



## Eastern Market and the Eastern Market Special Use Area Strategic Plan

### REQUEST FOR APPLICATION (RFA)

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**Release Date of RFA:** June 21, 2019

**RFA ID #:** DMPED – BDEM – 019 - 2319

**Submission Deadline:** July 22, 2019 at 12:00pm

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

**Submission Details:** Please submit your proposal electronically from where there will be a link to apply for the grant. The RFP can also be downloaded from DMPED's website: <https://dmped.dc.gov/service/grant-opportunities>. All grant submission questions can be submitted to <https://dmped.dc.gov/service/grant-opportunities> or Latoyia.hampton@dc.gov.

**Point of Contact:** LaToyia Hampton, Grants Manager  
Phone: (202) 724-8111  
E-mail: [dmpedgrants@dc.gov](mailto:dmpedgrants@dc.gov)

**Availability of RFA:** Download from OPGS website [www.opgs.dc.gov](http://www.opgs.dc.gov)  
ODMPED's website, [www.dmped.dc.gov](http://www.dmped.dc.gov),

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## I. Introduction

The Office of the Deputy Mayor for Planning & Economic Development (“DMPED”) is soliciting applications from qualified economic development and urban planning firms to create the Eastern Market Strategic Plan.

Eastern Market is frequently referred to as the jewel of Capitol Hill. It is one of three public markets proposed in the L’Enfant Plan and was established by order of President Thomas Jefferson in 1805. Originally located near the Navy Yard at 6th Street, between K and L streets, S.E., it was relocated to its present site in 1873. The new building, designed by Adolf Cluss, is now known as the South Hall. The Center and North halls were added in 1908. The Market was designated a D.C. Historic Landmark in 1964 and listed in the National Register of Historic Places in 1971. By the 1950s, Eastern Market was the last remaining City Market; its South Hall contained vendors who had worked throughout the City’s market system. Badly damaged by an early-morning fire in 2007, the market building reopened in the summer of 2009 following an extensive renovation.

The recent resurgence of the Market was triggered by the Eastern Market legislation (<https://code.dccouncil.us/dc/council/code/titles/37/chapters/1/>) that instituted a new framework for operation and management as well as planning of the renovation and restoration of the Market. It also defines the Eastern Market Special use area which includes additional space outside the market square. The Eastern Market Community Advisory Committee (EMCAC) is designated by statute as the advisory committee to the Department of General Services (DGS) for matters concerning operations, management and capital improvements at Eastern Market (DC Code §36-101-113) and have identified the need for a strategic business plan for the Market and its implementation.

## II. Purpose

The purpose of creating the Eastern Market Strategic Plan is to achieve the following goals:

1. Develop an analysis of Eastern Market and the Eastern Market Special Use Area (Defined here: <https://code.dccouncil.us/dc/council/code/titles/37/chapters/1/>) through consideration of current trends and the state of the retail industry, and produce recommendations to bolster retail, event, and community activity.
2. Identify current shortcomings and room for growth, provide recommendations to elevate current strengths, and define actionable steps to improve conditions for retailers.
3. Move Eastern Market forward while upholding the theme and character of the Market.
4. Provide a strategy that includes recommendations for managerial and marketing best practices with consideration, analysis, and projections of Eastern Market and its surrounding areas past, present and future (a “Business Plan” for the next 5 years).

5. Create a thorough overview of the current ecosystem including but not limited to:
  - a. Current competitors
  - b. Current Shopper Demographics

**Available funds:** Up to \$300,000 is available.

Funding allocation will be based on the quality of the submission and presented justifiable costs.

### III. Eligible Applicants

Economic development and urban planning firms which are:

- 501(c) (3) non-profit corporations.
- For profit corporations, joint ventures, partnerships, and limited liability arrangements.
- 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).

### IV. Qualifications

Respondents should have the following:

- Experience designing market analyses for a municipality or similar entity.
- Familiarity with predicting market trends and urban revitalization initiatives.
- Experience implementing economic development initiatives with an emphasis on revenue creation.
- Economic Development professional certifications and/or other reputable certifications.
- Familiarity with the Eastern Market Act that governs operations at Eastern Market (<https://code.dccouncil.us/dc/council/code/titles/37/chapters/1/>) and its impact on recommended market operations.

### V. Strategic Plan Components

During the period of performance, the grantee shall deliver a strategic analysis and implementation plan composed of the following actions:

- Devise the following market strategies:
  - Create an overall brand strategy for Eastern Market and the Eastern Market Special Use Area (Defined here: <https://code.dccouncil.us/dc/council/code/titles/37/chapters/1/>) that encapsulates the existing business and residential ecosystem while achieving and driving sustainable economic growth
  - Bolster the current Eastern Market Customer Base for retail end events
  - Draw Washington, DC destination consumers to Eastern Market
  - Draw pedestrian and vehicular commuters to patronize local businesses
  - Increase nighttime, weekday, and holiday consumer traffic to Eastern Market and the Eastern Market Special Use Area

- Capture retail leakage from the residential community.
- Develop methods to activate underutilized spaces for art, cultural, and experiential programming opportunities.
- Provide comparisons to other market plans to demonstrate Eastern Market’s competitiveness and provide recommendations to strengthen it
- Analyze current consumer demographics and consumer pain points, to include but not be limited to: transit-related obstacles, cost-related concerns, or lack of awareness, etc.
- Create partnerships among the businesses and local consumer community in and around Eastern Market and the Eastern Market Special Use Area to strengthen the existing ecosystem.
- Analyze current product mix and how it relates to present consumer demand.
- Ensure that businesses are aware of and utilizing small business technical assistance providers and identify other opportunities for growth.
- Develop and engage a public participation process with the development of this Strategic Plan.

## **VI. Application Requirements**

### Section 1: Executive Summary of Proposal

### Section 2: Team Experience and Capability

The applicant must present information describing the experience and qualifications of the organization to carry out the proposal and demonstrate that it meets the Qualifications listed above in Section IV. The application should include the following information:

Biographies of Major participant(s): The applicant should provide a one-page bio showing only relevant experience of the major participants. Major participants can be defined as the business owner, organization leader, financial management officer, and/or Project manager/daily supervisor of the proposed Project.

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.

### Section 3: Project Plan

The applicant should fully describe and explain the approach to create a strategic plan for Eastern Market, including:

- a description that thoroughly explains the approach to conducting the study and creating the strategic plan, including a concept of operations that clearly describes a process, method, or model upon which the Plan will be created as well as outputs and outcomes or goals;
- a description of specific work requirements from beginning to end of how to create a strategic plan that will accomplish the stated initiative; and
- a timeline for completion of each component listed in Section V, including appropriate milestones to present progress to DMPED, EMCAC, and DGS

#### Section 4: Budget Proposal

The applicant must submit a budget and budget narrative. The budget narrative must provide justifications for all budget items in sufficient detail to enable the proposal reviewers to evaluate the appropriateness of the funding requested. Each budget item should be broken out and described fully so that there is no ambiguity or question regarding its relevance or reasonableness to the Project and its objectives.

#### **VII. Eligible Funding Uses**

According to the “Eastern Market Competitive Grant Act of 2019,” grant funds shall be used to conduct a comprehensive study of and strategic plan for the development of Eastern Market that shall include an assessment of the challenges and opportunities in public market management and marketing, and recommendations of best practices for the management and marketing of Eastern Market. DMPED reserves the right to review and approve or disapprove of fund uses.

#### **VIII. Grant Disbursement**

DMPED will award 1 grant up to \$300,000.00.

#### **IX. Submission Guidelines**

All applications must be submitted via the Blackbaud Gifts Online application system. All application attachments must be submitted in Adobe Acrobat PDF format. Any other formats uploaded to the application will deem the submission incomplete.

All electronic applications must be submitted no later than Monday, July 22, 2019 at 12 Noon, EST. All applications will be recorded upon receipt. Any applications received after the specified Monday, July 22, 2019 12 Noon, EST will not be accepted. Unless requested by DMPED, any additions or deletions to an application will not be accepted after the specified deadline. DMPED is not responsible for unreadable, incomplete, and/or out-of-order submissions.

DMPED is not responsible for malfunctions on the Blackbaud Gifts Online platform. DMPED advises prospective applicants not to upload any documents using Dropbox or similar applications due to access issues. For technical support while completing an application, please contact Blackbaud Gifts Online.

#### **X. Application Review & Awards**

To ensure fair assessment of grant applications, DMPED will convene a diverse review panel to evaluate eligible applications and submit recommendations for funding. The review panel will consist of neutral, qualified individuals selected for their knowledge of the District’s community, their experiences in grant-making and program development, and their familiarity with funding priority areas set forth in this RFA. The panel members will review and score applications and submit recommendations for grant awards to the Deputy Mayor. Final decisions cannot be contested.

#### **Post Application Process:**

1. Initial Review (Pre-Screen) – DMPED staff will review the application for basic eligibility and completeness.

2. Review Phase – Approved applications will be reviewed by a panel of District Government qualified employees that will submit scoring, ranking and comments to DMPED. Applications will be analyzed on general requirements of the RFA and scored based on the following:

**SCORING CRITERIA**

- *Qualifications and Experience of Team/Firm – 40*
  - *Does the team/firm meet the qualifications outlined in Section IV and have sufficient relevant experience and capacity to meet the requirements of this grant as outlined in Section IV?*
- *Proposed Approach to Conduct Study & Create Plan – 30*
  - *Does the proposed approach demonstrate creativity and a strong likelihood of achieving the desired outcome? Does it outline a strategy to address all requirements of this grant as described in Section V?*
- *Budget Proposal – 20*
  - *Does the description of how the requested grant funds will be utilized seem feasible and well-coordinated with the suggested approach?*
- *Applicant is a DC-based Organization – 10*

**Total Points - 100**

3. The two-to-three (2-3) applicants with the highest scores will be invited to present to DMPED, EMCAC, and DGS (if invited, be prepared for a presentation date shortly after the RFA close date).
4. DMPED staff will submit a recommendation to the Deputy Mayor for final approval after taking into consideration the recommendations from the external independent review panel, EMCAC, and DGS.
5. Grant funds will be awarded no later than September 30, 2019. The period of performance will run from one (1) year following the execution of the grant agreement.

**XI. Anticipated Announcement and Award Notification**

Anticipated time for processing applications is thirty (30) to forty-five (45) days after date of application close.

DMPED will send a Response Letter to eligible applicants, informing them of their status in the review process and requesting the following supplemental documentation:

1. Proof of Insurance – See Article XVIII.
2. Automated Clearing House (ACH) Form – Approved awardees will receive disbursed tranches<sup>4</sup> via an electronic transmission to the bank account designated for this grant. To establish this transfer, approved awardees must fully complete and submit an ACH Form that includes the signature of an authorized representative from their financial institution.

3. EEO Policy Statement - Applicants are required to sign an Equal Employment Opportunity (EEO Statement) with the Office of Human Rights.

In order to remain eligible for this grant, all supplemental documentation must be submitted to DMPED within 7 business days of the Response Letter. An applicant that cannot provide these materials **WITHIN 7 BUSINESS DAYS** will be deemed ineligible to receive grant funds.

## **XII. Terms and Conditions**

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

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

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

DMPED 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.

DMPED 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.

DMPED 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.

DMPED 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 DMPED; 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.

## **XIII. Contact Person**

LaToyia Hampton, Grants Manager

Phone: (202) 724-8111

Email: [latoyia.hampton@dc.gov](mailto:latoyia.hampton@dc.gov)



**XIV. Total Allocation for Grants: \$300,00.00**

**XV. Minimum Eligibility Requirements**

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

- Active DC business license.
- Current with DC Taxes, able to obtain “Clean Hands” Certificate (<https://otr.cfo.dc.gov/page/online-clean-hands-application>)

**b. Content and Form of Application Submission**

- Content Requirement: The application must provide sufficient information for the agency to make a determination of merit of the proposal.
- Complete Application - Applications should include the elements for each section to be eligible for the maximum consideration. Applications that fail to include all the necessary elements may not be reviewed or considered and may be disqualified.

**XVI. 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 Suite 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.