

**OFFICE OF THE DEPUTY MAYOR FOR PLANNING AND ECONOMIC
DEVELOPMENT**

NOTICE OF FUNDING AVAILABILITY (NOFA)

FY25 Great Streets Retail

Request for Application (RFA) Release Date: Friday, March 14th

The application deadline is April 14, 2025 at 5:00 PM ET

Grant Identification No.:

Background Information:

The Office of the Deputy Mayor for Planning and Economic Development (DMPED) invites the submission of applications from qualified small business owners for the Great Streets Retail grant program (“**Program**”) pursuant to the Deputy Mayor for Planning and Economic Development Limited Grant-Making Authority Act of 2012, effective September 20, 2012 (D.C. Law 19-168; D.C. Official Code § 1-328.04(a)(5), as amended and the Great Streets Neighborhood Retail Priority Area Amendment Act of 2013, effective October 1, 2013 (D.C. Law 20-61; D.C. Official Code § 2-1217.73b).

Award:

DMPED expects to award multiple grants under the Program, in an aggregate amount of up to \$2,300,000 total, contingent on the availability of an appropriated budget in such amount. The Deputy Mayor will make the final funding decision, based on the external and internal review panel recommendations, the Mayor’s budget priorities, the available resources, the goal of achieving a balance as to communities served, and the goals of the Program.

Purpose:

The Program takes a forward-thinking approach, emphasizing retention and innovation within commercially underserved corridors. It supports projects that foster the long-term sustainability of essential goods and services in these vital retail areas.

Objectives of the Program are to fund businesses that are proposing the following:

1. Increasing full-time positions
2. Providing an essential amenity (necessary goods or service) to an emerging neighborhood
3. Attracting and retaining customers through expanded products and services
4. Supporting business expansion and retention through capital improvements

The Program is for businesses in permanent, street-facing, brick-and-mortar locations and select non-profits. The Program encourages existing and new neighborhood-based retail-oriented businesses that seek access to capital to improve their place of business and reimagine their service approach by expanding services and making capital improvements.

The standard maximum request for this grant is \$65,000. The applicant has the option of

submitting an additional request of \$20,000 under the “innovation top-up”. This additional pool of funds is for projects proposing a creative expansion of their business to include a new theme or experiential retail component that represents a new approach to the services or products offered. Additional information will be provided in the RFA.

The maximum request per application is \$85,000.

Eligibility:

Applicants must meet the following criteria to be considered for an award under the Program:

- Retail, restaurant, or retail service business, childcare, or select nonprofit organization
- Businesses may be new or existing businesses
- Have site control in a street-facing commercial brick-and-mortar location on the 1st or 2nd floor of the building
- Annual Revenue average for the last 3 years below \$3 Million
- Located within the Great Streets Corridors
 - See map: <https://opendata.dc.gov/apps/great-streets-lookup/explore>

Applicants operating the following types of businesses are ineligible to participate in the Program: adult entertainment, auto body repair, bank, bar or nightclub that does not have a kitchen and serve food, construction/general contracting/architecture/design-build, e-commerce business, financial services, home-based businesses, hotel, liquor store, phone store, professional services, real estate development/property management/realtor, seasonal (open only part of the year).

Further, businesses that have received funding from the Program or the Small Medium Business Growth fund in the last 5 years are not eligible to apply.

Businesses that have received a total of \$170,000.00 or more of funding from the Great Streets programs are not eligible to apply.

Priority preference will go to businesses that have not received prior funding from DMPED.

Reservations: DMPED reserves the right to issue addenda and/or amendments subsequent to the issuance of the NOFA or RFA, or it may rescind the NOFA or RFA at any time in its sole discretion.

Period of Performance: The Period of Performance under the Grant Agreement shall be for 18 months from the date of execution of the Grant Agreement.

Grant Information Sessions: DMPED will host multiple information sessions. Once confirmed, details about the information sessions will be posted on the Great Streets website at www.greatstreets.dc.gov.

Contact Name: DMPED Business Development Unit; **Phone:** (202) 727-6365; **Email:** bizdev@dc.gov

Availability of RFA: Additional eligibility requirements, exclusions, use of funds, and application process will be included in the RFA, which will be posted at <http://greatstreets.dc.gov> by Friday, March 14, 2025