

# 12th Street NE Storefront Improvement Program Grant

## PROGRAM GUIDELINES

The 12<sup>th</sup> Street NE Storefront Improvement Program (“SIP”) grant provides matching grant funds up to \$5,000 and technical assistance to help eligible business owners complete storefront improvements that support the Program’s objectives to:

1. Increase customer foot traffic and sales for small and local businesses;
2. Stimulate complementary private investment in 12th Street NE commercial properties; and
3. Brand the Brookland commercial district as an attractive, safe shopping destination.

**Approved business owners match grant funds one-to-one.**

The 12<sup>th</sup> Street NE SIP is managed by the DC Department of Small and Local Business Development (DSLBD) with review assistance from the Washington Area Community Investment Fund (WACIF). The grant awards are funded through a \$25,000 community benefit provided by the Monroe Street Market project (Abdo Development and Bozzuto Development; Zoning Commission Order 08-24).

The **SIP service area** is 12<sup>th</sup> Street NE between Rhode Island Avenue, NE and Michigan Avenue, NE.

The **online grant application form** is available to eligible business owners, who complete an *Expression of Interest* form (page 5). The **application is due by 4:00PM on July 19, 2013.**

This document contains details about funding, eligibility and SIP participation requirements.

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**Thank you for your interest in the 12<sup>th</sup> Street NE SIP!**

Please contact Camille Nixon at DSLBD with any questions (202-727-3900, [camille.nixon@dc.gov](mailto:camille.nixon@dc.gov))



## Eligible Storefront Improvement Services & Costs

Eligible Storefront Improvements Program Services (“SIP Services”) and associated costs are listed below. Business owners may request grant assistance for one or more SIP Service if the entire request does not exceed \$5,000. A business owner will only be reimbursement if s/he is a Grantee (pages 8 & 9).

Applicants are encouraged to propose improvements that support the **Sustainable DC Plan** ([sustainable.dc.gov](http://sustainable.dc.gov)) for which DSLBD will **give extra points during the scoring** process for each sustainable service or material that is specified in estimates that DSLBD approves. **Suggested sustainable options** are in green text.

### BUSINESS SIGN

- Installation or replacement of business sign that is attached to the storefront
- **Repair and restoration of existing sign**
- Repair or installation of back-lit, window-box signs are generally not permitted
- Sign text may include business name; other text must be approved by DSLBD & DCRA
- Connecting illuminated sign to power within 6 feet. Other electrical labor is not permitted.

#### Eligible Business Sign Costs are:

- Graphic design of permit-ready drawings
- Labor for repair or removal of existing sign
- Labor for fabrication and installation of new sign
- Labor for electrical hookup within 6 feet of power source if an illuminated sign
- Sign materials, including **materials made from recycled content or non-toxic products**
- For illuminated signs, **use of HPT8, T5, CFL or other energy efficient bulbs**



Blade Sign

### BUSINESS AWNING

- Installation or **repair** of a fixed canvas awning or **retractable canvas awning to increase energy efficiency through heat gain management.**
- **Re-skin existing awning frame** with new canvas material.
- Awnings made with vinyl are not permitted.
- Awning text may include business name; other text must be approved by DSLBD & DCRA

#### Eligible Awning Costs are:

- Graphic design of permit-ready drawings
- Labor for repair or removal of existing awning
- Labor for fabrication and installation of new awning
- Awning canvas fabric and framing materials, including **materials made from recycled content**



Retractable Awning

### ENTRANCE DOOR

- Repair or installation of ADA-compliant commercial door that provides at least 70% visibility into store's interior. Glass must be tempered.
- **Repair** of broken commercial door glass with tempered glass
- Replacement of Plexiglas commercial door panes with glass panes.
- All tempered glass panes must have symbol on the pane indicating the type of glass.
- Tinting or film on glass is not permitted.

#### Eligible Entrance Door Costs are:

- Materials for door glass panes and framing, including **materials made from recycled content**
- Labor for removal of old door; fabrication and installation



Glass Entrance Door

## Eligible Storefront Improvement Services & Costs (continued)

### WINDOW GLASS

- Replacement of broken storefront window glass. Glass must be tempered with a symbol on the pane indicating the glass type. Plexiglas is not permitted.
- Replacement of Plexiglas storefront panes with tempered glass panes with a symbol on the pane indicating the type of glass
- **Repair or restoration original transoms windows so that they can open to maximize natural ventilation and lighting**

#### Eligible Window Glass Costs are:

- Materials for window glass panes with the tempered glass symbol; framing; and related hardware including **materials made from recycled content**
- Labor for removal of old glass or Plexiglas; widow fabrication; restoration, and installation



Restored Transom

### PAINTING & FAÇADE RESTORATION

- Painting of storefront wall and window trim associated with the business' space
- Preparation of existing façade surface that will be painted
- Removal of non-original façade covering; and restoration of original façade
- Low-pressure power washing to clean existing façade

#### Eligible Painting Costs are:

- Paint and surface preparation materials including **non-toxic materials**
- Labor for preparation and painting



### LIGHTING

- Installation of exterior light fixtures to illuminate a business sign or façade; or to illuminate the entrance to increase safety
- **Repair or restoration of existing light fixture**
- Connecting fixture to an existing power source within 6 feet; other electrical labor is not permitted.
- **Use of HPT8, T5, CFL or other energy efficient bulbs**

#### Eligible Lighting Costs are:

- Lighting fixtures and lamps/bulbs, including **HPT8, T5, CFL or other energy efficient bulbs**
- Labor for installation and electrical hookup within 6 feet of power source



Sign Lighting

### SECURITY GRATES

- Installation of interior open-weave security bars or rolling overhead doors if existing exterior grates are removed. Businesses currently without existing grates may not use grant funds to install new grates.
- Conversion of existing exterior solid overhead security doors to open-weave
- Removal of existing security grates or rolling doors
- Repair of holes in façade remaining after exterior security grates are removed

#### Eligible Security Grates are:

- Materials for open-weave overhead door or security bars, including **materials made from recycled content**
- Labor for fabrication, relocation and installation
- Labor for repair of holes in façade after relocation



Interior Open-Weave Security Grate



Overhead Open-Weave Security Door

## Applicant Eligibility Requirements

A business owner, who meets the following requirements, is eligible to apply for SIP grant funds.

- owns a for-profit business that is **incorporated in D.C.** (Nonprofit organizations are not eligible);
- operates a business with **consistent hours** (i.e., adheres to posted hours year-round) in a **commercial space with a storefront facing 12<sup>th</sup> Street NE** between Rhode Island and Michigan Avenues, NE;
- is **current with business taxes** as verified by DSLBD using Office of Tax Revenue's database;
- is **current with regulatory fees & licenses** (DCRA Certificate of Good Standing dated 5/1/2013 or later);
- is **financially viable** through 12/30/2014 (page 5);
- can demonstrate **site control** (deed or active lease through 12/30/2015);
- has DCRA-issued **Certificate of Occupancy** that is consistent with current use of space;
- (if leasing) has the **property owner's written consent** to make property improvements;
- has not received assistance from DSLBD for any storefront improvements in the last 5 years; and
- commits to participating in an **announcement event** after the Project is completed (page 8).

## Estimated Costs to Business Owners

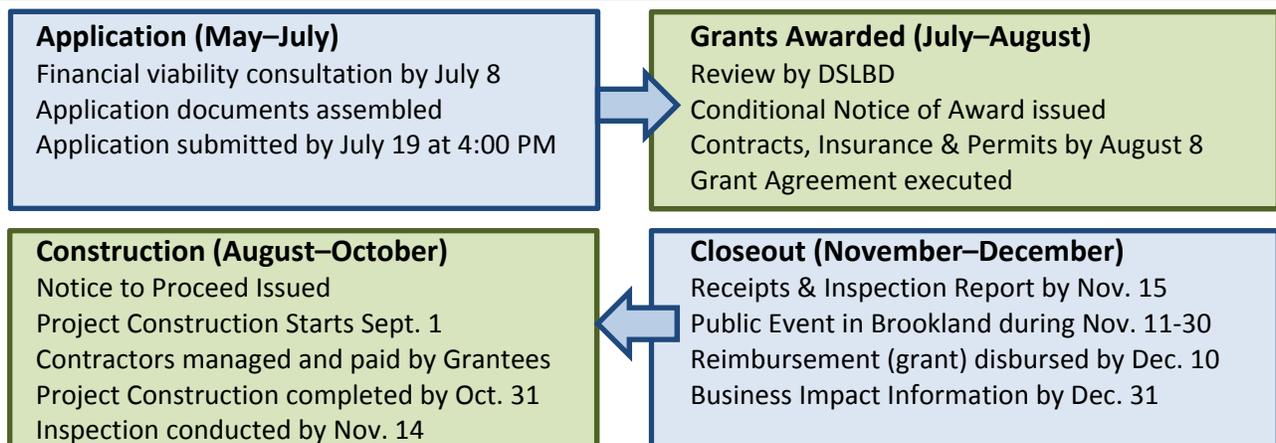
Actual costs will vary by project. To determine **actual construction costs**, business owners should obtain estimates from qualified contractors (page 6). To determine **actual permit costs**, business owners should contact DCRA at (202) 442-4400 or view permit fee schedule at <http://dcra.dc.gov>.

**Example of Costs to a Business Owner.** Actual costs will vary by Project and the contractor.

<b>Application Submission</b> Business owner pays DCRA 100%*	• DCRA Certificate of Good Standing	\$ 50
<b>Permitting</b> Business owner pays DCRA 100%*	• DCRA Building permit fees for sign with electrical services	\$ 150
<b>Construction</b> Business owner pays contractors 100% DSLBD reimburses business owner 50%	• Sign, illuminated \$6,000 • Entrance Door \$2,000 • Painting \$2,000	\$ 10,000
<b>Total Cost to Business Owner <u>without</u> Grant</b>		<b>\$ 10,200</b>
<b>Minus DSLBD grant reimbursement</b> for 50% of eligible costs for approved SIP Services		- \$ 5,000
<b>Total Cost to Business Owner <u>with</u> Grant</b>		<b>\$ 5,200</b>

\* DSLBD grant may not be used for DCRA fees.

## Program Schedule



## Application Steps for Business Owners

Below are the steps that a business owner should follow to prepare and submit a complete grant application for review by July 19 at 4PM.

### 1. Complete Expression of Interest Form

May-July

To start the application process, eligible business owners must submit an online *Expression of Interest* by visiting <http://dcbiz.ecenterdirect.com>.

1. Click “*Signup to be a SBRC Client*” (left) and enter name and email before clicking “*Proceed*”
2. Enter basic business information in the required form fields.  
Select “*Financing/Capitol*” in the “*Requested Service*” field  
Enter “*12th Street SIP*” in the “*Please describe specific service*” field



### 2. Obtain Eligibility Documents

May-July 19

To demonstrate a business’ eligibility to receive a grant\* and participate in the SIP, the business owner must obtain and submit the following documents with their online application:

1. Department of Consumer and Regulatory Affairs (DCRA) Certificate of Good Standing dated 5/1/2013 or later
2. Financials (Operating Budget, Income Statement, Balance Sheet, Tax filing)
3. Criminal Activity Statement (download template in online grant application)
4. Statement of Certification (download template in online application home page)
5. Deed or Lease Agreement effective through 12/30/2015
6. DCRA Certificate of Occupancy for current use

Applicants must also be current with its DC taxes, as demonstrated by a Certificate of Good Standing issued by the DC Office of Tax and Revenue (OTR). DSLBD is able to obtain the certificate directly from OTR. Applicants do not need to obtain this certificate.

\* Citywide requirements for DC grantmaking can be found in *the OPGS Citywide Grants Manual and Sourcebook* at <http://opgs.dc.gov>.

### 3. Participate in Financial Viability Assessment

by July 15

To show that a public investment of grant funds through a storefront improvement will endure for at least 1 year after completion, Applicants must demonstrate that their business can be operational through 12/30/2014 by participating in a cash flow analysis consultation offered by the Washington Area Community Investment Fund (WACIF). WACIF will share its determination with DSLBD. **To schedule the free consultation with WACIF, call (202) 529-5505.** Applicants should meet with WACIF before **July 15<sup>th</sup>**.



#### 4. Locate Qualified Contractors

May-July 15

**CONTRACTOR QUALIFICATIONS**—Applicants choose their contractor(s) to provide estimates and perform requested SIP Services as long as the **contractor meets all of the following qualifications:**

1. **DC-based business**—Is incorporated in the District of Columbia as a domestic corporation (DSLBD will verify using DCRA’s database);
2. **Current Licenses**—Has active DC General Contractor License and applicable professional licenses relevant to proposed SIP Services (e.g., lighting service needs DC Master Electrician);
3. **No Conflict of Interest**—Is not the applicant business owner, or any person with a personal or financial relationship with the applicant business owner; and
4. **60 Day Completion**—Commits in estimate to complete Project by 10/31/2013.

**USING CBE CONTRACTORS**—Applicants, who provide one or more estimates from contractors that have a current Certified Business Enterprises (CBE) certification, will receive extra points during scoring process (page 7).

**LOCATING CONTRACTORS**—Below are some of the ways Applicants may locate qualified contractors:

- the Internet;
- referrals from other business owners that received SIP Services\*; and
- online listing of CBEs\*

\* Download lists in the application home page.

#### 5. Obtain Estimates

May-July 19

Applicants must submit with their application **at least two (2) complete estimates from qualified contractors for each for each SIP Service** for which grant funds are requested. The estimates should have reasonable costs relative to service type.

Download the **Sample Complete Estimate** in the application home page and share with contractors so that they prepare estimate with all the information required for DSLBD review and approval.

#### 6. Submit Online Application

July 19, 4:00PM

Eligible business owners, who submitted *Expression of Interest* form (page 5), may access the grant application form at <https://octo.quickbase.com>. All Applicants must complete their online application, including uploading all documents, by **4:00PM on July 19, 2013**. The online application system will close at 4:01 PM. **Applications received after the deadline will not be considered.** DSLBD will only review information submitted through the online application.

#### Need Help with your Application



##### 1. Schedule Storefront Improvement Brainstorm Meeting

DSLBD staff is available to meet with business owners to discuss their storefront improvement ideas. Call 202-741-0821 to schedule a meeting.

##### 2. Download Sample Documents and Contractor Lists

Visit the online application home page to download sample documents and CBE contractors lists that DSLBD created to help business owners prepare a complete application. ([www.octo.quickbase.com](http://www.octo.quickbase.com)).

##### 3. Meet with DCRA to discuss Permitting and Drawings

DCRA permit staff are available to meet one-on-one to answer questions and review draft drawings for Applicants who have SIP services that require permitting (page 8).

To schedule a DCRA consultation call (202) 442-45380; or visit <http://dcbiz.ecenterdirect.com/Conferences.action> and search “Permit.”

##### 4. Email [camille.nixon@dc.gov](mailto:camille.nixon@dc.gov) or call 202-741-0821

DSLBD will answer questions about navigating the online application and the Program requirements. Responses will be shared with all Applicants after business information is removed.

## Review and Selection by DSLBD

DSLBD will review Applications to determine if the business met the **required criteria** (below) and to decide the amount of grant award. If the total amount requested by all Applicants exceeds the available funds (\$25,000), DSLBD will use **optional criteria** scores to determine the award amount.

**CONDITIONAL NOTICE OF AWARD**—By July 31, 2013, DSLBD will issue a **Conditional Notice of Award** to Applicants who are selected to receive a **grant award contingent on the business owner (Finalist) submitting** signed contracts; proof of insurance; DCRA-issued permits; and DCRA-stamped drawings (page 8) **by August 14, 2013**. **DSLBD may withdraw its grant award offer if a Finalist does not submit the documents on-time.**

## Selection Criteria

### REQUIRED

All Applicants must meet these criteria to be considered for a grant award.

- Business Eligibility**  
Business and its owner(s) meet eligibility requirements (page 4).
- Financial Viability**  
Business is financially viable through 12/30/2014 (page 5).
- Request Eligibility**  
Requested SIP Services and costs comply with those listed on page 2.
- Demonstrated Need**  
The requested improvements, when completed, will have a clear and visible impact when compared to the storefront condition before the improvements.
- Estimates Ready for Review**  
Applicant has submitted at least 2 estimates for each requested SIP Service with reasonably priced services; and all estimates are complete and ready for review (page 6).
- Completion Date**  
Estimates indicate SIP Services will be completed by October 31, 2013.
- Uses DC-based Contractors**  
All estimates are from DC based businesses (page 6).

### OPTIONAL

Applicants will receive extra points during scoring process for each of the optional criteria they meet.

- Request Support Sustainable DC Goals**  
If estimate(s) specify any of the services or materials specified on pages 2–3 that support goals identified in the Sustainable DC Plan ([sustainable.dc.gov](http://sustainable.dc.gov)).
- Supports CBE Businesses**  
Applicants will receive extra points for each estimate from an active CBE business (page 6).
- DC Resident**  
Business owner is a current DC resident as demonstrated by their DC-issued driver's license.
- Longtime DC Business**  
Current business owner has owned and operated the business on 12<sup>th</sup> St.NE for seven (7) or more years.

## Program Participation Steps for Business Owners

Below are the steps that a business owner will follow if s/he is selected for a grant award (Grantee).

### 1. Submit Signed Contracts, Proof of Insurance, Permits & Drawings August 14

1. Obtain **signed contracts** for the DSLBD-approved estimates. If DSLBD approves more than one estimate for a SIP Service, the Finalist selects which contractor it prefers to use.
2. Obtain **proof of insurance**, e.g. policy cover page or policy binder for:
  - a. General Liability Insurance for the business current through 12/30/2013 with DC endorsement language added ( example in online application home page); and
  - b. Property Insurance current through 12/30/2013 in the name of the property owner.
3. (if approved for sign or awning) Obtain **permit-ready drawings** from contractor of a DSLBD-approved estimate, which may take several businesses days.
4. (if approved for sign, awning, lighting or overhead security doors) Obtain **building permits from DCRA**. Finalists are responsible to pay DCRA for all permit fees, which are not eligible for reimbursement using grant funds. Visit <http://dc.gov/DC/DCRA/Permits> for permitting forms and fees.
5. (if leasing) Upload **Property Owner Permission** (download template in online application home page)
6. **Upload online by August 14, 2013** the signed contracts, permits and DCRA-stamped drawings.



To receive assistance preparing building permits and drawings, contact DCRA (page 6).

### 2. Sign and Return Grant Agreement

August 29

If Finalists submit signed contracts and applicable permit documents on time, DSLBD will issue a *Grant Agreement* by August 22 for the business owner to sign and return within 5 business days. The Agreement will include the grant amount and participation requirements listed below.



### 3. Receive Notice to Proceed

August 30

DSLBD will issue a *Notice to Proceed* to business owners who execute the Grant Agreement (*Grantees*) so that they may start their grant-supported SIP Services or **Project**. **Any Project costs incurred prior to receiving a Notice to Proceed are not eligible for reimbursement.**

An exception will be made for graphic design costs that business owners pay sign or awning contractors to create permit-ready drawing for DCRA review. If the business owner enters into a Grant Agreement (page 8), DSLBD will allow these graphic design costs. However, if a business owner would be for 100% of the graphic design if s/he is not selected to receive a grant, or does not execute a Grant Agreement.

### 4. Start Construction & Manage and Pay Contractors September 1–October 31

Grantees are responsible to manage and pay their contractors to ensure the Project is completed by October 18, 2013. Grantee must obtain DSLBD-approval prior to making any changes to approved contracts. **Unapproved changes and costs may result in termination of the Grant Agreement or a reduced award.**



**5.  Complete Project**

**October 31**

Grantees' contractors must **complete all SIP Services on or before October 31, 2013.**

**6.  Obtain DCRA Inspection & DSLBD Site Visit**

**November 1–15**

Grantee will notify DSLBD by email that the project is ready for a site visit by DSLBD staff. Grantees, who have permitted SIP Services (page 8), must obtain a satisfactory inspection report from DCRA or a DCRA-approved third party inspector at the Grantee's expense. To schedule a DCRA inspection or locate third party inspectors, visit [dcra.dc.gov](http://dcra.dc.gov) and click "Permits."

**7. Submit Receipts and Satisfactory Inspection Report**

**by November 15**

Grantees shall submit receipts for approved SIP Services and, if applicable, the satisfactory inspection report no later than November 15, 2013. Receipts received **after November 15, 2013** may be disallowed and **business owners will be responsible for 100% of the Project costs.**



**8.  Participate in Public Event**

**November 11–30**

In mid-November, DSLBD will host a public event to unveil the storefront improvements. Business owners need to be present and may be asked to meet with public officials and the press.

**9.  Receive Grant Reimbursement**

**December 10**

DSLBD will approve reimbursement (grant) checks by November 25 for Grantees who:

- Have completed all Project components by October 31<sup>st</sup>;
- Submit receipts for expenses that DSLBD-approved in Grant Agreement costs; and
- (if applicable) Submit a DCRA satisfactory inspection.

Grantees should receive checks by December 10.



**10.  Describe Impact of SIP on Business**

**December 31**

To help DSLBD determine if Program's objectives to increase business sales and customer foot traffic were achieved, Grantees will be asked to describe the impact of the storefront improvements on their business.

DSLBD will ask Grantees to describe the percentage of change in sales and foot traffic. DSLBD will keep the data confidential; and will only report the average percentage change for all Grantees.

## Key Program Elements to Consider

Business owners—when deciding whether or not to apply for the grant—may want to consider:

1. DCRA Certificate of Good Standing may take up to 15 business days—Applicants are required to submit the certificate with their application. Prospective applicants should give themselves enough time to obtain the document before the application submission deadline.
2. Disclosure of Financial Data—Applicants must submit four financial documents to demonstrate eligibility to receive grant funds (*OPGS Citywide Grants Manual and Sourcebook*, §7.2, page 17) and that their business should be financially viable for at least one year after the Project is completed (page 5). **DSLBD will keep this data confidential.**
3. Partial Approval of Financial Assistance Request—Applicants may request up to \$5,000 in grant assistance. However, the actual grant award amount may be less if the number of total amount of requests that DSLBD received from eligible businesses is greater than the total amount of available SIP funds (\$25,000). In that case, DSLBD will review use an Applicant's score for Optional Criteria to determine award amounts (page 7).
4. Incurring Construction Expenses Prior Notice to Proceed Date—Any expenses incurred by a business owner prior to receiving a *Notice to Proceed* will not be eligible for reimbursement (page 8).
5. Upfront Costs—Business owners are responsible to pay all project costs then seek reimbursement from DSLBD (page 9). Business owners must pay their selected contractors directly. Grantees will receive reimbursement (grant award) after they:
  - complete all Project components by October 31, 2013;
  - submit receipts for expenses that DSLBD-approved in Grant Agreement; and
  - (if applicable) obtain and submit a satisfactory DCRA inspection report by November 15.

Grantees should receive their reimbursement check by December 10.

6. Two (2) Months to Complete Project; and Ten (10) Days to Inspect Permitted Improvements—Grantees must have the time to schedule and managed their contractors so that all storefront improvements are completed by October 31, 2013 (nine weeks from *Notice to Proceed*). Grantees then have 10 business days to schedule, obtain and upload a satisfactory DCRA inspection report by November 15 (only for signs, awnings, electrical and overhead doors).

