

Great Streets

Small Business Retail Grant

Office of the Deputy Mayor for Planning and Economic Development



Great Streets Overview

FY20 Small Business Grant

Competitive grants for owners of small retail and service-oriented businesses and arts-based nonprofit organizations

Applications open: Friday, September 20, 2019

Applications due: Thursday, October 24, 2019 NOON



Corridors



- 7th Street NW
- 14th & U Streets, Adams Morgan, and Mt. Pleasant
- Connecticut Avenue NW
- Georgia Avenue NW
- H Street/Bladensburg Road NE/Benning Road NE
- Martin Luther King Jr. Avenue/South Capitol Street SE/SW
- Minnesota Avenue/Benning Road NE
- Nannie Helen Burroughs Avenue NE
- New York Avenue NE
- North Capitol Street NW/NE
- Pennsylvania Avenue SE
- Rhode Island Avenue NE
- Wisconsin Avenue NW



Check Your Address



Please visit the interactive map located at www.GreatStreets.DC.GOV to immediately determine if your business is located in a Great Streets corridor.



Objectives



- Support existing small retail businesses
- Attract new small retail businesses to the District
- Decrease commercial vacancy rates along the Great Streets corridors
- Increase the District's tax base
- Retain and create new jobs for District residents



Eligibility



- Located within a Great Street Corridor.
- Franchise owners with fewer than 3 existing locations.
- Tavern license holders where primary revenue is not alcohol sales.
- Annual sales < \$1 million.
- Arts-based nonprofit organizations.

For an official determination of eligibility, send an email to DMPED.grants@dc.gov



Eligibility



- Not previously received Great Streets funding for the specified business property.
 - Have previously received Great Streets funding, but are applying for funding for a new, additional location.
 - Businesses cannot receive more than \$150,000 of aggregate funding from the Great Streets Grants Program.
- Multiple businesses occupying the same storefront are eligible.
 - The maximum award is \$50,000, split between the businesses.

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Ineligible Businesses



- Adult entertainment
- Auto body repair
- Banks or other financial services
- Bar, tavern, or nightclub
- E-commerce
- Home-based
- Hotels
- Liquor stores
- Phone stores
- Professional services
 - Accountants
 - Architects
 - Construction companies
 - Law firms
 - Medical practices
 - Real estate
 - All offices
- Seasonal

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Eligible Grantee Expenses



Up to 80% can be applied towards the following hard costs:

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

Up to 20% of the applicant's funding request under this grant can be applied towards the following soft costs:

- Purchase and installation of movable equipment and furniture
- Point-of-sale and inventory management hardware and software
- Business consultation services
- Marketing materials and services



Ineligible Grantee Expenses



- Day-to-day operations (e.g. utilities, taxes, maintenance, refuse, etc.)
- Expenses associated with preparing your application
- Financing of existing debt
- Merchandise or product inventory
- Moving expenses
- Payroll
- Rent or mortgage payments
- Legal fees

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Scoring Criteria



Project Summary	20%
Business Experience	10%
Financial Viability	20%
Business Growth & Expansion	10%
Corridor Impact & CBE Usage	30%
Job Retention & Creation	10%



Application Process



1. Business owners submit application online at www.GreatStreets.dc.gov by October 24th.
2. Applications are pre-screened for completeness and compliance.
3. Applications are reviewed by an external review panel.
4. Deputy Mayor makes the final decision, taking into consideration recommendations from the review panels and DMPED leadership.



Are you Great Streets Ready?



To be considered for the grant, a business owner must:

- Be in Good Standing with the Department of Consumer and Regulatory Affairs (DCRA), the Office of Tax and Revenue (OTR), the Department of Employment Services (DOES), and the federal Internal Revenue Service
- Retain site control through:
 - Ownership by deed
 - Executed contract of sale or option to purchase
 - Lease with at least two year remaining
- Possess proof of property and liability insurance
- Basic Business License



Agency Partners



Department of Small and Local Business Development	Department of Consumer and Regulatory Affairs	Department of Housing and Community Development	Department of Insurance, Securities, and Banking	Department of Energy and the Environment
Technical Assistance	Zoning, Permits	Washington DC Economic Partnership	Department of Employment Services	Department of Transportation
Main Streets	Small Business Resource Center			



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