



## REQUEST FOR APPLICATION (RFA)

### Part 1: Program Guidelines, Application Process, Submission Instructions

#### DESCRIPTION OF FUNDING OPPORTUNITY

The Department of Small and Local Business Development (DSLBD) is soliciting applications to **study the feasibility of a DC Main Streets program for the Lower Georgia Avenue commercial corridor in Ward 1.**

#### Grant Purpose and Availability

DSLBD will award one (1) grant of up to \$50,000 to be used to produce a feasibility study which outlines how a DC Main Streets® program could be implemented to benefit retail businesses located along Georgia Avenue, NW between Florida Avenue, NW and Rock Creek Church Road, NW. The plan should address the following issues.

- **Boundaries.** The feasibility study should describe a district which would have the most likelihood of launching a successful revitalization program.
- **Support from Business Owners and Commercial Property Owners.** As the most crucial stakeholders in any commercial revitalization effort, the business and property owners should be included in any planning effort. A successful study will demonstrate how these two groups intend to help fund and lead a new Main Streets organization. It will also demonstrate how they will continue working together whether or not a new Main Street program is established.
- **Support from Community Stakeholders.** Neighborhood residents are the indirect beneficiaries and primary customers of the commercial revitalization effort. A successful study should demonstrate that neighborhood residents and community groups will support a revitalization effort as donors and as volunteer leaders. The study should also

demonstrate the commercial district's ability to serve residents, including Howard University students, as customers.

- **Sustainable Funding.** The new Main Streets organization should be able to operate effectively whether or not funding from DC Government is available in future years. This feasibility study should include a detailed five-year funding plan for the organization. Funding should include private organizations and neighborhood civic groups, as well as commitments from business and property owners.
- **Main Street Four Point Approach®.** The new organization will be expected to follow the Main Street Four Point Approach, designed by the National Main Street Center. The feasibility should explore whether this Approach is a good fit for this commercial district and how the Approach would benefit the proposed district.
- **Pilot Project.** Applicants should propose at least one (1) pilot project which could be completed with grant funds and which would benefit the commercial district. Examples of pilot projects could include a joint advertising campaign which was funded by participating businesses, a business promotional event funded by participating businesses and sponsors, or physical improvement to the commercial district, such as planting flowers.

The grantee will be announced in February 2015. The grant performance period is six months and all work must be completed between March 1, 2015 and August 31, 2015.

### **Selection Criteria**

Applicants should demonstrate the following in their applications.

- **Capacity and history of the applicant organization** to complete the work requested. Previous projects and the experience of team leaders will show that the applicant possesses the expertise to successfully complete the grant. (25 points)
- **Strength of the project implementation** plan to achieve the desired outcome. Through a description of the implementation plan, including detailed timelines and budgets, applicants will show that they have a sound methodology for addressing the issues outlined above. (25 points)
- **Community “buy in”** to support all projects from the feasibility study and to support a revitalization effort of the identified project area. Business and property owners should be involved with preparing the grant application and implementing the study. They should demonstrate their support with matching funding. (25 points)
- **Creativity and innovation** in addressing revitalization issues along Georgia Avenue. (25 points)

### **Eligible Applicants**

Any type of organization, for profit or not-for profit, which is based in Washington, DC may submit an application.

### **Application Process**

Interested applicants must complete an application and submit it electronically via email on or before **Friday, January 9, 2015 at 2:00 p.m. to [dslbd.grants@dc.gov](mailto:dslbd.grants@dc.gov)**. DSLBD will not accept applications submitted via hand delivery, mail or courier service. **Late submissions and incomplete applications will not be reviewed.**

You will receive an email message by 4:00 p.m. on Friday, January 9, 2015 to confirm that your application was received. If you do not receive a confirmation message, you should assume that your application was not received and will not be scored. If you believe that a technical error prevented your application from being received, please present proof of your attempts to submit an application no later than Monday, January 12, 2015, 5:00 p.m.

DSLBD will host an **Information Session** on **Thursday December 11, 2014 at 3:00 p.m.** at DSLBD's office (441 4th Street, NW, # 850 N –Potomac Room, Washington DC 20001). A photo ID is required to enter the building.

## **ELIGIBILITY INFORMATION**

### **Eligibility Requirements for which Applicants must submit Documentation**

DC Government requires all organizations receiving grants to meet these requirements. To learn more about citywide grant requirements, visit the Office of Partnership and Grant's Citywide Grants Manual and Sourcebook (<http://opgs.dc.gov/book/citywide-grants-manual-and-sourcebook>).

1. **Incorporated and headquartered in the District of Columbia** —DSLBD will verify. Applicants do not need to submit anything.
2. **Proof of nonprofit status** (if applicable) — Please provide tax-exempt status determination letter issued by the Internal Revenue Service with application.
3. **Current with DC and Federal taxes and regulatory fees – Applicants must submit the following documentation.**
  - a. **DCRA Certificate of Good Standing** issued by the Department of Consumer and Regulatory Affairs (DCRA) dated January 9, 2014 or later in RFA Part 2. NOTE: DCRA's self-certification form is not the same as Good Standing Certificate and will not be accepted. It is also not the same thing as the OTR Certificate of Clean Hands.

- b. **IRS 990 filing** (if applicable) for the Organization's most recent fiscal year, signed and submitted with RFA Part 2.
4. **Fiscally responsible**—Applicants must submit their most recent certified audit. If no audit is provided, DSLBD will assess the Applicant as a “high risk grantee” status. If selected for award, high-risk grantees will be subject to a different level of reporting.
5. **No criminal indictments or prior criminal charges**— Please provide a *Written Disclosure Regarding Criminal Involvement and Legal Proceedings* signed by the Applicant Organization's Board Chair or person authorized to negotiate on behalf of Organization. If the signatory is not the board chair, the Applicant must submit a copy of their complete *bylaws* and highlight the section regarding signatory authority. Registrants may obtain language for this document in RFA Part 2. This document should be signed no later than January 9, 2014.
6. **Eligible to receive public funds** — Please provide *Statement of Certification* signed by the Applicant Organization's Board Chair or person authorized to negotiate on behalf of Organization. If the signatory is not the board chair, the Applicant must submit a copy of their complete *bylaws* and highlight the section regarding signatory authority. Registrants may language for this document in RFA Part 2. This document should be signed no later than January 9, 2014.
7. **Insured throughout the grant period of performance** (1/16/2015 through 9/30/2015)— If selected for Grant Award, an Organization must provide proof of insurance (insurance policy binders or cover pages) within 10 days of notification for:
  - a. General Liability with DC Government **endorsement language**;
  - b. Auto Insurance (for vehicle used to implement Program); and,
  - c. Workers' Compensation;
8. **IRS W-9 form.** Grantee must provide a completed IRS form W9. The current W-9 form is available at <http://www.irs.gov/Forms-&-Pubs>.

## RESERVATIONS

Funding for any grant award is contingent on continued grantor funding. The publication of this grant application does not commit DSLBD to make any awards.

DSLBD reserves the right to issue addenda and/or amendments subsequent to the issuance of the NOFA or RFA, or to rescind the NOFA or RFA. Funding for this award is contingent on continued funding from the grantor. The RFA does not commit the Agency to make an award.

DSLBD may suspend or terminate an outstanding RFA pursuant to its own grant making rule(s) or any DSLBD federal regulation or requirement.

DSLBD reserves the right to accept or deny any or all applications if DSLBD determines that it is in the best interest of the District to do so.

DSLBD shall not be liable for any costs incurred by an applicant in the preparation of one or more grant applications for this Program. The applicant understands and agrees that all costs incurred in developing and preparing any grant application shall be the applicant's sole responsibility.

DSLBD may conduct pre-award on-site visits to verify information submitted in a grant application.

DSLBD serves as its own reference in evaluating applications. Applicants' performance in managing previous grants will be factored into grant decisions.

DSLBD may enter into negotiations with an awardee and adopt a firm funding amount or other revision of the awardee's proposal that may result from the negotiations.

In the event of a conflict between the terms and conditions of the grant application and any applicable federal or local law or regulation, or any ambiguity related thereto, then the provisions of the applicable law or regulation shall control and it shall be the responsibility of the applicant to ensure compliance.

## QUESTIONS

Interested Applicants may:

- Ask questions at the **Pre-Application Meeting** on Thursday, December 11, 2014 at 3:00 PM at 441 4th Street NW, Washington DC 20001, Suite 850N, Potomac Room; or
- Email questions to [cristina.amoruso@dc.gov](mailto:cristina.amoruso@dc.gov). After December 11, 2014 DSLBD will share all questions and responses with anyone who attends the Pre-Application Meeting.

## Part 2: Application Form and Submission Checklist

### APPLICANT INFORMATION

1. **Organization or Business Name:**

2. **Type:**

- For-profit       Non-profit

3. **Primary Contact Person** —*Identify the primary person that will certify the application (see next question) and DSLBD may contact with any questions about the application.*

Name:

Title:

Phone:

Email:

4. **Application Certification** —*Complete and provide original signature on the application that is submitted.*

*I hereby certify that* \_\_\_\_\_

(name of organization)

*submits, approves, and endorses the submission of this application and certifies that the contained therein is true.*

\_\_\_\_\_  
(signature of primary contact person)

\_\_\_\_\_  
(date)

\_\_\_\_\_  
(print name of primary contact person)

5. **Federal Employers' Tax Identification (FEIN) Number:**

6. **Business License Number:**

7. **CBE Number (if applicable):**

8. **Type of tax exempt (for non-profit organizations only):**

- 501 c3  
 501 c6  
 Other

**9. Executive Director's Name (if applicable):**

**10. Board Chair's Name and List of all Board members (if applicable):**

**11. Written Disclosure Regarding Criminal Involvement and Legal Proceedings:**

Please provide as an attachment a Written Disclosure Regarding Criminal Involvement and Legal Proceedings. The written disclosure should read as follows and be produced on letterhead with an address and phone.

The [name of applicant organization] attests that ["none" or "some"] of its officers, partners, principals, members, associates or key employees, within the last three (3) years prior to the date of the application, has

- a. Been indicted or had charges brought against them (if still pending) and/or been convicted of (a) any crime or offense arising directly or indirectly from the conduct of the applicant's organization or (b) any crime or offense involving financial misconduct or fraud.
- b. Been the subject of legal proceedings arising directly from the provision of services by the organization. If the response is in the affirmative, the applicant shall fully describe any such indictments, charges, convictions, or legal proceedings (and the status and disposition thereof) and surrounding circumstances in writing and provide documentation of the circumstances.

**The disclosure should be signed and dated by signed by the Applicant Organization's Board Chair or person authorized to negotiate on behalf of Organization.**

**12. Organization's Statement of Certification:**

Please provide as an attachment a Statement of Certification. The written statement should read as follows and be produced on letterhead with an address and phone.

I, [name of person authorized to negotiate on behalf of organization], a duly authorized officer of [name of applicant organization], attests to the truth of this statement that the Organization:

- is able to maintain adequate files and records and can and will meet all reporting requirements;
- keeps all fiscal records in accordance with Generally Accepted Accounting Principles (GAAP) and account for all funds, tangible assets, revenue, and expenditures whatsoever; that all fiscal records are accurate, complete and current at all times; and that these records will be made available for audit and inspection as required;
- is current on payment of all federal and District taxes, including Unemployment Insurance taxes and Workers' Compensation premiums;

- has the demonstrated administrative and financial capability to provide and manage the proposed services and ensure an adequate administrative, performance and audit trail;
- if required by the grant making Agency, the applicant is able to secure a bond, in an amount not less than the total amount of the funds awarded, against losses of money and other property caused by fraudulent or dishonest act committed by any employee, board member, officer, partner, shareholder, or trainee;
- is not proposed for debarment or presently debarred, suspended, or declared ineligible, as required by Executive Order 12549, “Debarment and Suspension,” and implemented by 2 CFR 180, for prospective participants in primary covered transactions and is not proposed for debarment or presently debarred as a result of any actions by the District of Columbia Contract Appeals Board, the Office of Contracting and Procurement, or any other District contract regulating Agency;
- has the financial resources and technical expertise necessary for the production, construction, equipment and facilities adequate to perform the grant, or the ability to obtain them;
- has the ability to comply with the required or proposed delivery or performance schedule, taking into consideration all existing and reasonably expected commercial and governmental business commitments;
- has a satisfactory record performing similar activities as detailed in the award or, if the grant award is intended to encourage the development and support of organizations without significant previous experience, that the applicant has otherwise established that it has the skills and resources necessary to perform the grant. In this connection, Agencies may report their experience with an applicant’s performance to OPGS which shall collect such reports and make the same available on its intranet website.
- has a satisfactory record of integrity and business ethics;
- has the necessary organization, experience, accounting and operational controls, and technical skills to implement the grant, or the ability to obtain them;
- is in compliance with the applicable District licensing and tax laws and regulations;
- complies with provisions of the Drug-Free Workplace Act; and
- meets all other qualifications and eligibility criteria necessary to receive an award under applicable laws and regulations.
- agrees to indemnify, defend and hold harmless the Government of the District of Columbia and its authorized officers, employees, agents and volunteers from any and all claims, actions, losses, damages, and/or liability arising out of this grant or sub-grant from any cause whatsoever, including the acts, errors or omissions of any person and for any costs or expenses incurred by the District on account of any claim therefore, except where such indemnification is prohibited by law.



**The disclosure should be signed and dated by signed by the Applicant Organization’s Board Chair or person authorized to negotiate on behalf of Organization.**

**13. Organization Supporting Documents** —Please submit the following:

- **Certificate of Good Standing**—Certificate issued by DCRA is attached, which has the name of the applicant business, an issue date of January 9, 2014 or later, and signature and stamp/seal by DCRA staff.
- **Insurance Carriers** —Submit list with the name of all of its insurance carriers and the type of insurance provided (e.g., its general liability insurance carrier and automobile insurance carrier, workers’ compensation insurance carrier, fidelity bond holder, if applicable).

**14. Financial Statements & Reports**

- a. **Audit** — Please attach the most recent certified audit, which comprises audit report, auditor’s letter and notes. If no audit is provided, DSLBD will assess the applicant as a “high risk grantee” status. If applicant does not have a certified audit, please attach the following with the application:
- b. **Balance Sheet** —Organization’s year-to-date Statement of Financial Position
- c. **Income Statement** —Year-to-date Statement of Activities.
- d. **IRS Form-990 (for nonprofit organizations)** —Most recent IRS Form-990.
- e. **IRS Filings and Letters** —Submit any letters or filings submitted to the IRS within the last two years (December 2012 to present).

## PROJECT INFORMATION

**Team Information.** This section helps reviewers understand how likely the applicant, and their team, is to accomplish the activities proposed in this application.

1. **History** — Briefly describe your organization’s history, with a special emphasis on projects similar to the ones proposed in the grant. **(250 words)**
2. **Mission** — State your organization’s core mission. **(50 words)**
3. **Goals** — List your organization’s goals for 2014-2015. (125 words).
4. **Accomplishments** — List your organization’s key accomplishments.(500 words)
5. **Team Members** – Please list all team members and describe their relevant experience/expertise in meeting similar goals. Please include full contact information for each member. (250 words)
6. **Letters of Support** — Attach letters of support from:

- Funders or clients, which supported past or current programs. Please submit at least three original signed letters of support on their letterhead which describe your past performance;
- Businesses or organizations which have benefited from your organization's services in the last year. Please submit at least five original signed letters of support from business owners or organizations on their letterhead.

**Project Information and Budget.** This section helps reviewers understand the project methodology utilized by the applicant, and their team.

*DSLBD requires that organizations receiving District grant funds demonstrate outcomes, outputs, and activities.*

*A **project outcome** is a medium- to long-term result that occurs and or continues after the project ends. For example, an outcome could be businesses launched, business service expansion, etc.*

***Outputs** are short-term results achieved at the end of the project period, such as providing business start-up training to 50 businesses, licensing registration of X number of businesses, X number of joint ventures, etc. **Outputs should be quantified.***

***Activities** are undertaken to achieve the outputs and outcomes. For example, if the project involves consultants, explain how the consultants will be recruited, what role they will play in the project, and if any experience or research supports this method.*

*After reading this section, reviewers should have a good idea of what the proposed project will achieve. In other words what will a successfully completed project look like?*

7. **Project Description**– Please outline the project proposed for funding with this grant. (250 words)
8. **Project Outcomes** – Please list four outcomes which this project would achieve and which align with DLSBD's goals for this grant. (250 words)
9. **Project Work Plan** - Please provide as an attachment a detailed scope of work that shows how you plan to provide the required services; and a timeline for project implementation and delivery of services. For each subset of the project include specific, measurable program objectives and the task/activities that will be carried out. When accomplishments cannot be quantified by activity or function, list them in chronological order to show the schedule of accomplishments and their target dates. Describe how outcomes and outputs will be measured, e.g. number of customers reached through a new marketing activity.
10. **Proposed Program Budget** - Please provide as an attachment a proposed program budget that corresponds with the Program services proposed in the work plan. Provide both a **budget narrative** and a **budget table**. The budget table should contain detailed, itemized cost information that shows personnel and other direct costs and indirect costs. The detailed budget narrative must contain a justification for each category listed in the budget. The narrative should clearly state how the Applicant arrived at each budgeted amount. Note: No

more than 20% of the project costs should be administrative ones (work space costs, insurance premiums, etc.) Additionally, 80% of the total budget must be spent on programmatic activities.

## SUBMISSION CHECKLIST

- All signatory lines are signed
- All attachments are submitted with the application. No attachments were sent separately to DSLBD.
- Attachments included with application:
  - Proof of nonprofit status (if applicable)
  - DCRA Certificate of Good Standing dated January 9, 2014, or later
  - List of insurance carriers and type of insurance provided
  - Board member list
  - Written Disclosure: Criminal Involvement/ Legal Proceedings
  - Statement of Certification
  - Original letters of Support from three funders or clients **(must be on letter head)**
  - Original letters of Support from at least five businesses or organizations **(must be on letter head)**
  - Project Work plan
  - Proposed Program Budget
  - Balance Sheet (if applicable)
  - Income Statement (if applicable)
  - Audit report with auditor letter and notes (if applicable)
  - IRS Form 990 (if applicable)
  - IRS W-9 Form