

LET'S GET SMALL BUSINESS GRANT READY



#GreatStreetsDC



FY25 Great Streets Retail Grant Funding

- Application Opens- **Friday, March 14, 2025 Closes- Monday, April 14, 2025**
- DMPED is awarded up to \$2,300,000 total in grants to businesses along the Great Streets Corridors
 - General Great Streets Request – up to \$65,000 per business
- What a Great Streets Retail Grant can do for your business:
 - Attract customers and improve the customer experience via interior modeling
 - Support you with purchasing heavy equipment and furniture
 - Support you with purchasing point-of-sale and inventory management hardware and software to support existing operations
 - Supports growing your business to provide additional job opportunities (required to add minimum 2 jobs)

Ex. Studio X, a hair salon that proposes a project with capital improvements such as adding new furniture and signage may fulfill the general Great Streets criteria and can request up to \$65,000 for this part of their project

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Optional: Innovation Top Up

- Businesses have the option of requesting an additional amount up to \$20,000 if they are proposing an innovative concept
- Businesses must demonstrate an innovative component to their project that goes above the general Great Streets request for capital improvements.
- Applicants must submit an additional itemized budget and answer specific innovation and impact questions that refer to their additional proposal
- An example of an innovation would be building an additional space that may function differently from the original concept but is still connected to the overall project.

Ex. Studio X decides to go after the innovation top up to request an additional \$20,000 to expand their venture into virtual reality. Studio X qualifies for innovation top up with a proposal to create a separate green room that provides a designated space for virtual reality simulations that train stylists on new techniques and styles across the world. This new project will create an additional revenue stream and potential job opportunities (e.g. tech specialist, hair instructor etc.)

FY25 DC Locally Made Manufacturing

- DMPED awarding up to \$800,000.00 total in grants
 - Maximum request per application is up to \$200,000.00
- Businesses that support small manufacturing or a multi-tenant building that can provide spaces for manufacturers, post-incubator and/or emerging growth companies engaged in consumer goods and/or some durable good production.
 - Manufactures items including but not limited to Beauty Products, Baby Food, Coffee, Furniture, Equipment, Textiles, Packaged Food, Liquor, Wine and more

FY25 Emerging Retail Initiative (NEW)

- DMPED awarding up to \$200,000.00 total in grants
 - Around 10 grants with a maximum request per application up to \$20,000.00
- Businesses that operate within
 - Incubators
 - Pop-up stalls
 - Short-term retail spaces
 - Food halls
 - Community-driven markets
- For businesses that intend to eventually grow and move into a brick-and-mortar location
- Must submit a link to a 3-4 minute video about their business

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Eligible Uses

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

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

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, this can include a temporary marketing consultant
- Purchase and installation of movable equipment and furniture
- E-commerce sales systems to support existing operations, including B2C5 and B2B6 retail and wholesale activities.
- Public safety equipment

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Prescreening

Here are prescreening criteria (not an exhaustive list)

- Location Eligibility
- Site Control
- Minimum mandatory Jobs (2) hired during performance period for GS and LMM and (1) for ERI
- Active Business License
- Annual Revenue under \$3 million for Great Streets and \$500,000 for Emerging Retail
- 3-4 Minute Video (ERI ONLY)

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Competitive Process - Scoring

Businesses will be reviewed and scored based on the following criteria:

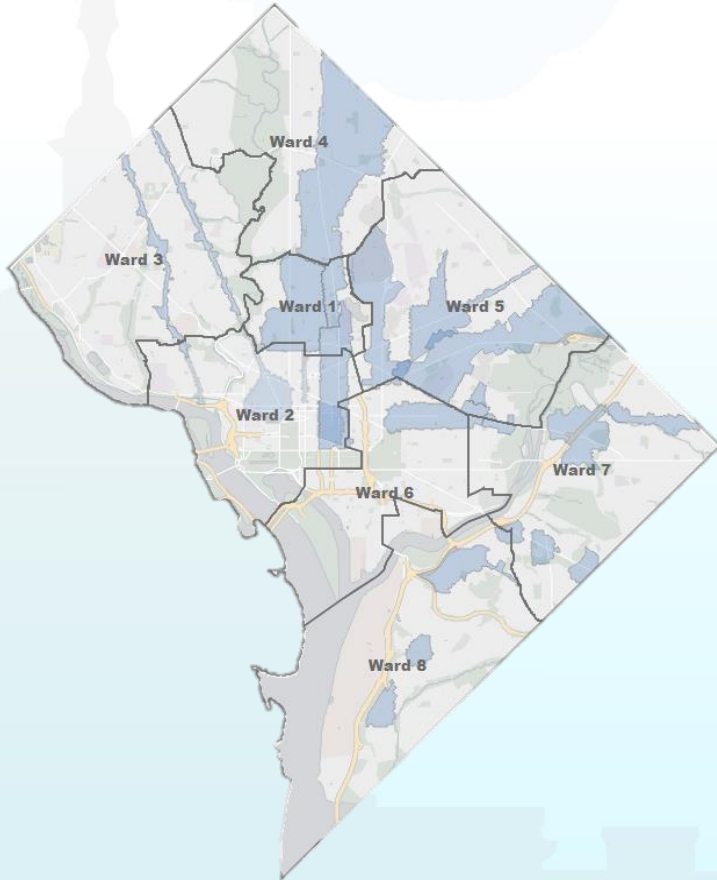
- ✓ **Business and Project Overview**
- ✓ **Financial Viability**
- ✓ **Proposed Job Creation and Economic Benefits**
- ✓ **Corridor Impact**
- ✓ **Business Growth Plan**

Document Ready Checklist

- Have a business that is in the designated eligible areas
- Evidence of site control through:
 - Ownership by deed or mortgage
 - Executed contract of sale of option to purchase
 - Active lease
 - Letter of Intent (*Locally Made/Emerging Retail ONLY*)
- Be in Good Standing with the DC Department of Licensing and Consumer Protection (DLCP), 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 and Clean Hands
- Have financial records readily available
- Possess proof of property and liability insurance

Eligible Corridors

www.greatstreets.com



Great Streets Lookup

Find a DC address...

Welcome! Begin by searching for an address within the District of Columbia to learn whether it falls inside a parcel, square or lot within or abutting a Retail Priority Area:

- Click the search box and type in an address or choose **Use current location**.
- Properties located inside a parcel, square or lot within or abutting a **Retail Priority Area** can qualify for the **Great Streets** grant.

Results will include information on the parcel, square or lot and easily share potential eligibility. Please direct question to greatstreets@dc.gov.

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Applicants must submit a screenshot showing their project address is within the eligible boundary

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Project Readiness Checklist

- Think strategically about the proposed project and grant funding request
 - What are the funding priorities?
 - Did you read through the RFA in detail?
 - Did you propose a specific project with a scope that aligns with the grant program?
- Understand the scope of the proposed project (including timeline, costs, project management, and potential impact to the business, corridor, and community)
 - Can the work be completed within 18 months of award?
- Understand how to create a project budget and financial projections
 - Are you familiar with creating an itemized and justifiable project budget?
- Seek assistance early
 - Have you reached out to a Technical Assistance provider?

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Contact

GrantVantage Application or RFA QUESTIONS?

dmped.grants@dc.gov

Programmatic Questions?

Biz.dev@dc.gov



THANK YOU!

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