Small Medium Business Growth Fund

$5.4 Million grant fund to retain and expand DC-based small businesses by supporting large scale capital improvements, large equipment purchasing and technological advancements.

Award Range: Up to $600,000 award (competitive grants)

Timeline:
Application Period Opened: Friday, April 22, 2022
Application Period Closes: Friday, May 27, 2022 at 4:00 PM EST
Application: Available through www.obviouslydc.com/fy22-business-funding-opportunities
Small Medium Business Growth Fund

**FUNDING CATEGORIES**

**RETAIL**
Awards up to $50,000 to support capital improvement, purchase of large equipment, and retail expansion.

**LOCAL MANUFACTURER**
Awards up to $100,000 to support capital improvement, purchase of large equipment on commercial property with a designated industrial use.

**SMALL BUSINESS INVESTMENT PROJECTS**
Awards up to $600,000 to support innovative projects that elevate development in distressed neighborhoods throughout the District.

**TECHNOLOGY ADVANCEMENT**
Awards up to $200,000 to support technology advancement.
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ELIGIBILITY REQUIREMENTS

- New for-profit businesses (including, but not limited to partnerships, limited liability companies, corporations)
- Existing for-profit businesses headquartered in DC (including, but not limited to partnerships, limited liability companies, corporations)
- Independently owned and operated businesses
- Technology-based businesses, professional services, industrial-based, and manufacturers
- Retail businesses and service-oriented businesses
- Business participating in a DC accelerator/incubator program
- Maximum of $15 million in annual revenue
- Local nonprofit (must be duly organized in the District of Columbia, must not be an affiliate of a national charter, must own building, and have ground-floor retail tenants)
- Less than 100 employees
## Small Medium Business Growth Fund

### ELIGIBILITY SCENARIO CHART

<table>
<thead>
<tr>
<th>SCENARIO</th>
<th>ELIGIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franchises that are independently owned and operated</td>
<td>✓</td>
</tr>
<tr>
<td>My business has a physical location providing aesthetic and wellness services (e.g., massage establishment; hair salon; gyms; yoga, dance, or fitness studios)</td>
<td>✓</td>
</tr>
<tr>
<td>My business is in the professional services industry (e.g., accounting, marketing, legal)</td>
<td>✓</td>
</tr>
<tr>
<td>My business is a distillery</td>
<td>✓</td>
</tr>
<tr>
<td>I sell my products inside DC retail spaces or at DC outdoor markets but do not own or lease a storefront retail location.</td>
<td>X</td>
</tr>
<tr>
<td>Businesses with a revoked or expired DC business license and/or Certificate of Occupancy and/or Certificate of Clean Hands</td>
<td>X</td>
</tr>
<tr>
<td>I have not received my proof of incubator/accelerator program completion</td>
<td>X</td>
</tr>
<tr>
<td>Businesses that received an award from the Great Streets, Locally Made Manufacturing, and Neighborhood Prosperity fund in this fiscal year from October 1, 2021, to September 30, 2022, are not eligible</td>
<td>X</td>
</tr>
</tbody>
</table>
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**INELIGIBLE**

- Adult entertainment
- Auto body repair
- Bank
- Liquor Store
- Bar or Nightclub, as defined by an ABRA license
- Construction/general contracting/architecture/design-build
- E-commerce business
- Recipients of the Great Streets Grant, DC Locally Made Manufacturing Grant, Neighborhood Prosperity Fund during the award period October 1, 2021, to September 30, 2022.
- Home-based
- Phone store
- Seasonal (open only part of the year)
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INELIGIBLE FUNDING USES

The following are NOT eligible uses of funds:
• Debts
• Expenses associated with preparing this application
• Inventory
• Legal fees
• Payroll
• Rent
• Purchase of vehicles
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**NARRATIVE RESPONSE**

**SCORING CRITERIA (TOTAL 150 PTS)**

- Neighborhood or District Impact Response (10 points)
- Project Summary Response (50 points)
- Financial Viability Response (45 points)
- Business Experience Response (15 points)
- Job Creation Response (30 points)
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NARRATIVE RESPONSE

SCORING CRITERIA

Neighborhood or District Impact Response (10 points)

The applicant must be able to illustrate the following:

- How the funding towards the proposed project will increase and positively enhance the community.
- How will the funding support the applicant’s ability to maintain a viable economic presence in the district.
Project Summary (50 points)
The applicant should describe and fully explain the proposed project summary which includes the following items:

• Describe the proposed project and thoroughly explains the approach, implementation, execution, timeline, and anticipated revenue growth/expansion
• The approach must clearly demonstrate innovation, creativity, cost-efficiency, and a strong likelihood of achieving the desired outcome. The project should be implemented and completed within 12 months and should demonstrate an impact within 6 months to 1 year of the award following completion.
• A concept of operations that clearly describes the process, method, budget/spend plan, model upon which the Project will meet outputs, outcomes, goals, and program objectives.
• A description of specific work requirements from beginning to end (project timeline) and how the proposed project will accomplish the stated initiative.
• The applicant must be able to clearly state the changes and/or advancement 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.

The applicant must ensure the project summary clearly articulates the project in order for the reviewers to properly evaluate the proposal. Failure to do so may reduce the applicant scoring under this criterion.
Financial Viability (45 points)
The applicant must upload all required financial documents for review, including but not limited to 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) standards and procedures.

Additionally, the applicant must submit a budget and budget narrative. 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.

All costs included in the proposed budget must be allowable, allocable and reasonable. Each cost must be itemized with detailed description in the budget narrative which enables application reviewers to determine if the cost is allowable, allocable and reasonable. One-word descriptions are not adequate for justifying costs or narrative descriptions. 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.
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NARRATIVE RESPONSE

SCORING CRITERIA

**Job Creation (30 points)**
Applicant must upload an employee roster including the employee's name, employee status (W-2 or 1099), Full-time or Part-time, and the employee’s state of residency or domicile.

The applicant must provide realistic job creation projections over the next 2 to 3 years. Include percentage or number of district resident hiring commitments over the next 2 to 3 years.
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NARRATIVE RESPONSE

SCORING CRITERIA

**Business Experience Response (15 points)**

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.
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TECHNICAL & LANGUAGE SUPPORT

For technical assistance with completing and submitting your application, contact:
  • DC Main Streets Program
  • Business Improvement Districts
  • Community-Based Organizations

For language translation assistance, contact:
  • Mayor’s Office on Latino Affairs: (202) 671-2825
  • Mayor’s Office on African Affairs: (202) 727-5634
  • Mayor’s Office on Asian and Pacific Islander Affairs: (202) 727-3120

Applicants who are hearing or vision impaired and need assistance may contact us at SMBGrowthFund@dc.gov

Have Questions? For all other inquiries related to the Small Medium Business Fund contact SMBGrowthFund@dc.gov
Small Medium Business Growth Fund

Access Application Here

More information:

- **Get Small Medium Business Growth Fund Ready**
To be considered for funding, applicants must apply online at the Office of the Deputy Mayor for Planning and Economic Development [GrantVantage Online Application Portal](#).

**Online Application**
For the application process, applicants will submit proposals using the online grant management system at: [GrantVantage - Application Process](#).

- Applications will be submitted online through the GrantVantage system. Applicants will be required to follow a series of steps to submit their application:
  1. Create an Applicant Profile
  2. Answer applicant questions
- Applicants will send technical support questions to GrantVantage at applicantsupport@grantvantage.com. Technical assistance will be available during business hours 9:00 am - 6:00 pm EST.
- [GrantVantage Applicant Instructions](#)

For questions about the grant content, applicants will submit questions to SMBGrowthFund@dc.gov
THANK YOU!