

GREAT STREETS

Small Business Retail Grants



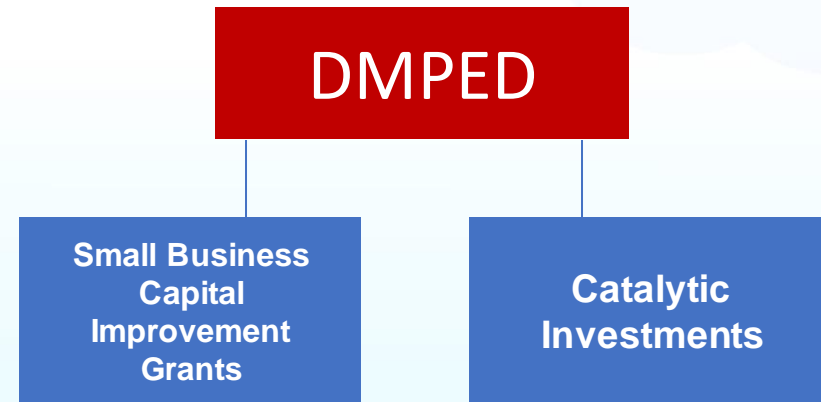
#GreatStreetsDC



Purpose

The purpose of the grant program is to:

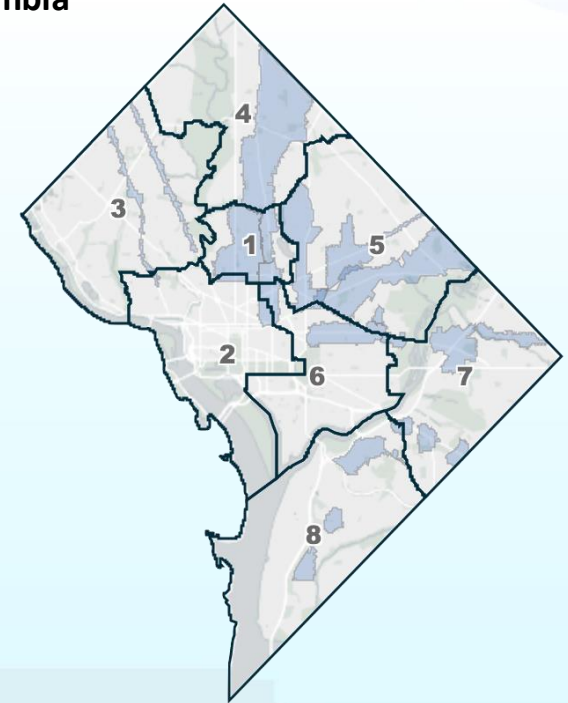
- Support existing small businesses
- Attract new businesses
- Increase the District's tax base
- Create new job opportunities for District residents
- Transform emerging commercial corridors into thriving and inviting neighborhood centers.



Eligible Corridors

1. Connecticut Ave NW
2. Georgia Ave NW
3. H St/Bladensburg Rd NE/Benning Rd NE
4. Martin Luther King Jr. Ave/South Capitol St SE/SW
5. Minnesota Ave/Benning Rd NE
6. Nannie Helen Burroughs Ave NE
7. New York Ave NE (expanded)
8. North Capitol St NW/NE
9. Pennsylvania Ave SE
10. Rhode Island Ave NE
11. Wisconsin Ave NW
12. 7th St NW
13. 14th & U St NW [including Adams Morgan, Mt. Pleasant & Columbia Heights]

[Click here to find out if your location is eligible](#)



FY21 Great Streets Retail Grant Funding

- DMPED will award up to \$2,500,000.00 total in grants to be disbursed to successful applicants of the Grant.
- Maximum request per application is \$50,000.00.
- Grant awards may be up to \$50,000.00.

Funding Priorities

The Grant identified the following program funding priorities:

- The Grant encourages existing and new neighborhood-based retail-oriented businesses which seek access to capital to improve their place of business, re-imagining their service approach by expanding services, and/or to fill a need in an underserved retail priority area.
- With the COVID-19 pandemic, brick-and-mortar retail spending is expected to experience a double-digit decrease. As the trends in retail have shifted towards a more consumer-centric experience, local businesses must develop innovative approaches to attract new customers while maintaining their existing customer base to remain competitive.
- The Great Streets program grows the District's local small business economy and bolster neighborhoods with inadequate access to retail opportunities. DMPED seeks to invest in 13 retail priority areas, "Great Streets Corridors," with the goal of creating livable, walkable, shoppable, community-serving retail experiences across all eight wards.

DMPED seeks to invest in small businesses which:

- a. Activate or stabilize the commercial corridor through its physical presence;
- b. Maintain and/or create new jobs, especially for District residents;
- c. Visually impact the corridor via façade improvements; and
- d. Improve the customer experience via interior remodeling or e-commerce systems.

Qualifying Businesses

- For-profit entities (including, but not limited to partnerships, limited liability companies, and corporations), and art- and humanities-based 501(c)(3) non-profit organizations duly organized in the District of Columbia;
- Retail and service-oriented business owners whose location is situated in or within a Great Street corridor boundary

Eligible Business Types

- Operate an eligible business type with a location in a Great Street Corridor
- Operate a business that has not previously received Great Streets funding for the specified business property
- Operate a business that has previously received Great Streets funding, but applying for funding for a new, additional location.
- Previously awarded businesses that are expanding existing operations and/or relocating to another location are not eligible.
- Businesses cannot receive more than \$150,000 of aggregate funding from the Great Streets or H Street Grants Programs.
- For locations with multiple businesses occupying the specified business property (i.e. a business occupying and/or in the same suite), the maximum award is \$50,000 between the businesses.

Ineligible Business Types

- Adult entertainment
- Auto body repair
- Bank
- Bar, Tavern or Nightclub*
- Cyber or online only
- Financial services
- Hotel
- Liquor store
- Phone store
- Professional services
- Seasonal (partial year)
- Real estate development/property management/realtor
- Construction/general contracting/architecture/design-build

**Please note that the type of businesses ineligible are those holding an ABRA License that do not require a food minimum.(ex: Tavern, Bar, or Nightclub)*

Eligible Grantee Expenses

Up to **100%** of the grant can be applied towards the following hard costs:

- Build-out of new or vacant space
- Interior + exterior renovations (i.e. façade improvements and/or improvements to comply with local and/or federal COVID-19 business operations guidance)
- Purchase & installation of heavy equipment that is permanently attached to a wall, floor, or ceiling

Eligible Grantee Expenses

Up to **35%** of the grant can be applied towards the following soft costs:

- Point-of-sale and inventory management hardware and software
- Marketing materials and services
- Purchase & installation of movable equipment + furniture
- E-commerce sales systems to support existing operations (i.e. B2C* & B2B* retail and wholesale activities)

*For the purposes of this Request for Applications

Business-to-Consumer (B2C) = commercial entity sale of products and/or services directly between to an individual consumer who is its end-use.

Business-to-Consumer (B2B) = sale of products and/or services between two commercial entities.

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Ineligible Grant Fund Uses

The following are **NOT eligible** uses of funds:

- Debts
- Expenses associated with preparing this application
- Inventory
- Legal fees
- Marketing
- Payroll
- Rent

**All expenses not listed above as eligible uses of funds*

Getting Great Streets Ready

- Have a business that is located within or along the border of a Great Street corridor
- Be 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)
- Have an active Basic Business License
- Have financial records readily available
- Evidence site control
- Possess proof of property and liability insurance
- Think strategically about the proposed project and grant funding request
- Understand the scope of the proposed project (including timeline, costs, project management, and potential impact to the business, corridor, and community)
- Understand how to create a project budget and financial projections
- Seek assistance early

Application Timeline

Aug. 28, 2020 Applications Open	Application accessible at: <ul style="list-style-type: none">• Great Streets: greatstreets.dc.gov• Office of the Deputy Mayor for Planning and Economic Development: dmped.dc.gov• Office of Partnership and Grants: opgs.dc.gov
Sept. 28, 2020 4:00 pm EST Applications Due	<ul style="list-style-type: none">• Attachments in PDF form• Submitted online via Blackbaud portal
Application Review	<ul style="list-style-type: none">• Initial Screening• Independent Review Panel• Final Review
Oct. 30, 2020 [on or before] DMPED anticipates notification of awards	<ul style="list-style-type: none">• Anticipated time for processing applications is 30 - 45 days after date of application close.

Application Format

- Verify that the application form is prepared on 8 ½ by 11-inch page format, using 11 – or -12-point Arial, Calibri, or Times New Romans type.
- Submitted electronically to DMPED through Blackbaud.
- The application includes only the requested information below:
 - Cover page with the Contact Information for the Applicant
 - Business Name
 - Key Contact
 - Mailing Address
 - Telephone
 - Email
- Narrative for FY21 Great Streets Retail Applicant
 - Applicant Introduction
 - Business Experience Response
 - Project Summary
 - Corridor Impact Response
 - Proof of Capability Response
 - Business Growth & Expansion Response
 - Job Creation Response
 - Certified Business Enterprise Commitment Response
 - Financial Viability Statement
- Appendices and attachments

Scoring Criteria

25%	Corridor Impact
20%	Project Summary
20%	Financial Viability
15%	Business Experience
10%	Job Retention & Creation
10%	Business Growth & Expansion
5%	Certified Business Enterprise Commitment

Scoring Criteria

Corridor Impact (25%)

The applicant must be able to illustrate the following:

- The funding towards the proposed project will increase foot-traffic or activation in a retail priority area to positively enhance the neighborhood and community.
- Funding supports the applicant's ability to maintain a viable physical and economic presence in the retail priority area.
- To meet some or all of the program's priorities listed above in Section I. A. 1-3 (Funding Priority)

Scoring Criteria

Project Summary (20%)

The applicant should describe and fully explain the project being proposed in a project summary which includes the following items:

- Description of the proposed project that thoroughly explains the approach, implementation and operation of the proposal over the entire period of performance.
- An approach that clearly demonstrates innovation, creativity, cost-efficiency, and a strong likelihood of achieving the desired outcome. The project should be implemented and completed by September 30, 2021 and should demonstrate an impact within 6 months to 1 year of award.
- A concept of operations that clearly describes the process, method, model upon which the Project will meet outputs, outcomes, goals, and program objectives.
- A description of specific work requirements from beginning to end and how the proposed project will accomplish the stated initiative.

The applicant must ensure the project summary clearly articulates the project in order for the reviewers to properly evaluate the proposal. Failure to so may reduce the applicant scoring under this criterion.

Scoring Criteria

Financial Viability (20%)

- The applicant must upload all required financial documents for review, including but not limited to the prior three (3) years Balance Sheet and Income Statement/Profit and Loss Statement.
- Eligible nonprofit applicants must submit the prior three (3) years Statement of Financial Position and Statement of Financial Activities to determine financial viability.
- For entities with less than three years of revenue generating operations, applicants must provide its prior year(s) financial statements and business plan. All financial reports must adhere to generally accepted accounting principles (GAAP) and indicate the applicant's ability to remain a going concern.
- Additionally, the applicant must submit a budget and budget narrative. The budget justification must use the same budget categories as the template provided. The budget narrative must provide justifications for all budget items in detail to enable the proposal reviewers to evaluate the appropriateness of the funding requested. Costs must align.

Scoring Criteria

Business Experience (15%)

The applicant must present information describing the experience and qualifications of the organization to carry out the proposal. The application should include the following information:

- *Biographies or Resumes of Major Participant(s)*

Major participants are defined as the business owners, organization leader, financial management officer, and/or Project manager/daily supervisor of the proposed Project. The applicant should provide a one-page biography and/or resume showing experience of the Major Participant(s).

- *Proof of Capability*

Applicants are also encouraged to provide proof of capability such as (but not limited to) public records of accomplishments, public citations, and/or letters of referrals as attachments in the proposal.

Scoring Criteria

Job Retention & Creation (10%)

- Applicant must include an employee roster including the employee name, employee status (W-2 or 1099), Full-time or Part-time, and the employee's state of residency or domicile.
- The applicant must fully complete template for upload and review showing a commitment to maintain existing staff and hire residents.

Business Growth & Expansion (10%)

- The applicant must be able to clearly state the changes and/or modifications in business which illustrate growth or anticipate growth in business through change in business approach, product delivery/consumer-focused strategies, new product offerings, and the like.
- Applicant's response should address how the grant funding and proposed project will allow the business to remain competitive and viable.

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Scoring Criteria

Certified Business Enterprise Commitment (5%)

- The applicant must be able to illustrate a commitment towards and realistic plan to support the local economy by contracting with Certified Business Enterprises (CBE) for proposed project.
- In the event the proposed project scope cannot be contracted with a CBE, a written justification must be provided.

Contact

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Specific RFA questions

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