

DEPARTMENT OF SMALL AND LOCAL BUSINESS DEVELOPMENT

NOTICE OF FUNDING AVAILABILITY

DC Main Streets Grant for Lower Georgia Avenue, NW

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.** DSLBD will not accept applications submitted via hand delivery, mail or courier service. **Late submissions and incomplete applications will not be reviewed.**

The **Request for Application** (RFA) will be posted at www.dslbd.dc.gov (click on the *Our Programs* tab and then *Solicitations and Opportunities* on the left navigation column) on or before December 5, 2015.

Instructions and guidance regarding application preparation can be found in the RFA. DSLBD will host an **Information Session** on **December 11, 2014 at 3:00 p.m.** at DSLBD’s office (441 4th Street, NW, Washington DC 20001). A photo ID is required to enter the building.

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.

For more information

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