. Applicant should demonstrate long-term ability for business to grow in taxable revenue.

***0-5 Points - Criterion F: Innovation Caliber**

Applicant should show how its business or provision of technical assistance is unique or innovative. This can be demonstrated through a unique or innovative business plan or method of execution, creativity in workforce hiring, unique products, social consciousness, environmental sustainability, energy efficiency, or positive benefit or impact on the neighborhood.

*Each member of the Review Committee completes a scorecard for the project. Scores are given to the project on a scale of 0 to 5 (5 being the highest score). Out of a possible 30 points, projects scoring less than 15 will not be considered.

Post Approval Requirements

Grant Agreement

Upon approval of an application by DMPED, an official Notice of Grant Award (NOGA) will be issued to the recipient business stating it has received a District Award. DMPED will issue a grant agreement to the applicant explaining the terms and conditions of the grant.

The grant agreement must be signed and returned within 10 days of the date of the grant agreement or the offer may be withdrawn.

Monthly Progress Reports

Approved applicants are responsible for completing and submitting Monthly Progress reports to DMPED by the 30th of each month during the term of the grant as outlined in the grant agreement. Timely reporting is a condition of the grant.

Reimbursement

Grant recipients shall be reimbursed for actual costs incurred. Recipients shall submit invoices to DMPED for reimbursement.

Reservations

- DMPED reserves the right issue addenda and/or amendments subsequent to the issuance of this Request for Application (RFA), or to rescind this Request for Applications.
- DMPED reserves the right to review and approve or disapprove of any applications or proposed use of funds.
- DMPED reserves the right to ongoing approval or disapproval of any design, construction, or rehabilitations after the execution of the grant agreement.