



# FY25 DC Main Streets Grant Program (Various Locations)

(Application closes November 18, 2024 @2:00pm)

## Applicant workshop

 GOVERNMENT OF THE  
DISTRICT OF COLUMBIA  
MURIEL BOWSER, MAYOR

# Workshop Agenda

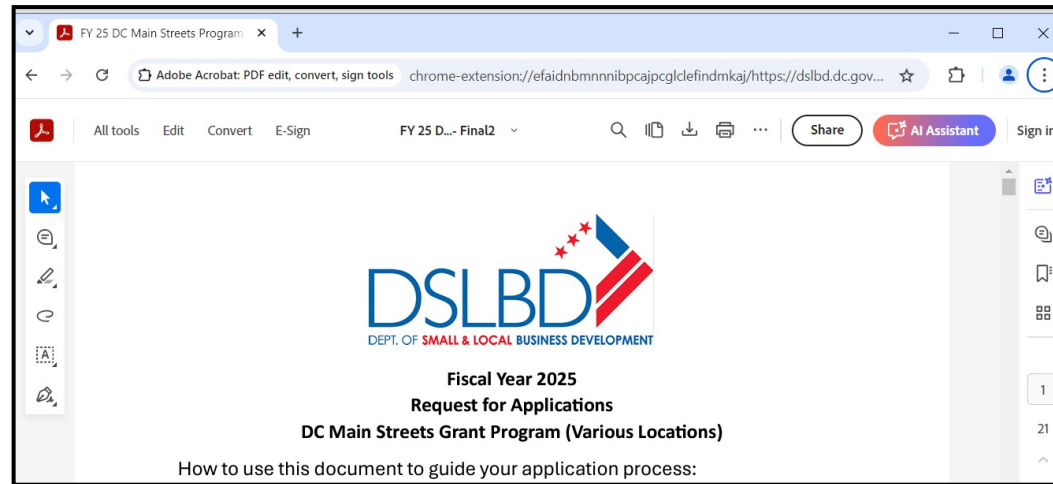
1. Introduction to DSLBD and Mission
2. DC Main Streets (DCMS) program overview
3. Introduction to FY 2025 DCMS competed sites
4. Eligibility and Creating an Application
5. Building your Program Budget
6. Application Review Criteria
7. Notifications and Awards
8. Operating a DC Main Street (Award Administration)
9. Tips and General Advice
- 10.Q+A



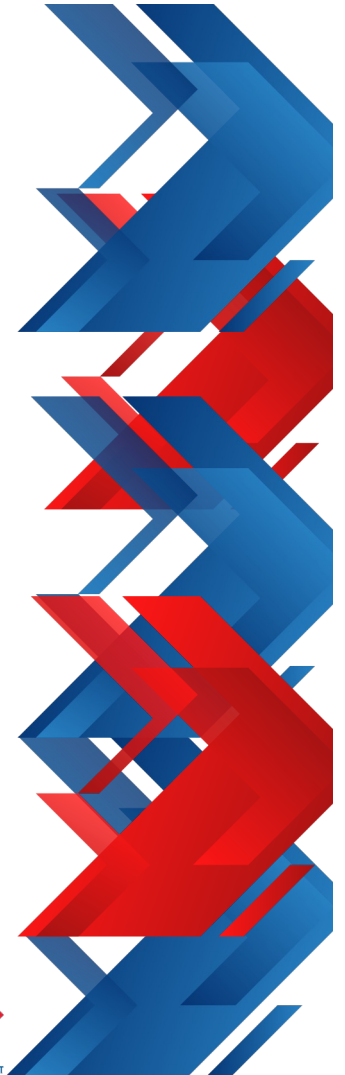
# The Request for Applications (RFA)

You cannot successfully apply without reading the RFA, available (with other resources) here:

<https://dslbd.dc.gov/service/current-funding-opportunities>



Workshops and additional materials are provided as general introductory documents. Their use does not guarantee funding or any level of funding. In the event of conflict or inconsistency between the RFA and any other document, the terms in the RFA prevail.



# Mission

The Department of Small and Local Business Development (DSLBD) supports the development, economic growth, and retention of District-based businesses, and promotes economic development throughout the District's commercial corridors.

# Vision

DSLBD envisions a business environment in which: DC businesses are connected in real-time with local, federal, and global business opportunities; businesses navigate government quickly, confidently, and effectively; and every entrepreneur and business with a great idea and a great plan has the capital to make it happen.



# DSLBD Divisions

Commercial Revitalization

Innovation & Equitable Development (Inno.ED)

Business Opportunities

Certification Business Enterprise (CBE)

CBE Compliance

DC APEX Accelerator (formally known as DC PTAC)



# Commercial Revitalization

Our revitalization programs **provide services and funding to help retail corridors and strengthen our neighborhoods** to improve the quality of life for everyone living in the District.

Small and local retailers are found in clusters along the traditional commercial corridors. DSLBD supports the non-profit organizations working to revitalize the District's retail districts through our neighborhood renewal programs.

## Programs:

- [MAIN STREETS](#) - DSLBD provides technical assistance and grants to community leaders using the Main Street Four Point Approach to revitalize their commercial districts.
- [BIDs](#) - DSLBD certifies and re-certifies all the Business Improvement Districts located in the city.
- [CLEAN TEAMS](#) - DSLBD cleans the sidewalks and removes graffiti in designated retail corridors.



# DC Main Streets Program

## General Description

DC Main Streets (DCMS) is a comprehensive program that promotes the revitalization of business corridors in the District of Columbia. Through the 29 designated DC Main Streets, DSLBD supports 4,000 brick and mortar retail shops across all eight wards.

Each DC Main Street supports its business corridor through direct grant support, Small Business Technical Assistance (STBA), events, and other activities that strengthen and advance their region's businesses. Main Streets are a connector between small business owners and the District government.

Locally, they build relationships with small businesses in their neighborhoods.

Nationally, they're also part of Main Street America (MSA), an organizing and accrediting entity that provides standards and resources to all US Main Streets.



# DC Main Streets Program

## Goals

In the application and granting process, DC Main Street operators are selected to serve their Business Corridor due to an ability to:

- Implement the MSA's Main Street Approach
- Demonstrate programmatic and fiscal capacity
- Cultivate partnerships, assist businesses, and enhance the assets of the Business Corridor
- Build and maintain support from diverse stakeholders
- Host promotional events
- And more

By focusing on these factors, a commercial district revitalization process can be effectively initiated and maintained.





# FY 2025 Available DC Main Streets

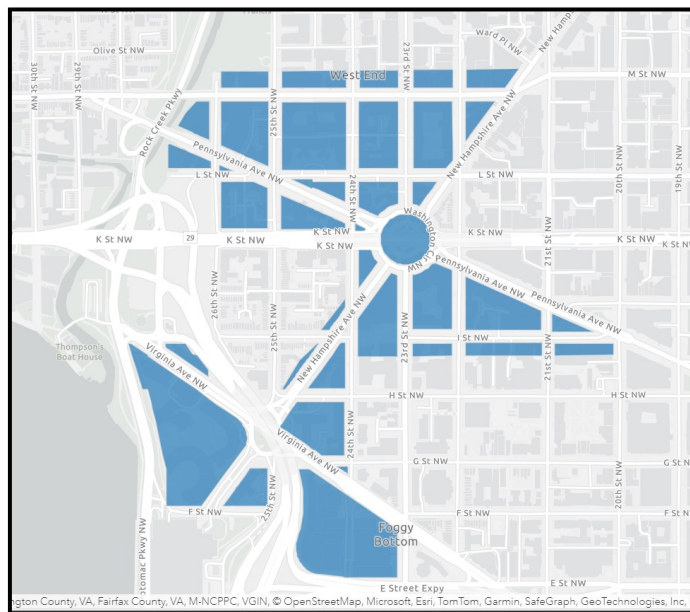
This grant opportunity is competitive. Applicants may submit one (1) Main Street application for one (1) Business Corridor per DSLBD application cycle.

# Foggy Bottom | West End Main Street

## Ward 2

M Street NW to Pennsylvania Ave NW from 26th St NW to New Hampshire Ave NW, Pennsylvania Avenue NW to I Street NW From New Hampshire Ave NW to 20th Street NW, Washington Circle NW (National Park Service Land), New Hampshire Ave NW from Virginia Ave NW to Pennsylvania Ave NW, I Street NW to Virginia Ave NW from 27th NW to New Hampshire Ave NW, Virginia Ave NW to F Street NW from Rock Creek Parkway NW to 25th St NW, Virginia Avenue NW to E Street NW from the I-66 Highway Expressway to 23rd Street NW.

**FY 2025 Grant Award: \$175,000.00\***

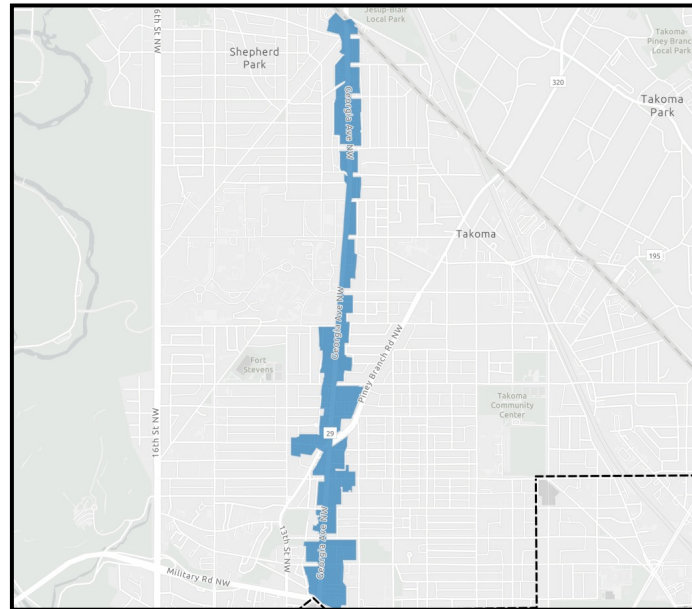


# Upper Georgia Avenue Main Street

## Ward 4

Georgia Avenue NW from Missouri Avenue NW to Eastern Avenue NW, the 1200 block of Tuckerman Street NW and the 900 block of Sheridan St NW.

**FY 2025 Grant Award: \$150,080.00**

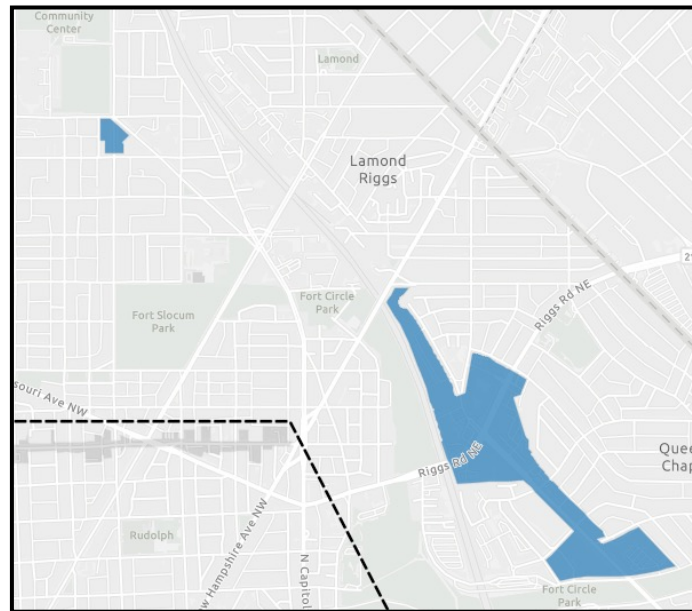


# "The Parks" Main Street (Riggs Park and Manor Park)

## Ward 4 and Ward 5

5700 block of 2nd Street NE between Riggs Road NE and New Hampshire Avenue NE; Riggs Rd NE from the railroad tracks to Chillum Place NE; South Dakota Avenue NE from Riggs Road NE to Galloway St NE; and 3rd Street NW from Rittenhouse Street NW to Sheridan Streets NW.

**FY 2025 Grant Award: \$150,080.00**

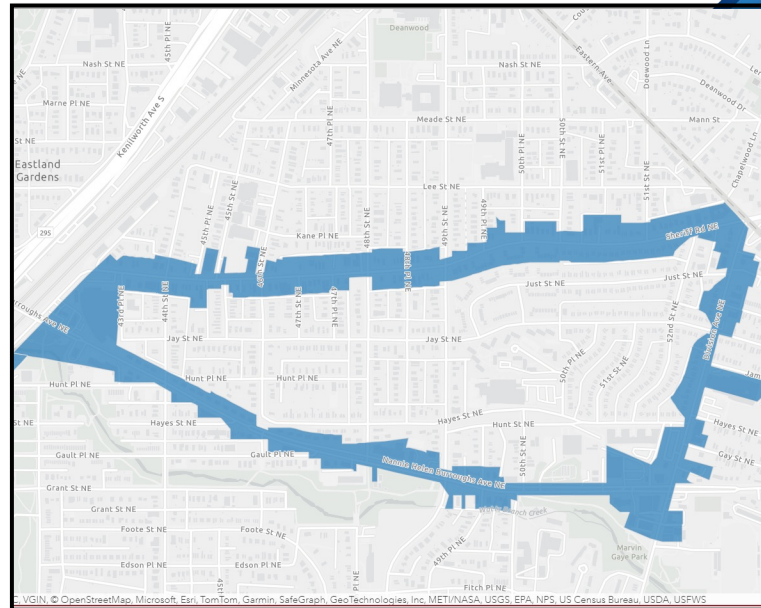


# Deanwood Heights Main Street

## Ward 7

Minnesota Avenue NE from Nannie Helen Burroughs Avenue NE to Sherriff Road NE; Sheriff Road NE from Minnesota Avenue NE to Eastern Avenue NE; Division Avenue NE from Sheriff Road NE to Foote Street NE; and Nannie Helen Burroughs Avenue NE from Division Avenue NE to Minnesota Avenue NE.

**FY 2025 Grant Award: \$150,080.00**





# Eligibility and Creating an Application

# Eligibility

Applicants must complete ALL requested information (narratives and uploaded documents) via the online ZoomGrants application portal to be eligible.

To apply, an applicant must:

- Be a DC-based 501(c)(3) organization
- Be active, compliant, and in good standing with all DC and federal agencies including DLCP, OTR, IRS, etc.
- Submit a complete application before **November 18, 2024 at 2:00pm**

Any organization suspended from any DSLBD grant program for any reason within the past five (5) years is not eligible to apply for this grant opportunity. DSLBD will not solicit offers from, award grants to, renew, extend grant agreements with, or consent to subcontracts with entities that have been suspended during this timeframe.

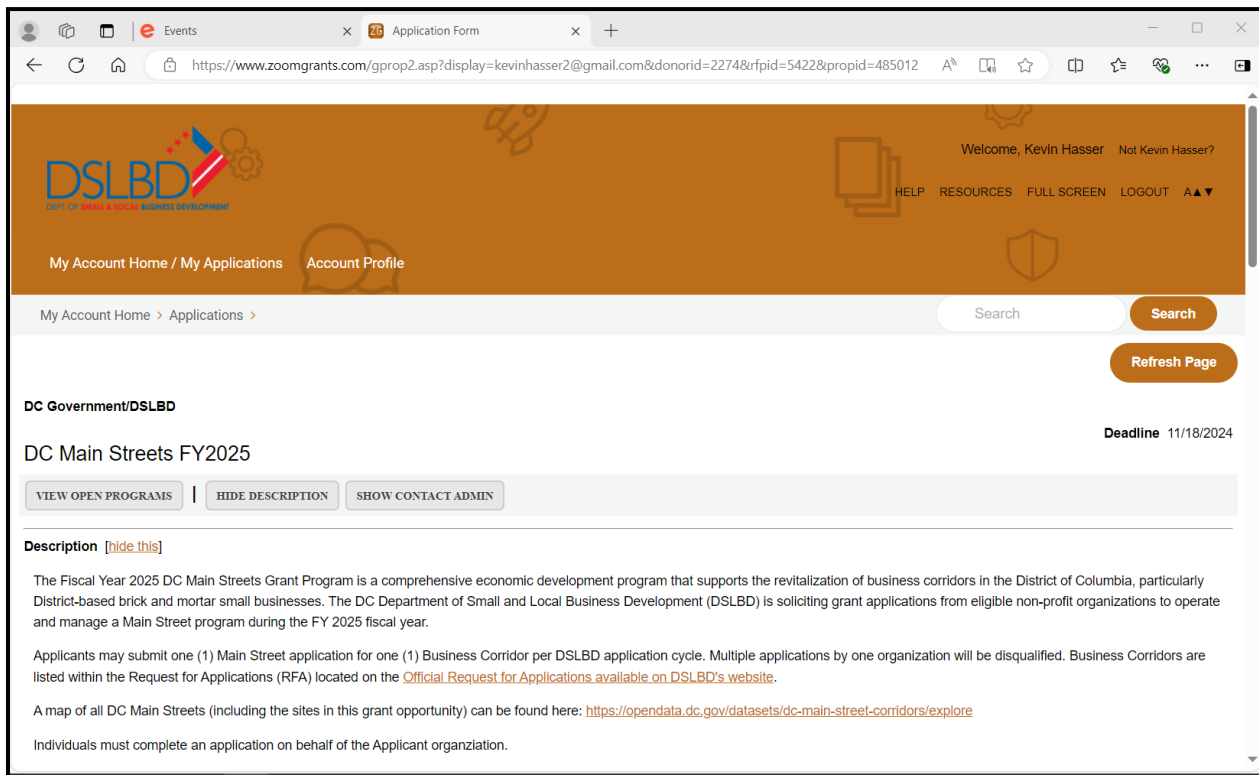
# The Application

- Go to <https://www.zoomgrants.com/zgf/FY25DCMAINSTREETS> (linked within the RFA)
- Either (1) Log-in, or (2) Create an Account

The screenshot shows the ZoomGrants application form page. The browser address bar displays the URL: <https://www.zoomgrants.com/gprop.asp?donorid=2274&rpid=&limited=&limitgroup=>. The page header features the DSLBD logo and navigation links for HELP, RESOURCES, and a search bar. The main content area is titled "DC Government/DSLBD" and "Open Programs". Under "Open Programs", the "DC Main Streets FY2025" program is listed with the date "11/18/2024 - Organizations Only". A red oval highlights this program, and a red arrow points to it with the text "(2) New Applicants". A message states "You must be logged in to start a new application." with buttons for "Creating Application" and "Preview". On the right side, there is a "New ZoomGrants™ Account" form with fields for Email, Password, First Name, and Last Name, and a "New Account" button. A red arrow points to the "Existing ZoomGrants™ Users: Email" and "Password" fields with the text "(1) Returning Applicants". A link "How do I do this?" is also visible near the "New Account" button.



# The Application



The screenshot shows a web browser window with the URL <https://www.zoomgrants.com/gprop2.asp?display=kevinhasser2@gmail.com&donorid=2274&rfpid=5422&propid=485012>. The page is titled "Application Form" and features the DSLBD logo (Dept. of Small & Local Business Development) in the top left. The user is logged in as "Kevin Hasser" and is viewing the "My Account Home / My Applications" page. The page displays the "DC Main Streets FY2025" application form. The form includes a "Description" section with a "hide this" link, a "Deadline" of 11/18/2024, and a "Refresh Page" button. The description text is as follows:

**DC Government/DSLBD**

**DC Main Streets FY2025** **Deadline** 11/18/2024

[VIEW OPEN PROGRAMS](#) | [HIDE DESCRIPTION](#) | [SHOW CONTACT ADMIN](#)

**Description** [\[hide this\]](#)

The Fiscal Year 2025 DC Main Streets Grant Program is a comprehensive economic development program that supports the revitalization of business corridors in the District of Columbia, particularly District-based brick and mortar small businesses. The DC Department of Small and Local Business Development (DSLBD) is soliciting grant applications from eligible non-profit organizations to operate and manage a Main Street program during the FY 2025 fiscal year.

Applicants may submit one (1) Main Street application for one (1) Business Corridor per DSLBD application cycle. Multiple applications by one organization will be disqualified. Business Corridors are listed within the Request for Applications (RFA) located on the [Official Request for Applications available on DSLBD's website](#).

A map of all DC Main Streets (including the sites in this grant opportunity) can be found here: <https://opendata.dc.gov/datasets/dc-main-street-corridors/explore>

Individuals must complete an application on behalf of the Applicant organization.



# The Application

**Proposal Name**

**Applicant Information**

First Name   
Last Name   
Telephone   
Email

**Organization Information** (changes to this data will be reflected on all other applications for this organization)

Organization Legal Name/Entity Name   
Address 1   
Address 2   
City   
State/Province   
ZIP+4/Postal Code   
Country   
[Edit Address](#)

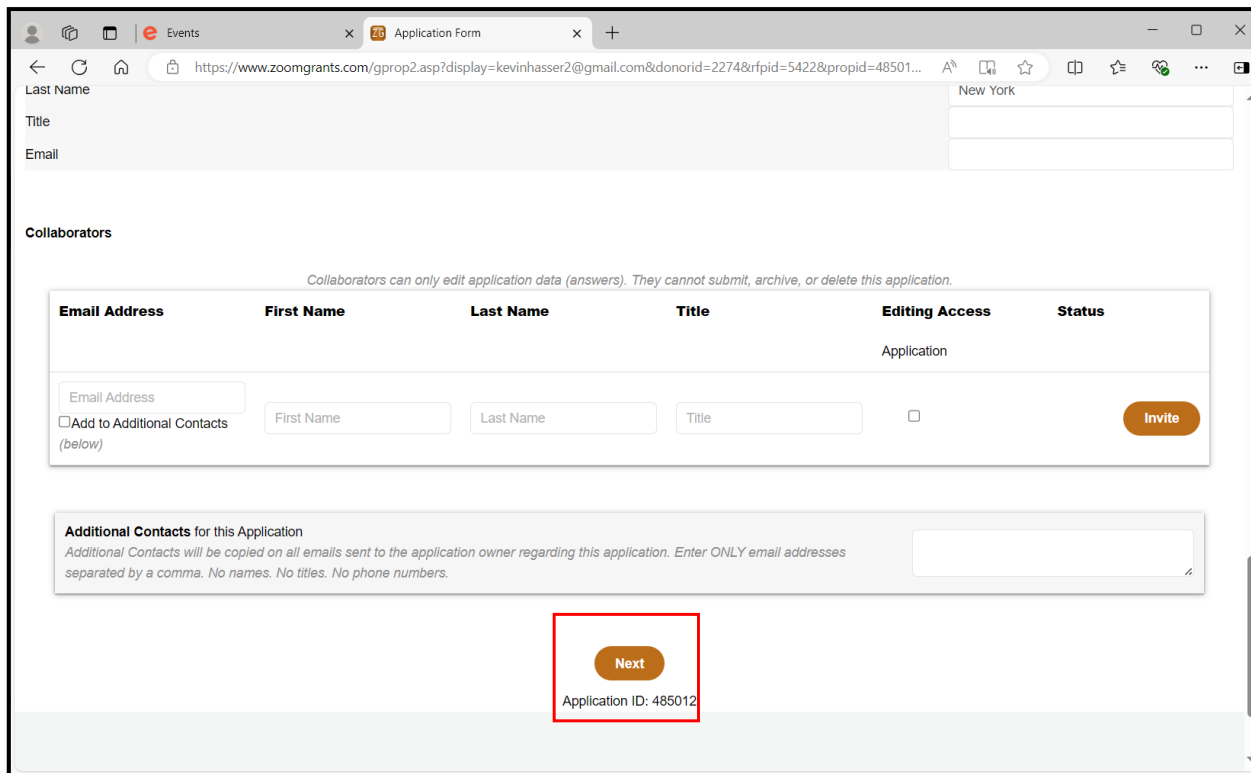
Telephone   
Fax (optional)   
Website (optional)

**CEO/Executive Director**

First Name   
Last Name



# The Application



The screenshot shows a web browser window with the URL <https://www.zoomgrants.com/gprop2.asp?display=kevinhasser2@gmail.com&donorid=2274&rfpid=5422&propid=48501...>. The form is titled "Application Form" and contains the following sections:

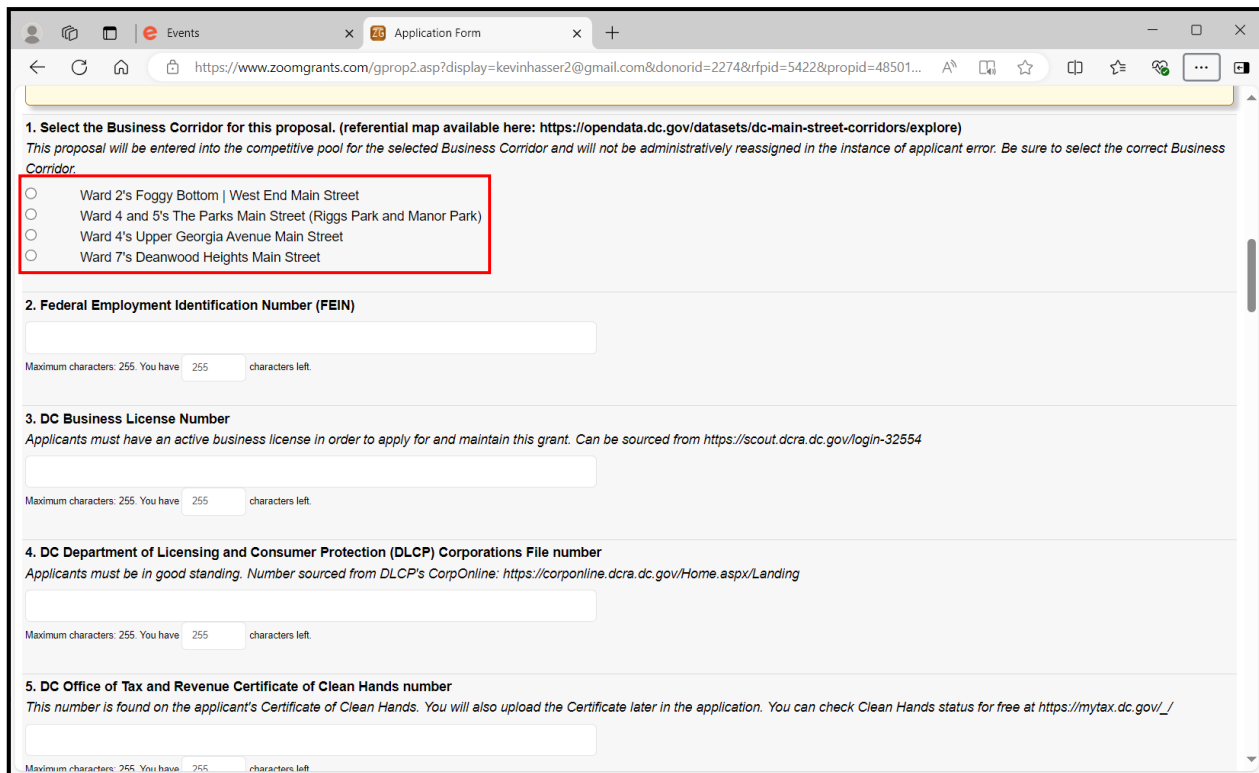
- Personal Information:** Fields for Last Name, Title, and Email. A dropdown menu for location is set to "New York".
- Collaborators:** A section with a note: "Collaborators can only edit application data (answers). They cannot submit, archive, or delete this application." It includes a table with headers: Email Address, First Name, Last Name, Title, Editing Access, and Status. Below the table is a checkbox for "Add to Additional Contacts (below)" and an "Invite" button.
- Additional Contacts for this Application:** A text area for entering email addresses, with a note: "Additional Contacts will be copied on all emails sent to the application owner regarding this application. Enter ONLY email addresses separated by a comma. No names. No titles. No phone numbers."
- Next Button:** A brown button labeled "Next" is highlighted with a red rectangle. Below it, the text "Application ID: 485012" is visible.

At the bottom right of the browser window, the logo for "DSEDD DEPT. OF SMALL & LOCAL BUSINESS DEVELOPMENT" is partially visible.



# The Application

- Select your application's Main Street location
- 20 Narrative questions; some asking for specific paperwork codes, some asking for programming intent



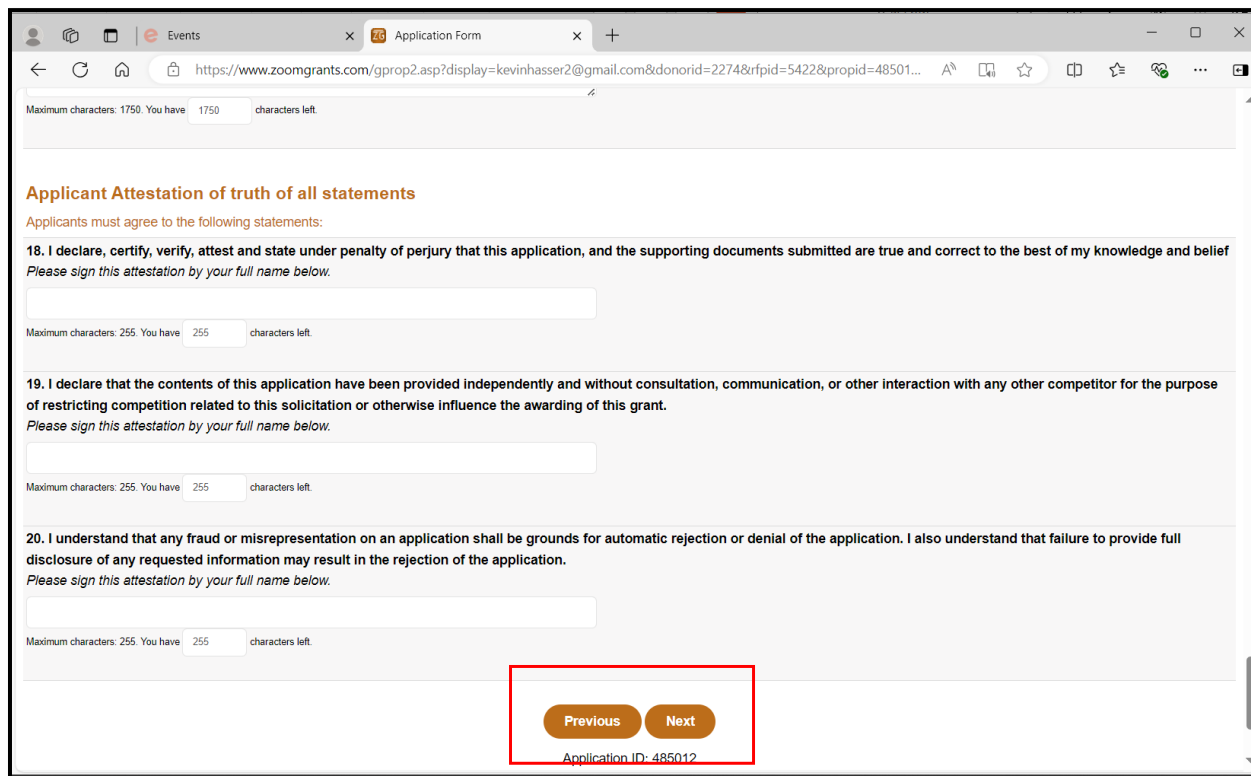
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- 1. Select the Business Corridor for this proposal.** (referential map available here: <https://opendata.dc.gov/datasets/dc-main-street-corridors/explore>)  
*This proposal will be entered into the competitive pool for the selected Business Corridor and will not be administratively reassigned in the instance of applicant error. Be sure to select the correct Business Corridor.*
  - ☐ Ward 2's Foggy Bottom | West End Main Street
  - ☐ Ward 4 and 5's The Parks Main Street (Riggs Park and Manor Park)
  - ☐ Ward 4's Upper Georgia Avenue Main Street
  - ☐ Ward 7's Deanwood Heights Main Street
- 2. Federal Employment Identification Number (FEIN)**  
Maximum characters: 255. You have 255 characters left.
- 3. DC Business License Number**  
*Applicants must have an active business license in order to apply for and maintain this grant. Can be sourced from <https://scout.dcrd.dc.gov/login-32554>*  
Maximum characters: 255. You have 255 characters left.
- 4. DC Department of Licensing and Consumer Protection (DLCP) Corporations File number**  
*Applicants must be in good standing. Number sourced from DLCP's CorpOnline: <https://corponline.dcrd.dc.gov/Home.aspx/Landing>*  
Maximum characters: 255. You have 255 characters left.
- 5. DC Office of Tax and Revenue Certificate of Clean Hands number**  
*This number is found on the applicant's Certificate of Clean Hands. You will also upload the Certificate later in the application. You can check Clean Hands status for free at [https://mytax.dc.gov/\\_/](https://mytax.dc.gov/_/)*  
Maximum characters: 255. You have 255 characters left.



# The Application

- Portal *should* save your work as you progress, but DON'T TEST IT. Write your narratives in an offline word processing program and upload before you press submit.



The screenshot shows a web browser window with the URL <https://www.zoomgrants.com/gprop2.asp?display=kevinhasser2@gmail.com&donorid=2274&rpid=5422&propid=48501...>. The page title is "Application Form". At the top, it says "Maximum characters: 1750. You have 1750 characters left." Below this is a section titled "Applicant Attestation of truth of all statements" with the instruction "Applicants must agree to the following statements:". There are three numbered statements, each followed by a text input field and a character count: "18. I declare, certify, verify, attest and state under penalty of perjury that this application, and the supporting documents submitted are true and correct to the best of my knowledge and belief. Please sign this attestation by your full name below." (255 characters left), "19. I declare that the contents of this application have been provided independently and without consultation, communication, or other interaction with any other competitor for the purpose of restricting competition related to this solicitation or otherwise influence the awarding of this grant. Please sign this attestation by your full name below." (255 characters left), and "20. I understand that any fraud or misrepresentation on an application shall be grounds for automatic rejection or denial of the application. I also understand that failure to provide full disclosure of any requested information may result in the rejection of the application. Please sign this attestation by your full name below." (255 characters left). At the bottom, there are two orange buttons labeled "Previous" and "Next", which are highlighted by a red rectangle. Below the buttons, the text "Application ID: 485012" is visible.

Maximum characters: 1750. You have 1750 characters left.

**Applicant Attestation of truth of all statements**  
Applicants must agree to the following statements:

18. I declare, certify, verify, attest and state under penalty of perjury that this application, and the supporting documents submitted are true and correct to the best of my knowledge and belief  
Please sign this attestation by your full name below.

Maximum characters: 255. You have 255 characters left.

19. I declare that the contents of this application have been provided independently and without consultation, communication, or other interaction with any other competitor for the purpose of restricting competition related to this solicitation or otherwise influence the awarding of this grant.  
Please sign this attestation by your full name below.

Maximum characters: 255. You have 255 characters left.

20. I understand that any fraud or misrepresentation on an application shall be grounds for automatic rejection or denial of the application. I also understand that failure to provide full disclosure of any requested information may result in the rejection of the application.  
Please sign this attestation by your full name below.

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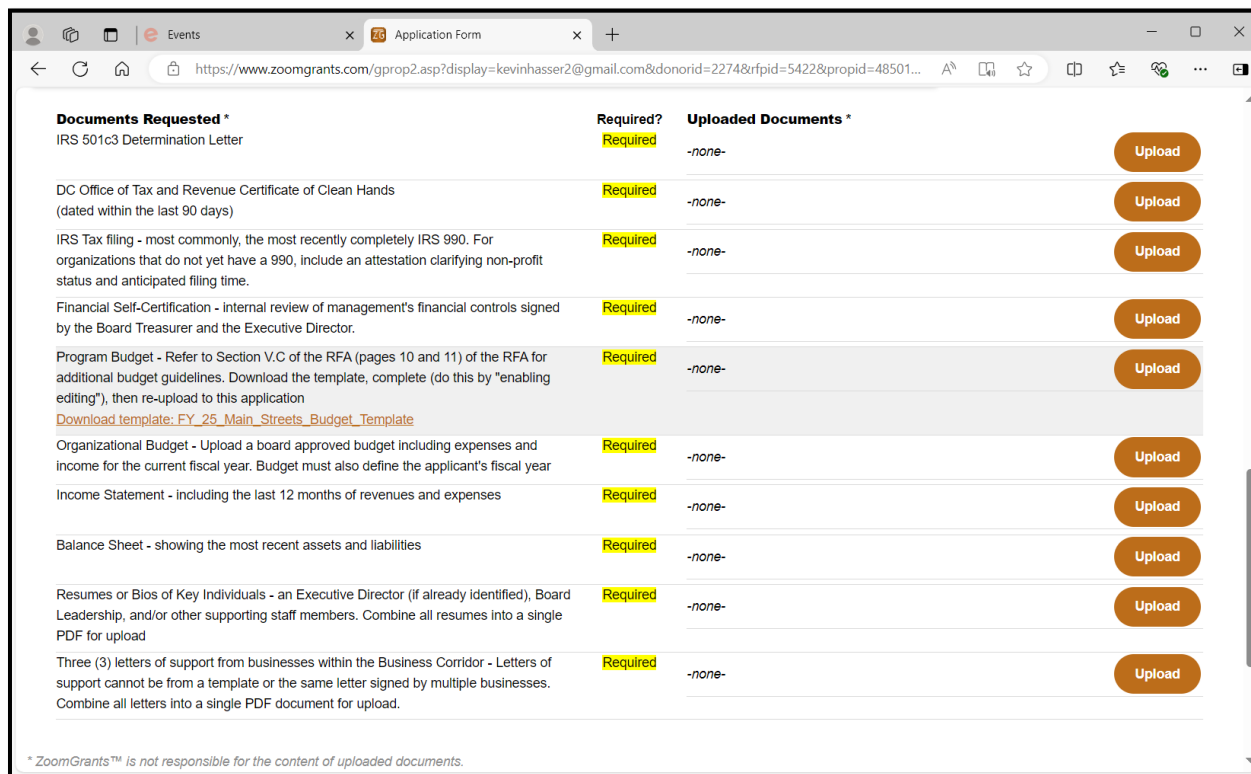
[Previous](#) [Next](#)

Application ID: 485012



# The Application

- Every document upload is required
- The portal will showcase your files as they're uploaded



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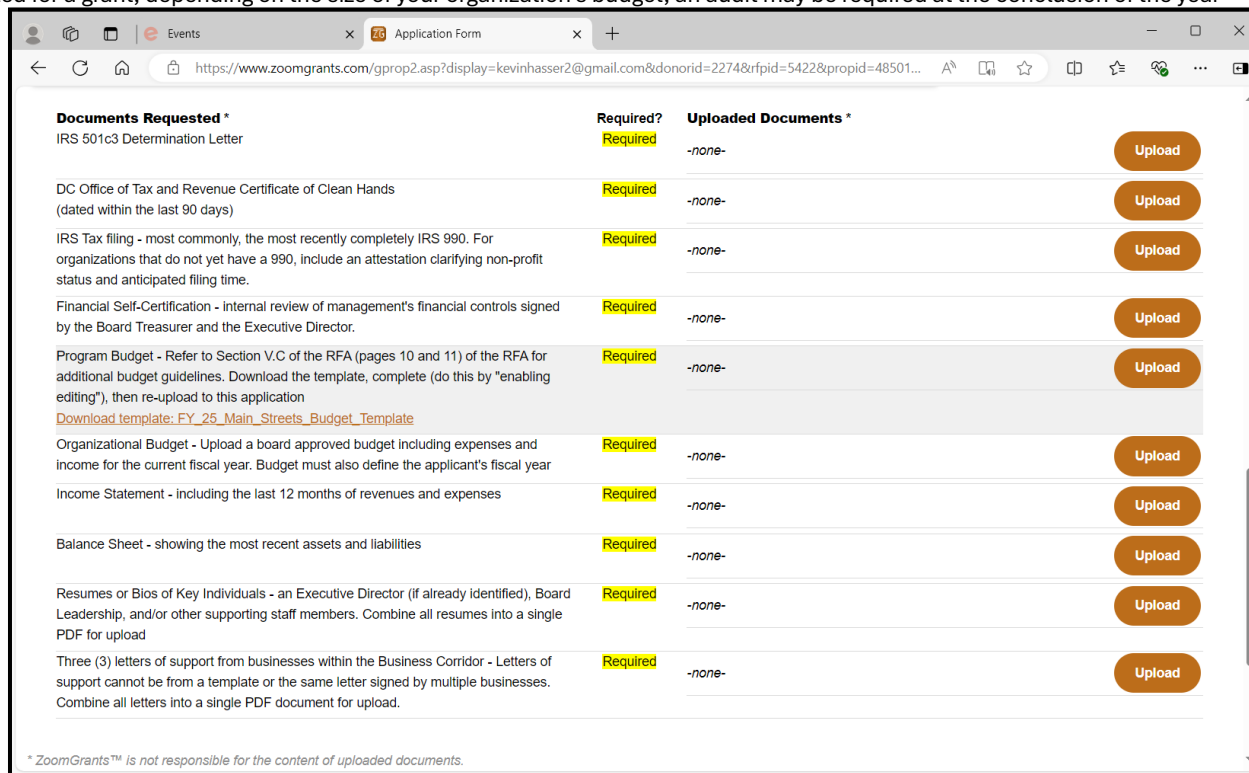
Documents Requested *	Required?	Uploaded Documents *	
IRS 501c3 Determination Letter	Required	-none-	Upload
DC Office of Tax and Revenue Certificate of Clean Hands (dated within the last 90 days)	Required	-none-	Upload
IRS Tax filing - most commonly, the most recently completed IRS 990. For organizations that do not yet have a 990, include an attestation clarifying non-profit status and anticipated filing time.	Required	-none-	Upload
Financial Self-Certification - Internal review of management's financial controls signed by the Board Treasurer and the Executive Director.	Required	-none-	Upload
Program Budget - Refer to Section V.C of the RFA (pages 10 and 11) of the RFA for additional budget guidelines. Download the template, complete (do this by "enabling editing"), then re-upload to this application <a href="#">Download template: FY_25_Main_Streets_Budget_Template</a>	Required	-none-	Upload
Organizational Budget - Upload a board approved budget including expenses and income for the current fiscal year. Budget must also define the applicant's fiscal year	Required	-none-	Upload
Income Statement - including the last 12 months of revenues and expenses	Required	-none-	Upload
Balance Sheet - showing the most recent assets and liabilities	Required	-none-	Upload
Resumes or Bios of Key Individuals - an Executive Director (if already identified), Board Leadership, and/or other supporting staff members. Combine all resumes into a single PDF for upload	Required	-none-	Upload
Three (3) letters of support from businesses within the Business Corridor - Letters of support cannot be from a template or the same letter signed by multiple businesses. Combine all letters into a single PDF document for upload.	Required	-none-	Upload

\* ZoomGrants™ is not responsible for the content of uploaded documents.



# The Application

- IRS Tax filing – If you've filed for an extension, include the extension AND your prior year's 990
- Financial Self-Certification – Reduced requirement; previous applications required an audit
  - If selected for a grant, depending on the size of your organization's budget, an audit may be required at the conclusion of the year



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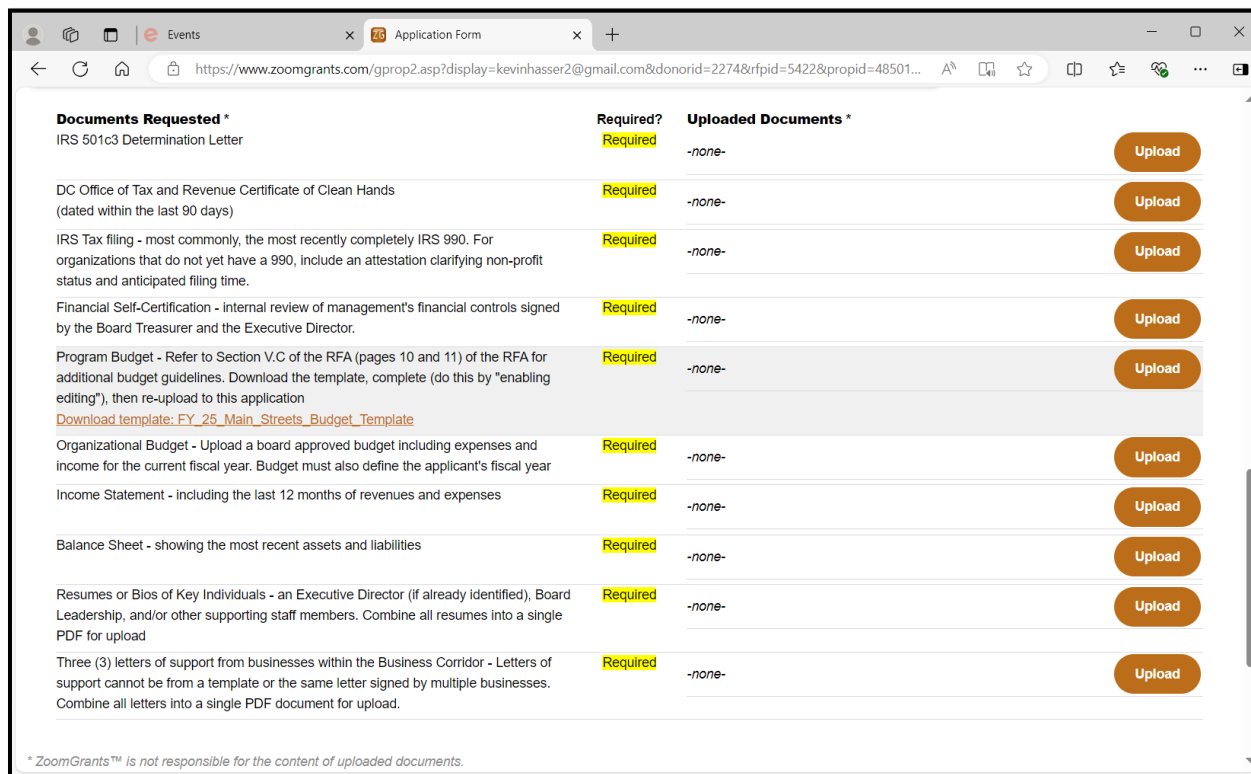
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# The Application

- Resumes – please merge these documents into a single upload (merge the PDFs into a single multi-page file)
- Statements from businesses – Please also merge these into a single multi-page file



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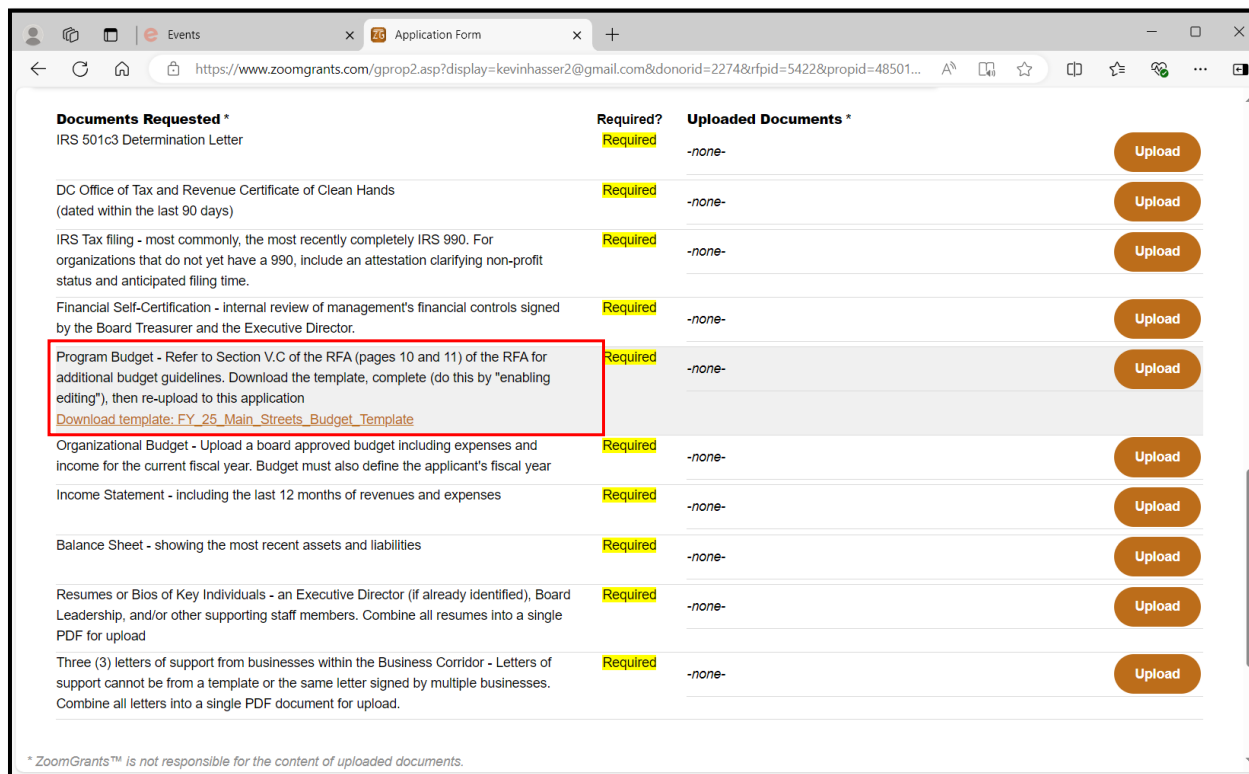
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# The Application

- The Program Budget – download and complete the template
- Program Budgets which do not follow the template may not be accepted and the application may be deemed ineligible



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# Building your Program Budget

# Budgetary Restrictions

In addition to complying with general eligibility criteria, applicants must anticipate and grantees must comply with budgetary expectations:

- All DSLBD grant funds **MUST** be spent during the FY 2025 Fiscal year:
  - October 1, 2024 – September 30, 2025
- Grant funds must be budgeted and used according to specific thresholds
- Grant funds **cannot** be used for the following:
  - Board compensation
  - Food and Beverages (excepting some travel and water at public events)
  - Donations to non-profit organizations;
  - Payments to a professional fundraiser;
  - Legal assistance to bring charges against the DC Government;
  - Real estate or vehicle purchase;
  - Grantee fines or debt;
  - Any expense incurred outside the Period of Performance;
  - Any expense that is in violation to DC code or illegal in the District
  - Any insufficiently documented expenses; or
  - Any expense deemed disallowed by DSLBD



# The Budget

- Review the RFA
- Review the Budget Instructions
- Write the Applicant Organization
- Select the Desired Business Corridor from the drop-down menu
  - This will populate the variable Grant Amount
- Note the Budget Essentials
  1. Administrative line must be <50% the grant amount
  2. Business support must be at least \$40,000
  3. Events must be less than \$20,000
  4. Matching funds must be at least \$15,000
  5. Total DSLBD expenses must match the grant amount

\*\*Many fields are protected. Only edit the budget fields

Application\_Budget\_Form\_Oct24.xlsx • Last Modified: Mon at 5:09 PM

File Home Insert Draw Page Layout Formulas Data Review View Automate Help ACROBAT

Comments Share

A4 Applicant Organization

**FY 2025 MAIN STREETS GRANT**

**APPLICANT BUDGET TEMPLATE (complete and return with application)**

Applicant Organization

Select Desired Business Corridor

Grant Amount \$ -

**\*\*\*INSTRUCTIONS\*\*\***

- 1 Review the RFA for Budget specifications and limitations
- 2 Summarize anticipated eligible expenses in the fields to the left.
- 3 Ensure that all fields below are **Eligible**
- 4 Complete your name and completion date
- 5 Attach the completed budget to your application

If you have any questions, email dc.mainstreets@dc.gov

Budget Line	DSLBD funds	Matching funds
Administrative (including non-profit indirect rate)	\$ -	\$ -
Sub-grants to corridor businesses	\$ -	\$ -
Small Business Technical Assistance	\$ -	\$ -
<b>Sub-total for business support</b>	\$ -	\$ -
Insurance	\$ -	\$ -
Professional Development	\$ -	\$ -
Accounting	\$ -	\$ -
<b>Sub-total for operations</b>	\$ -	\$ -
Events	\$ -	\$ -
Other Programmatic Costs	\$ -	\$ -
<b>Sub-total for Programmatic Costs</b>	\$ -	\$ -
<b>Totals:</b>	\$ -	\$ -

Eligible

MINIMUM of \$40,000

Eligible

Matching Total must reflect at least \$15,000 (page 9)

Eligible

This budget was completed by:

Date:

Grant Budget

Ready Accessibility: Good to go

Display Settings

51%

# The Budget

- Review the RFA
- Review the Budget Instructions
- Write the Applicant Organization
- Select the Desired Business Corridor from the drop-down menu
  - This will populate the variable Grant Amount
- Note the Budget Essentials
  1. Administrative line must be <50% the grant amount
  2. Business support must be at least \$40,000
  3. Events must be less than \$20,000
  4. Matching funds must be at least \$15,000
  5. Total DSLBD expenses must match the grant amount

**\*\*Many fields are protected. Only edit the budget fields**

Application\_Budget\_Form\_Oct24 (sample).xlsx • Saved

File Home Insert Draw Page Layout Formulas Data Review View Automate Help ACROBAT

Comments Share

A4 Applicant Organization

**FY 2025 MAIN STREETS GRANT**

**APPLICANT BUDGET TEMPLATE (complete and return with application)**

Applicant Organization: New York Main Street

Select Desired Business Corridor: Foggy Bottom | West End Main Street

Grant Amount: \$ 175,000.00

**Budget Line**

Budget Line	DSLBD funds	Matching funds
Administrative (including non-profit indirect rate)	\$ 85,000	\$ -
Sub-grants to corridor businesses	\$ 45,000	\$ -
Small Business Technical Assistance	\$ 10,000	\$ -
<b>Sub-total for business support</b>	<b>\$ 55,000</b>	<b>\$ -</b>
Insurance	\$ 2,000	\$ -
Professional Development	\$ 3,000	\$ -
Accounting	\$ 4,000	\$ -
<b>Sub-total for operations</b>	<b>\$ 9,000</b>	<b>\$ -</b>
Events	\$ 20,000	\$ 15,000
Other Programmatic Costs	\$ 6,000	\$ -
<b>Sub-total for Programmatic Costs</b>	<b>\$ 26,000</b>	<b>\$ 15,000</b>
<b>Totals:</b>	<b>\$ 175,000</b>	<b>\$ 15,000</b>

**\*\*\*INSTRUCTIONS**

- 1 Review the RFA for Budget specifications and limitations
- 2 Summarize anticipated eligible expenses in the fields to the left.
- 3 Ensure that all fields below are **Eligible**
- 4 Complete your name and completion date
- 5 Attach the completed budget to your application

If you have any questions, email [dc.mainstreets@dc.gov](mailto:dc.mainstreets@dc.gov)

This budget was completed by: Mister New York

Date: October 25, 2024

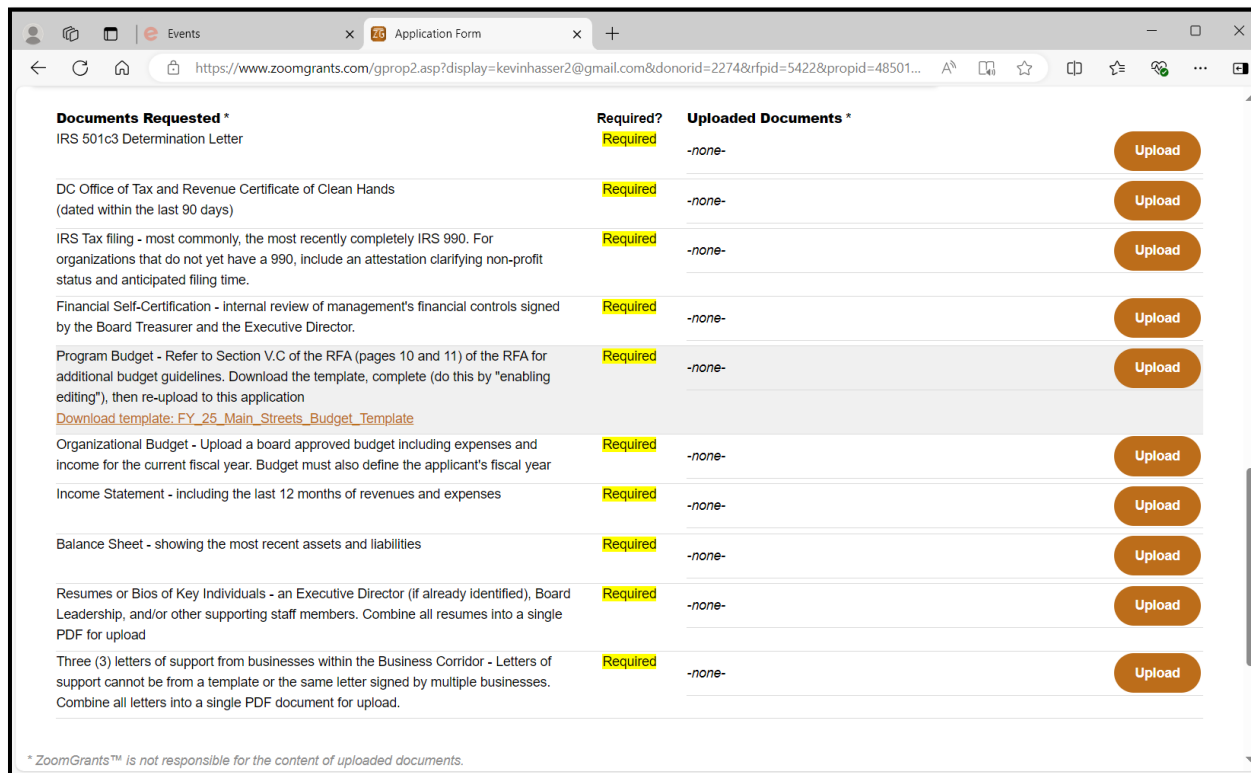
Grant Budget

Ready Accessibility: Good to go

Display Settings 51%

# The Application

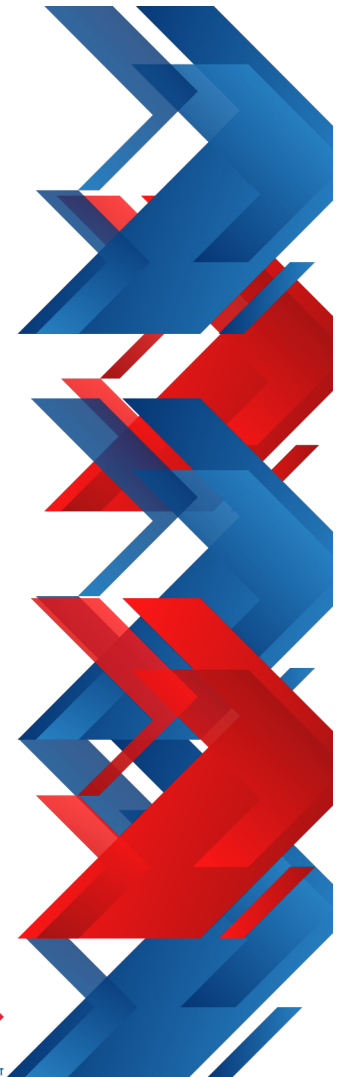
- The Program Budget – download and complete the template
- Program Budgets which do not follow the template may not be accepted and the application may be deemed ineligible



The screenshot shows a web browser window with the URL <https://www.zoomgrants.com/gprop2.asp?display=kevinhasser2@gmail.com&donorid=2274&rfpid=5422&propid=48501...>. The page is titled "Application Form" and contains a table of required documents.

Documents Requested *	Required?	Uploaded Documents *	
IRS 501c3 Determination Letter	Required	-none-	Upload
DC Office of Tax and Revenue Certificate of Clean Hands (dated within the last 90 days)	Required	-none-	Upload
IRS Tax filing - most commonly, the most recently completed IRS 990. For organizations that do not yet have a 990, include an attestation clarifying non-profit status and anticipated filing time.	Required	-none-	Upload
Financial Self-Certification - Internal review of management's financial controls signed by the Board Treasurer and the Executive Director.	Required	-none-	Upload
Program Budget - Refer to Section V.C of the RFA (pages 10 and 11) of the RFA for additional budget guidelines. Download the template, complete (do this by "enabling editing"), then re-upload to this application <a href="#">Download template: FY_25_Main_Streets_Budget_Template</a>	Required	-none-	Upload
Organizational Budget - Upload a board approved budget including expenses and income for the current fiscal year. Budget must also define the applicant's fiscal year	Required	-none-	Upload
Income Statement - including the last 12 months of revenues and expenses	Required	-none-	Upload
Balance Sheet - showing the most recent assets and liabilities	Required	-none-	Upload
Resumes or Bios of Key Individuals - an Executive Director (if already identified), Board Leadership, and/or other supporting staff members. Combine all resumes into a single PDF for upload	Required	-none-	Upload
Three (3) letters of support from businesses within the Business Corridor - Letters of support cannot be from a template or the same letter signed by multiple businesses. Combine all letters into a single PDF document for upload.	Required	-none-	Upload

\* ZoomGrants™ is not responsible for the content of uploaded documents.





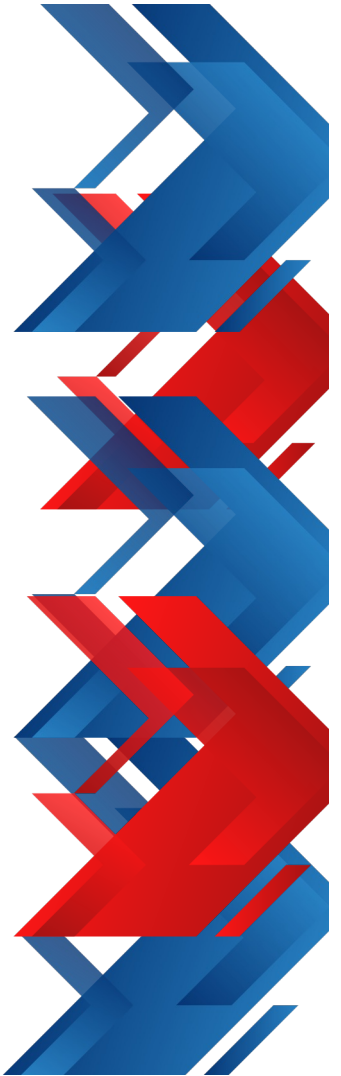
# Application Review

# Timeline

- DSLBD advance eligibility review: **November 5, 2024**
- Applications are due **November 18, 2024 at 2:00pm**
- Review panels will occur over the next two weeks

# Panels

- Unique panels will be assembled for each Main Street site
- Panelists will bring experience in business support, entrepreneurship, community development, grant management, event coordination, DC familiarity, and/or Main Street familiarity.
- DSLBD seeks a diverse panel comprised of panelists representing myriad backgrounds, work experience, demographics, and more.



# Scoring Criteria

Category	Criteria	Weight
Organizational Governance and Support	The applicant has a clear mission/vision statement supported by its board and leadership.	20%
	The applicant has a diversified board of directors/advisors comprised of community stakeholders.	
	The applicant has demonstrated experience in managing a 501c3 non-profit organization.	
Financial Management	The applicant demonstrates a history of financial viability or growth.	20%
	The applicant's budget demonstrates sound methodology and is informed, thorough, and reasonable.	
	The applicant demonstrates access to required matching funds or demonstrates a viable plan to achieve the funds.	
Collaborative Strengths	The applicant's key personnel present complementary skillsets, experiences, and perspectives to other stakeholders.	30%
	The applicant has retained or has a viable plan to retain a well-qualified Executive Director/Program Manager.	
	The applicant demonstrates deep knowledge of the Business Corridor's store-front businesses and property owners as well as the unique challenges they currently face.	
	The applicant has experience providing workforce and business development support to the Business Corridor.	
Project Ideation and Management	The applicant has a clear project outline for the Business Corridor, rooted in identified strengths, weaknesses, opportunities, and threats.	30%
	The proposed work is aligned with the applicant's mission, vision, and background.	
	The proposed work is outlined with an informed and reasonable timeline.	
	The applicant has the capacity to successfully complete the desired work.	





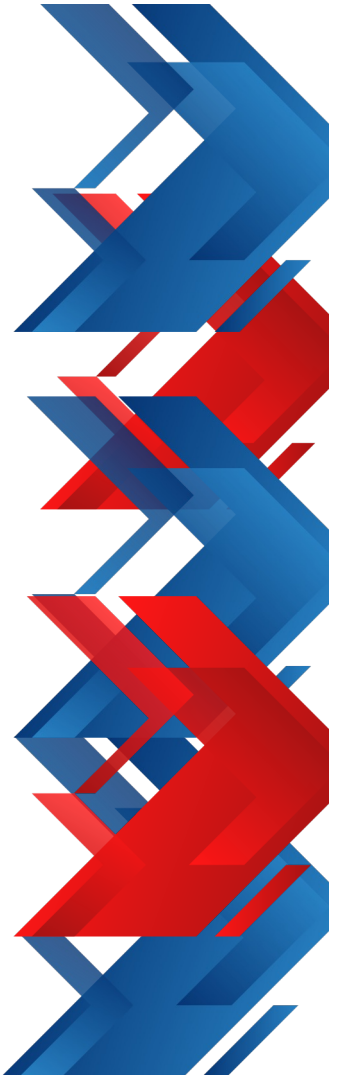
# Notification and Awards

# Timeline

- Award notifications are expected **December 2, 2024**
- Notification may be a grant package, letter of ineligibility, or letter of denial.

## Award Process

- If granted, there may be further conversation about eligible expenses before a Notification of Grant Award (NOGA) can be issued.
- Following acceptance of the NOGA, grantees can expect a substantial grant agreement to complete and return with proof of the following;
  - Proof of eligible insurance coverage
  - Board roster
  - Signed conflict in interest statements
  - Registration in DC's District Integrated Financial System (DIFS)
- *Following confirmation of all required criteria*, grantee may invoice for the first 50% of their award.
- The date of disbursement is subject to change depending on receipt of documentation and availability of funds



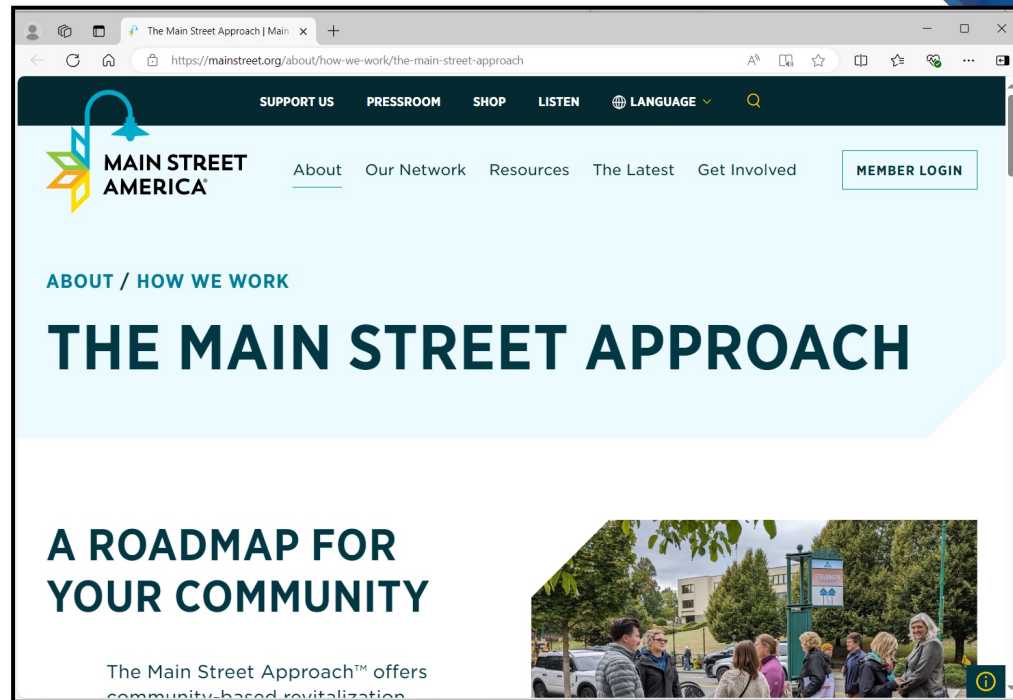
# The Grant Year

- The first year of any new Main Street operator is a year of intense learning.
  - Navigating stakeholders
  - Supporting businesses
  - Mapping and planning events
  - Complying with DC Main Streets requirements
    - Quarterly in-person meetings
    - Semi-annual Main Street reports
    - Monthly financial reporting
    - Annual Main Street America conference (April 7-9, 2025; Philadelphia, PA)
    - **These are the required deliverables to receive the 2<sup>nd</sup> and 3<sup>rd</sup> award disbursements**
- **Designing and activating a Transformation Strategy**



# The Transformation Strategy

- A standardized approach from Main Street America to better investigate and advance the needs of your community
- “Standardized” does not mean the same. Every transformation strategy is different because it is informed by the community.
- Essential for your application and a successful granting year.
  - Transformation strategies **WILL CHANGE** between application and grant.
  - The application seeks information on your current perspective of the Business Corridor need
- Requires understanding the past, present, and future needs of the Business Corridor



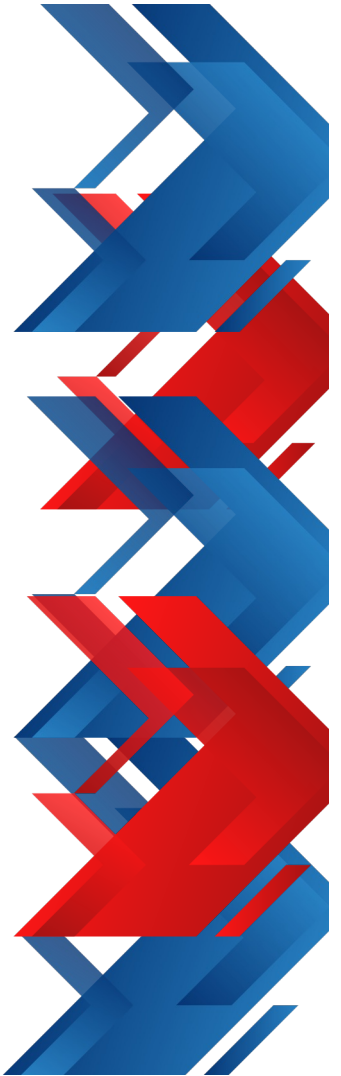
# The Transformation Strategy

- Transformation Strategies are tools to:
  - Design your year
  - Create sustainable change
  - Remain rooted in your community's needs
- Designed according to four points
  - Economic Vitality
  - Design
  - Promotion
  - Organization
- Centered around a core activating theme
- For more information, DSLBD strongly encourages applicants to visit <https://mainstreet.org/about/how-we-work/the-main-street-approach>



# Tips and General Advice

- **Draft your responses outside the portal**
- Start working on collecting your required documents now.
  - Things like an invalid Clean Hands certificate can upset an otherwise great application.
- When possible, upload a PDF instead of a different file type.
- Inquire with the community. Learn about their strengths and weaknesses. Demonstrated in:
  - Several narrative questions
  - Transformation Strategy
  - Letters of support
- Keep a copy of the scoring criteria. **Write to the criteria**
- Avoid “grantspeak” and be able to substantiate any questionable claims;
- Have someone outside of your discipline read your narrative responses and get their feedback.
  - Remember, the panelists don’t know you or your work.
- There is a difference between doing good work and talking about your work. Try to showcase BOTH in your application.
- Try to leave the panelists without any questions.



# Questions

Kevin Hasser, [dc.mainstreets@dc.gov](mailto:dc.mainstreets@dc.gov)

## DSLBD Office Hours

Monday-Friday, 9:00am to 5:30pm

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