



**FY 2019 Great Streets Small Business Grant  
REQUEST FOR APPLICATIONS (RFA)**

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**Release Date of RFA:** Friday, September 7, 2018

**RFA ID #:** DMPED – GSSBG - 518018

**Grant Orientation:** Please refer to the Great Streets website,  
[greatstreets.dc.gov](http://greatstreets.dc.gov).

**Submission Deadline:** Monday, October 22, 2018 at 12:00 p.m. EST.

***All applications must be submitted electronically. Hand delivered or mailed applications will not be accepted. Adherence to the deadline is essential. Incomplete applications or those submitted after the deadline will not be accepted.***

**Submission Details:** Online submissions only. Please submit your complete application (including attachments) through the MicroEdge portal on the website for the Office of the Deputy Mayor for Planning and Economic Development: [dmped.dc.gov](http://dmped.dc.gov).

**Point of Contact:** DMPED Grants Team  
**Phone:** (202) 724-8111  
**E-mail:** [dmpedgrants@dc.gov](mailto:dmpedgrants@dc.gov)

**Availability:** Download the application from the following websites:

- Office of Partnership and Grants - [opgs.dc.gov](http://opgs.dc.gov)
- Office of the Deputy Mayor for Planning and Economic Development - [dmped.dc.gov](http://dmped.dc.gov)
- Great Streets - [greatstreets.dc.gov](http://greatstreets.dc.gov)

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## **I. Introduction**

The Office of the Deputy Mayor for Planning and Economic Development (DMPED) is soliciting grant applications from qualified small business owners who wish to improve their place of business. The purpose of the Great Streets Small Business Grant is to support existing small businesses, attract new businesses, increase the District's tax base, create new job opportunities for District residents, and transform designated emerging commercial corridors into thriving and inviting neighborhood centers.

### **A. Program Priorities**

1. This grant is a mechanism to encourage existing and new neighborhood, retail-oriented businesses who seek access to capital an opportunity to improve their place of business, re-imagining their service approach by expanding services, and/or to fill a need in a underserved retail priority area. As the trends in retail have shifted towards a more consumer-centric experience, it is necessary for local businesses to begin thinking of innovative approaches to attract new customers while maintaining their existing customer base to remain competitive.
2. The program serves as an opportunity to grow the district's local small business economy and bolster areas with inadequate access to retail-serving neighborhood experiences. The administration seeks to invest in 13 retail priority areas currently known as "Great Streets Corridors" with the goal of creating livable, walkable, shoppable, retail serving community experiences across all eight wards.
3. DMPED seeks to invest in small businesses which:
  - a. Activate the commercial corridor through increase of foot traffic
  - b. Maintain and create new jobs
  - c. Visually impact the corridor via façade improvements
  - d. Improve the customer experience via interior remodeling

DMPED invites the submission of applications by qualified businesses for Great Streets Retail Small Business Grants pursuant to the Deputy Mayor for Planning and Economic Development Limited Grant-Making Authority Amendment Act 2016, effective October 8, 2016 (D.C. Law 21-160; D.C. Official Code § 1-328.04) and from the Economic Development Special Account pursuant to D.C. Official Code §2-1225.21.

## **II. Great Street Corridors (Retail Priority Areas):**

Grants are offered to small businesses located in the following Great Street Corridors:

- 7th Street NW
- 14th & U Streets NW (including Adams Morgan and Columbia Heights)
- Connecticut Avenue NW
- Georgia Avenue NW
- H Street/Bladensburg 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

Prospective applicants can verify their location eligibility via the interactive mapping tool found at the Great Streets website ([greatstreets.dc.gov](http://greatstreets.dc.gov)).

### III. Eligible Applicants<sup>1</sup>

Eligible applicants include the following:

- Eligible applicants may be for-profit entities (including, but not limited to, sole proprietorships, partnerships, limited liability companies, and corporations), and art and humanities based non-profit section 501©(3) and retail and service-oriented business owners whose location is on or within a Great Streets Corridor;
- Small retail and service-oriented business owners whose location is on or within a Great Street Corridor;
- Small retail and service-oriented businesses who have not previously received Great Streets funding for the specified business property. (**Example:** *Biz A was awarded \$35,000 Great Street Grant in 2015 at 1111 Streets Lane NW. Biz A cannot apply a second time for 1111 Streets Lane NW*)
  - Award amount for multiple businesses co-located within same physical address location shall not exceed the \$50,000 threshold;
- Owners of retail and service-oriented business types not included in the Ineligible Applicant list below; (**Example:** *Biz A is a coffee/t-shirt shop. Biz A is eligible to apply since business is not listed as an ineligible business*);
- Business owners that have not previously received Great Streets funding for the same business location; and
- Business owners previously awarded Great Streets funding for their original location but are opening a second or third location. (**Example #1:** *Biz A was awarded in 2013 and would like to apply again for second location. Example #2:* *Biz A was awarded in 2013 and wants to expand by increasing the business square footage by leasing the neighboring vacant space. Biz A is eligible to apply. Example #3:* *Biz A was awarded in 2013 and wants to expand by moving/relocating business to gain more square footage. Biz A is not eligible to apply*)
- Businesses that hold a Tavern license issued by Alcohol Beverage Regulation Administration (ABRA) with the ability to prove via tax returns that primary revenue is not alcohol sales during the pre-screen phase of application
- See Attachment A for a list of sample businesses eligible to apply.

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<sup>1</sup> For locations with multiple businesses occupying the same space, the maximum award is \$50,000 between the businesses. Same space is defined as a business occupying and/or in the same suite.

#### IV. Ineligible Applicants

The following types of businesses are ineligible to receive grant funding under this program:

- Adult entertainment
- Auto body repair
- Bank
- Bar or Nightclub<sup>2</sup>
- Construction/general contracting/architecture/design-build
- E-commerce business
- Financial services
- Home-based
- Hotel
- Liquor store
- Phone store
- Professional services<sup>3</sup>
- Real estate development/property management/realtor
- Seasonal (partial year)
- Previously awarded businesses that are expanding existing operations and/or relocating to another location are not eligible
- Businesses who have received a total of \$150,000 or more of funding from the Great Streets or H Street Grants Programs are not eligible.

#### V. Eligible Funding Uses

Up to 80% of the applicant's funding request under this 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
- 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:

- Point-of-sale and inventory management hardware and software;
- Marketing materials and services; and / or
- Purchase and installation of movable equipment and furniture.

#### NOTE:

**For new business**, the following items, below, are not allowable funding uses

**For existing businesses**, removal of the following items, if applicable, is required.

- Plexi-glass (at point of sale or visible from façade)

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<sup>2</sup> Please note that the type of businesses ineligible is those holding the following ABRA Licenses: Bar or Nightclub

<sup>3</sup> Professional services are defined as the following businesses: accountant, actuary, architect, dentist, engineer, evaluator, financial planner, lawyer, physician, registered nurse, and training/development providers

- Excessive papering on front facing windows (window shall be clear of debris)
- Corner stores and businesses holding a Tavern License are required to enter the MPD Security Camera Rebate Program

## VI. Information Sessions

A schedule of information and live web chat sessions hosted by DMPED is posted on the Great Streets website and is accessible via this link: <https://greatstreets.dc.gov/calendar/month>. Prospective applicants with questions regarding this Request for Applications (RFA) are encouraged to attend one (1) of these sessions.

## VII. Submission Guidelines

All applications must be submitted via the MicroEdge 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, October 22, 2018 at 12 Noon, EST**. All applications will be recorded upon receipt. Any applications received after the specified **Monday, October 22, 2018 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 MicroEdge platform. DMPED advises prospective applicants not to upload any documents using Dropbox or similar applications due to access issues. For assistance with completing an application, please contact a technical assistance provider as listed on the Great Streets website under Small Business Resources.

## VIII. Application Review

- A. Initial Screening – Prior to the formal review process, each application will receive an initial administrative screening to ensure that all required forms, signatures, and documents are present. An application will not be evaluated by the review panel if:
  - 1) The application is received after the closing date;
  - 2) The application package is not complete;
  - 3) The project synopsis/description fails to address the program priorities;
  - 4) The application does not fall within the scope the RFA;
- B. Approved applications will be reviewed by external independent review panel that will submit scoring, ranking and comments to DMPED.
- C. The Great Streets Director and DMPED leadership will submit recommendations to the Deputy Mayor for final approval after taking into consideration the external independent review panel’s recommendations.

Based on the external and internal review panel recommendations, the Mayor’s budget priorities, the resources available, and the goal of achieving a balance as to communities served and the goals of the program, DMPED will make the final funding decision. The final funding decision

cannot be contested or appealed.

## **IX. External Reviewer**

Upon receiving the applications from the DMPED, the third-party reviewer will review, analyze, evaluate, and score each application.

## **X. Scoring Criteria**

Applications will be evaluated based on the following criteria outlined below.

### **Project Summary (20%)**

The applicant should fully describe and explain the project being proposed, including:

- a description of the proposed Project that thoroughly explains the approach, implementation and operation of the proposal over the entire period of performance;
- an approach that clearly demonstrates innovation, creativity, cost-efficiency, a strong likelihood of achieving the desired outcome, and the capability of being implemented in the near term (6 - 12 months of award) and of having an impact in the near-term or long-term (within 1-2 years of award);
- a concept of operations that clearly describes a process, method, or model upon which the Project will meet, outputs and outcomes or goals; and program objectives; and
- a description of specific work requirements from beginning to end and how the proposed Project will accomplish the stated initiative.

The applicant must ensure the program 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.

### **Business Experience (10%)**

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). The applicant should provide a one-page bio or resume showing only relevant experience of the owner. 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. Failure to do so, may reduce the applicant scoring under this criterion.

### **Financial Viability (20%)**

The applicant must upload all required financial documents for review to determine financial viability. Additionally, 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. The budget justification must be broken-out and detailed using the same budget categories as the template provided. Costs must align. If one or more documents are missing or omitted, it may reduce the applicant scoring under this criterion. All costs included in the proposed budget must be allowable, allocable and reasonable. Each item of cost must be accompanied by a sufficiently detailed description in the budget narrative and align to enable proposal 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.

### **Business Growth & Expansion (10%)**

The applicant must be able to clearly state the changes and/or modifications in business which illustrate growth or anticipate growth in business through change in business approach, product delivery/consumer-focused strategies, new product offerings, etc. How will business remain competitiveness? Failure to provide information, may reduce the applicant scoring under this criterion.

### **Corridor Impact/ CBE (30%)**

The applicant must be able to illustrate the following:

- The funding towards the proposed project will increase foot-traffic or activation in a retail priority area to positively enhance the neighborhood and community;
- Commitment towards supporting the local economy by contracting with Certified Business Enterprises (CBE) for proposed project; and
- To meet some or all of the programs priorities listed above in Section I. A. 1-3

### **Job Retention & Creation (10%)**

The applicant must fully complete template for upload and review. A commitment to maintain existing staff and hire residents can increase the applicant scoring under this criterion.

## **XI. Anticipated Announcement and Award Notification**

Anticipated time for processing applications is thirty (30) to forty-five (45) days after date of application close. DMPEP anticipates notification of awards on or before November 16, 2018.



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.
4. Grant Agreement – draft template can be found here: [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov).

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. Amount of Award**

Up to \$50,000 may be awarded to a grantee.

## **XIII. Terms and Conditions**

Funding for this grant is contingent upon continued appropriations to 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 it is determined to be 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 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 shall provide the citations to the statute and implementing regulations that authorize the grant or sub-grant; all applicable federal and District regulations and payment provisions identifying how the grantee will be paid for performing under the grant agreement; reporting

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<sup>4</sup> The disbursement schedule will be outlined in the executed grant agreement

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 laws or regulations, or any ambiguity related thereto, then the provisions of the applicable laws or regulations shall control, and it shall be the responsibility of the applicant to ensure compliance.

DMPED reserves the right to withhold funds and/or withdraw a grant award to applicants who change vendors during the period of performance prior to submission and approval by DMPED.

#### **XIV. Point of Contact**

DMPED Grants Team  
Phone: (202) 724-8111  
Email: [dmpedgrants@dc.gov](mailto:dmpedgrants@dc.gov)

#### **XV. Total Allocation for Grants:**

**XVI.** \$3,500,000.00

#### **XVII. Minimum Requirements**

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

- Located within a Great Streets Corridor (for a listing of corridors, please refer to Section II of this RFA). Prospective applicants can verify their location eligibility by using the interactive mapping tool at [greatstreets.dc.gov](http://greatstreets.dc.gov).
- Registered business in Good Standing with the DC Department of Consumer and Regulatory Affairs (DCRA), the Office of Tax and Revenue (OTR), the Department of Employment Services (DOES), and Internal Revenue Service (IRS), and maintain their Good Standing status with the aforementioned agencies throughout the pre-award process and the grant's period of performance.
- Retain site control of the business property either through fee simple ownership or an executed contract or lease with the property owner with a minimum unexpired term of at least two (2) years. Applicants who lease their business property are required to submit a notarized affidavit from their landlord authorizing the proposed improvement project.
- Provide proof that the average annual revenue of the business (based on the last three (3) completed calendar years), or the projected average annual revenue for the first three (3) years "in business," does not exceed \$1 million.
- Provide proof of property and liability insurance (an insurance quote is permitted for new businesses) compliant with the requirements set forth in Section XVIII of this RFA).

#### **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.

## **XVIII. Grant Disbursement**

DMPED expects to award multiple grants under this program. Grant award sizes will vary by applicant. Maximum grant award per applicant is \$50,000.00.

The period of agreement of each grant will be from the date of grant execution and shall remain in effect through September 30, 2019. The District's period of performance and financial obligation for the grant will be from the date of execution through September 30, 2019.

Grant funding will be disbursed to the grantee based on award amount in tranches. The grant award will be disbursed at the time of grant execution in quarters, thirds, or halves provided expenditures are allowable expenses and grantee adheres to the disbursement process.

Vendors(grantees) receiving purchase orders on or after April 30, 2018 must submit invoices electronically through the vendor portal: <https://vendorportal.dc.gov>. Vendors are required to register on the vendor portal prior to submitting an invoice.

## **XIX. Certifications and Assurances**

**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.

**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, DMPED's 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 day (10 calendar days) prior written notice in the event of non-payment of premium.

1. **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.

2. 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.
3. Workers' Compensation Insurance - The grantee shall provide workers' compensation insurance in accordance with the statutory mandates of the District of Columbia.
4. 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.

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.

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.

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.

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.

Notification - The grantee shall immediately provide the Director of Contracts, Procurement and Grants 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 Director of Contracts, Procurement and Grants.

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 the Deputy Mayor for Planning and Economic Development**  
**Attention: Contracts, Procurement and Grants**  
**1015 Half Street SE, Suite 675, Washington, DC 20003**

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, District of Columbia Human Rights Act of 1977 and the DC Language Access Act of 2004.