

OFFICE OF THE DEPUTY MAYOR PLANNING AND ECONOMIC DEVELOPMENT

NOTICE OF FUNDING AVAILABILITY

FY22 Great Streets Retail Small Business Assessment

Request for Application (RFA) Release Date: Friday, August 12, 2022

Grant Identification No.: DMPED – FY22- GSRsBA

The Deputy Mayor for Planning and Economic Development (**DMPED**) invites the submission of proposals for the Great Streets Retail Small Business Assessment. DMPED will award up to a maximum of \$300,000.00 to a qualified consultant to assess the Great Streets program's geographic boundaries and program parameters using quantitative and qualitative evidence and produce a report explaining the findings and recommendations to improve program efficacy.

Purpose: The economic impact of the COVID-19 pandemic continues to affect retailers nationwide. The small business community is faced with a multitude of short-term challenges around health and safety, supply chain, labor force, cash flow, construction, consumer demand and marketing. In order to ensure a future where businesses not only survive, but thrive, it is critical to anticipate what a post-pandemic world will look like, and then begin to transform to better match this new reality. This assessment will examine the Great Streets program within the context of the new retail landscape and corridor development. It will seek to identify opportunities and propose a set of recommendations to further enhance the goal of the program.

The assessment is designed around two central themes:

1. Great Streets was designed to use public dollars to be a catalytic investor to spur private investment in emerging commercial corridors. How have the emerging commercial corridors changed? Are there new challenges for retail businesses in emerging commercial corridors?
2. How does DMPED enhance the program to ensure alignment with the programmatic objectives? Assess and make recommendations on the following:
 - a. Eligibility criteria
 - b. Grant award amount
 - c. The period of performance
 - d. Use of funding
 - e. The retail priority area boundaries (Great Street Corridors)
 - Should the boundaries be changed to better align with the objectives of the program? For example:
 - Should the corridors be expanded or reduced?
 - Should the program add more corridors?
 - Should any existing corridors be retired?
 - Should there be criteria developed that warrant new boundaries, expansion of existing boundaries and or retiring boundaries? If so, what are the criteria?

Background Information: Pursuant to the Deputy Mayor for Planning and Economic Development Limited Grant-Making Authority Amendment Act 2016, effective October 8, 2016 (D.C. Law 21-160; D.C. Official Code § 1-328.04); and “Great Streets Neighborhood Retail Priority Area Amendment Act of 2013” effective October 1, 2013 (D.C. Code § 2-1217.73b), DMPED invites the submission of applications for the Grant.

Award: Based on internal review recommendations and the goals of the assessment, DMPED will make the final funding decision. DMPED will award up to **\$300,000.00 total** to be disbursed to one successful applicant of the Grant. Maximum request per application is **\$300,000.00**.

Eligibility: Eligible applicants may be for-profit entities (including, but not limited to, sole proprietorships, partnerships, limited liability companies, and corporations) and 501(c)(3) non-profit corporations

For additional eligibility requirements and exclusions, please review the Request for Application (RFA) which will be posted at <http://greatstreets.dc.gov> by Friday, August 12, 2022.

The application deadline is Tuesday, August 23, 2022, at 7:00 PM ET.

Period of Performance: Execution of grant agreement through September 30, 2022

Contact Name: DMPED Grants Team **Phone:** 202-727-6365 **Email:** dmped.grants@dc.gov

Deadline for Electronic Submission: Applicants must submit a completed online application to DMPED via the Grant Vantage system no later than 7:00 PM/ET on **Tuesday, August 23, 2022.**