



Fiscal Year 2026
Art All Night Marketing Services Grant
Request for Applications
(Amended February 20, 2026)

January 20, 2026 at 2:00 pm ET through ~~February 19, 2026~~ March 4, 2026¹ at 5:00 pm ET

How to use this document to guide your application process:

This Request for Applications (RFA), along with a corresponding Notice of Funding Availability (NOFA), constitutes the full set of instructions for applicants. **All applicants are required to read the entire RFA and NOFA before applying.**

The sections of the RFA are outlined below:

- [1. Objective](#)**—What DSLBD seeks to accomplish through the grant
- [2. Online Application Deadline](#)**—Where and when eligible businesses must apply
- [3. Eligibility & Documentation](#)**—Who can apply, and what documentation is required
- [4. Restrictions on Allowable Uses of Funds](#)**—How funds can be spent
- [5. Competitive Application](#)**—Guidance on the competitive application
- [6. Scoring Criteria](#)**—How the review committee will score applications
- [7. Selection Process](#)**—How DSLBD decides awardees
- [8. Award Information](#)**—What happens if you are awarded a grant
- [9. Important Legal Disclaimers](#)**—Important legal information
- [Appendix A](#)**: Pre-Award Required Documents
- [Appendix B](#)**: Allocation of Points
- [Appendix C](#)**: Final Report Requirements
- [Appendix D](#)**: Statement of Certification

¹ As of February 20, 2026, the strikethrough text has been removed as it is no longer applicable. This applies to strikethrough text throughout this amended RFA. With respect to this update, the RFA has been amended to reflect the extended deadline. The deadline for submitting applications has been extended to provide additional opportunities for interested businesses to apply and to accommodate any applicants who experienced technical issues with the application portal.
DSLBD FY 26 Art All Night Marketing Services Grant Request for Applications

1. Objective

The District of Columbia (“DC,” “D.C.,” or the “District”) Department of Small and Local Business Development (“DSLBD” or the “Department”) is excited to announce that it will begin accepting applications for the Fiscal Year (“FY”) 2026 Art All Night (“AAN”) Marketing Services Grant Program, beginning January 20, 2026 at 2:00 PM ET.

The AAN Marketing Services Grant Program is a DSLBD initiative created to maximize media engagement leading up to the AAN Festival. The selected awardee will be responsible for developing and executing a comprehensive citywide marketing, and communications strategy for AAN.

Applicants should demonstrate expertise in the following areas:

1. Strategic campaign planning & management;
2. Delivery of interim performance reports and final post-event impact reporting;
3. Securing earned media placements with local, regional, and national outlets;
4. Drafting and distributing press releases, media advisories, event previews, and artist and vendor spotlights;
5. Graphic design and creative product services;
6. Providing website and digital platform support; and
7. Identification of potential partners for the AAN Festival.

The proposed programming should address the following objectives:

1. Support small business retention and growth by increasing foot traffic and customer engagement at Art All Night (AAN) Festival activations within Main Street corridors and other economic corridors across all eight (8) wards.
2. Extend the economic impact of DSLBD funding by increasing awareness of AAN programming and driving intentional spending at small and local businesses through Main Street–supported corridors and additional ward-based commercial districts.
3. Strengthen neighborhood economic corridors by elevating District-based artists, small businesses, and creative entrepreneurs through arts-driven programming that encourages sustained economic activity and repeat visitation beyond the festival weekend.

DSLBD intends to award one (1) grant up to \$75,000.00 of the total funding available for FY 26.

Programs connected to the FY 26 AAN Marketing Services Grant must occur during the Period of Performance, beginning on or around the effective date of the relevant grant agreement and ending on September 30, 2025.

2. Online Application & Deadline

Applicants must register and submit an application online using the link provided below: <https://des.dslbd.dc.gov/>

Applicants must submit all documents and attestations within the District Enterprise System (“DES”). Applications will not be accepted if submitted outside DES or after the FY 26 AAN Marketing Services Grant Program deadline.

Key Dates

DSLBD anticipates reviewing grant applications beginning ~~February 19, 2026~~ March 4, 2026 and notifying awardees on or around April 5, 2026, but this timeframe is subject to change.

Date	Event
January 20, 2026 at 2:00 PM ET	Application Opens
February 12, 2026	Last Day to Ask Questions
February 19, 2026 March 4, 2026 ² at 5:00 PM ET	Application Closes
February 19, 2026 — February 26, 2026 March 4, 2026 – March 12, 2026 ³	Application Review + Correction Window
February 27, 2026 March 12, 2026 ⁴	Competitive Review Panel Begins
April 5, 2026	Applicants Notified of Status

Look for FY 26 AAN Marketing Services Grant Program information sessions at <https://www.eventbrite.com/o/departments-of-small-local-business-development-7956762164>.

Outside of an information session, send all questions in writing to charlene.louis@dc.gov. DSLBD will not take questions via telephone. The last day to submit questions is February 12, 2026 at 5:00 PM ET.

² As of February 20, 2026, this RFA has been amended to reflect the new application deadline.

³ As of February 20, 2026, this RFA has been amended to reflect the new date for when the application review and corrections window will take place. The intent is to provide prospective applicants with transparency regarding review timelines.

⁴ As of February 20, 2026, this RFA has been amended to reflect the new date for when the Competitive Review Panel will begin. The intent is to provide prospective applicants with transparency regarding review timelines.

3. Eligibility & Checklist

An applicant for a FY 26 AAN Marketing Services Grant must meet the following criteria:

- The applicant's business must be based in DC.
- The applicant's organization and Executive Director or other Officer(s) have not been suspended from any District grant program for any reason within the past five (5) years. 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.

Applicants who do not meet eligibility requirements for a FY 26 AAN Marketing Services Grant **will not be considered**.

Required Documents and Attestations for Eligibility

Entities applying for a FY 26 AAN Marketing Services Grant must upload the documents listed below directly into DES. Applications that fail to provide complete and verifiable documents, information, and attestations **will not be considered**. False attestations or documentation may result in grant forfeiture and other penalties, as appropriate.

Required Items	Description
a) Active DC Business License Number, issued by DLCP	<p>The license must be:</p> <ul style="list-style-type: none"> ○ Active, and ○ Searchable in the DLCP Business License Search Tool (https://scout.dkra.dc.gov). <p>If providing proof of alternative licensure, the license must be:</p> <ul style="list-style-type: none"> ○ Active, and ○ Relevant to the entity's industry.
b) Corporate Registration File Number and Good Standing Status, as determined by DLCP's Corp Online database.	<p>The Corporate Registration File Number provided must:</p> <ul style="list-style-type: none"> ○ Be active, and ○ Demonstrate good standing (e.g., not expired, rescinded, or revoked). <p>Status can be verified at https://corponline.dkra.dc.gov.</p>
c) Certificate of Clean Hands ("CCH")	<p>The CCH must:</p> <ul style="list-style-type: none"> ○ Be issued within the last 90 days, and ○ Demonstrate no outstanding liability with the District. <p>This document demonstrates that the named entity has no outstanding liability (particularly with OTR and the Department of Employment Services ["DOES"]) within the District on the date of issuance. The CCH has a Notice</p>

	<p>Number, which DSLBD will use along with the entity’s Federal Tax Identification Number, to ascertain the entity’s “clean hands” status during the application review period. As such, the Grantee must maintain clean hands during this period so that it qualifies for a CCH on the date of processing by DSLBD.</p> <p>Generate a CCH for free at: https://otr.cfo.dc.gov/page/certificate-clean-hands.</p>
d) Tax Identification Number (“TIN”)	<p>The TIN provided must:</p> <ul style="list-style-type: none"> ○ Match the W-9 Form provided, and ○ Match the digits displayed on the relevant CCH. <p>Available for free at https://irs.gov.</p>
e) IRS W-9 Form for 2024 or later	<p>The W-9 Form provided must:</p> <ul style="list-style-type: none"> ○ Be signed and dated within the last 12 months. <p>W-9 Form and relevant instructions available here: https://www.irs.gov/forms-pubs/about-form-w-9.</p>
f) Most Recent Tax Filings	<p>An applicant must provide a copy of the entity’s most recent and complete set of tax filings submitted to the IRS within one (1) year before the date of the grant application.</p>
g) Statement of Certification	<p>Provide a complete and signed Statement of Certification (“SOC”) in the DES. The SOC is a list of disclosures and certifications required of each applicant. See Appendix D for the full text of the SOC.</p>

The above checklist covers ALL the required documentation used to determine an applicant’s eligibility.

4. Restrictions on Allowable Uses of Funds

FY 26 AAN Marketing Services grant funds must be expended during the Period of Performance and are solely for carrying out allowable uses, as listed below and in the applicable grant agreement.

Allowed Uses

Grant funds may be used for any of the categories below, subject to approval by DSLBD. Additional costs proposed by the grantee that are not included below, but incurred during the Period of Performance, may be approved by DSLBD in its sole discretion.

Administrative – examples of eligible costs below:
Non-Profit Indirect Rate of 10% of grant award
Office Rental
Office Equipment
Employee Payroll
Owner’s Draw (Self-Pay)
Payroll Processing Fees
Benefits
Independent Contractor Fees
Insurance
Software and Technology – examples of eligible costs below:
Administrative Subscription Services (CRMs, Document Management)
Website Development and Maintenance
Business Software or Upgrades
Audit & Accounting – examples of eligible costs below:
Accounting Software
Accounting Costs
Audit Services
Programmatic – examples of eligible costs below:
Events
Program Activations
Physical Improvements
Advertising – examples of eligible costs below:
Promotional Materials (Physical)
Promoted Social Media Posts or other forms of advertisement

Per the [Nonprofit Fair Compensation Act of 2020 \(“NFCA”\)](#), nonprofit grantees are entitled to an indirect rate. A *de minimis* indirect rate of 10% for all indirect costs under the grant is commonly used. If Grantee has had a different indirect cost rate with another District agency within the past two years, Grantee may elect to use that rate. Additional methods for determining an indirect cost rate, including utilizing a Negotiated Indirect Cost Rate Agreement (“NICRA”) rate, as negotiated with the federal government may be found within the linked legislation.

Disallowed Uses

Grant funds cannot be used for any of the following:

1. Financing or paying off pre-existing debt (e.g., credit card, lines of credit, loans, or tax obligations), whether for business or personal use.
2. Expenses incurred outside the Period of Performance.
3. Expenses reimbursed by a separate grant disbursed to the awardee, where the awardee is using different sources of funding to expense the same services performed and/or costs incurred (i.e., being remunerated twice for the same service/cost, otherwise known as “double-dipping” expenses).
4. Personal or other uses unrelated to the purposes explicitly identified in the grant agreement.
5. Food (except for food expenses incurred while attending professional development conferences related to the Grant Program outside of the Washington, DC metropolitan area).
6. Alcohol or alcohol-related paraphernalia (e.g., wine glasses, mixers, or beer taps).
7. Payments to a professional fundraiser.
8. Donations or charitable giving to nonprofit organizations.
9. Vehicle purchases or leases.
10. Real estate purchases.
11. Costs related to DC or federal government lobbying efforts.
12. Costs related to lawsuits against the District or federal government.
13. Any activity, good, service, or product deemed illegal by the District.
14. Any activity, good, service, or product deemed ineligible by DSLBD in its sole discretion.
15. Expenses incurred without prior DSLBD approval.

DSLBD will compare grantees’ proof of grant fund expenditures against approved costs set forth in the applicable grant agreement and disallow costs that do not comply with program requirements. DSLBD will only approve the disbursement of grant funds to awardees who maintain required insurance coverage for the entirety of the relevant grant period, which includes the Period of Performance.

5. Competitive Application

The competitive portion of the application consists of four (4) sections. Each section corresponds with the scoring criteria listed in Section 6 of the RFA. Please note that some questions provide applicants with an option to upload additional documentation in support of their response(s).

Section A: Organizational Expertise

1. Describe your organization's history and mission. Provide an overview of your organization, including information about its services or products and current presence in the District.
2. Describe your organization's experience developing and managing citywide or multi-ward marketing campaigns in the District. If the proposed project is the first time your entity has ventured into this program type, describe how your team will adapt any relevant previous experience to this program.
 - a. Identify the team member(s) who will be responsible for working on the Program, if awarded funds. The team members can be staff or contractors. Describe their roles, relevant experience, and qualifications, including the individual(s)' relevant experience and credentials.
 - b. If subcontracting, identify any proposed partners or subcontractors external to the applicant entity and the proposed relationship of the partner or subcontractor. The applicant's subcontracting plan must be pre-approved by DSLBD through the proposal and award process.
3. Upload resumes of key staff.

Section B: Implementation, Strategy, and Execution

1. Provide a detailed work plan, including measurable goals, objectives, tasks, activities, deliverables, outcomes, timelines, etc. The plan should detail:
 - a. Outreach strategies (e.g., securing earned media placements, paid advertising and media buying, coordinating with community-based organizations such as the BIDs, Main Streets or cultural institutions, creating multilingual materials, vendor recruitment support, community information sessions, and neighborhood-specific marketing strategies);
 - b. Development of print and digital advertising assets (e.g., neighborhood-specific promotional materials, wayfinding graphics, vendor maps, signage, transit advertising layouts, and motion graphics or video assets) to supplement proposed outreach efforts;
 - c. Timelines to create digital advertising assets and implement outreach strategies prior to activation dates occurring in early September; and
 - d. Plan to measure and document return on investment for paid outreach efforts (e.g., monitoring of attendance estimates, website traffic, paid advertising performance, social media engagement, and earned media placements).
2. Describe the strategies your organization will use to ensure equitable representation and attendance across all eight wards of the District. If similar outreach or engagement strategies

have been used previously, detail both the successes and challenges and explain any corrective actions taken. If the strategies are new, describe the rationale that suggests they will be effective.

3. Please describe your organization's strategy for adapting to evolving program requirements and timelines.

Explain how you will coordinate content creation, paid media, and earned media to amplify each other's impact. What processes or tools will you use to ensure alignment and maximize impact?

Section C: Grant Utilization and Operational Planning

1. Complete a Budget Worksheet. In the worksheet, you must:
 - a. Detail the expenses to be charged to the grant. The proposed budget should comply with allowable uses of funds (See RFA Section 4).
 - b. Propose a paid advertising budget that dedicates a minimum of 30% of the available funding to paid advertising initiatives.
 - c. Consider allocating up to 16% of budget toward promotional marketing materials (e.g., branded AAN shirts, totes, printed materials).
 - d. Provide a narrative description of the costs included in the Budget. The narrative should include enough details so that DSLBD and reviewers understand how amounts were calculated and the relevance of the expense to implement the grant.
 - e. If applicable, non-profit organizations may request indirect costs as part of their proposed budget. The Applicant should identify the basis for the calculation of indirect costs, addressing one of the following: (1) its current, unexpired, federal Negotiated Indirect Cost Rate Agreement (NICRA) rate, as negotiated with the federal government; OR (2) the "de minimis" rate, which is 10% of the Modified Total Direct Costs (MTDC).

2. Section D: Additional Uploads

1. Portfolio of prior marketing materials illustrating graphic design expertise.

6. Scoring Criteria

The following criteria will be used to evaluate all eligible applications. Applicants are encouraged to review their proposals against these scoring criteria before submitting a final application.

For a more thorough breakdown of the scoring criteria, see Appendix B.

Section	Core Areas of Evaluation	Total Points
A. Organizational Expertise	Organizational experience and capability	8
	Proof of Demonstrated Ability	4
B. Implementation Strategy and Execution	Strategy and Program Fit	12
	Stakeholder Engagement	4
	Program Plan	8
C. Grant Utilization and Operational Planning	Budget Allocation	8
	Cost Justification	4
D. Additional Uploads	Quality and Relevance of Upload	2
TOTAL POINTS		50

7. Selection Process

DSLBD will select awardees through a competitive application process for the AAN Marketing Services Grant. The application will be reviewed by a panel, which may be composed of DSLBD partners, members of the public, and DC government employees, who will review eligible applications received by the submission deadline and score them against the above criteria.

DSLBD hopes to select an awardee that will support DC's goal of maximizing media engagement leading up to the AAN Festival.

The DSLBD program team will review the panel's recommendations and report them to the Director of DSLBD. Taking the review panel's recommendations into account, the Director of DSLBD will ultimately make the final determination of awardees.

Applicants who are not awarded a grant can request a debriefing call with the DSLBD team. More details on DSLBD's Applicant Debrief and Grievance Process are available here: <https://dslbd.dc.gov/grant-debrief-and-grievance-procedures-applicants>.

8. Award Information

A. Grant Award Notification

DSLBD will notify successful applicants of its selection decision by email and send a Notice of Grant Award ("NOGA") to the awardees along with additional post-award instructions.

Applicants who are not awarded a grant will be notified of their status no later than one (1) week following the initial notification to awardees.

B. Grant Award Acceptance

Awardees are expected to accept the award within five (5) business days from the date of the NOGA. NOGAs will list any contingencies and additional requirements. Awardees are expected to maintain their eligibility status at the time of the award and throughout the entire Period of Performance. Eligibility status is based on compliance with items outlined in Section 3 of the RFA as well as additional requirements set forth in Appendix A.

C. Post-Award Documents

Awardees must submit the documents set forth in Appendix A before a grant agreement can be finalized.

D. Formal Grant Agreement

Awardees must sign an individual grant agreement with DSLBD after meeting all contingency and pre-award requirements. For awardees who have received a DSLBD grant in the past, awards will be contingent on compliance with applicable DC laws and regulations and may also be contingent upon the completion of their previous grant's reporting requirements. The awardee may forfeit funds if it (1) refuses to execute a grant agreement during the award process, (2) fails to execute the agreement by DSLBD's deadline, (3) cannot meet post-award requirements for any reason, or (4) cannot make the appropriate and required attestations related to the Grant Program.

E. Additional Survey Assessment

DSLBD may survey awardees following the execution of grant agreements. Grantees must comply with DSLBD's survey requests.

F. Grant Reporting

Grantees must comply with ongoing reporting requirements pursuant to their respective grant agreement. Grantees must submit an approved budget outlining the expenditures made in connection with the Grant Program, along with appropriate documentation. DSLBD will only accept full, bona fide receipts, canceled checks, and other verifiable evidence of payment as proof that a grantee made appropriate expenditures. Grantees who fail to submit appropriate documentation of proper expenditures may be required to return funds.

Grantees must prepare a final report by October 30, 2026 that includes, among other items, proof of appropriate expenditures and their program's impact (See Appendix C).

G. Disbursement (Payment)

Disbursement terms shall be determined after the selection of awardees and will be outlined in the grant agreement. Terms may require DSLBD's collection of additional documentation, such as the items set forth in Appendix A.

Disbursements will be sent by one of the following methods (1) via electronic fund transfer to the grantee's bank account, as registered with the District Integrated Financial System ("DIFS"), or (2) through a third-party payor/servicer. In the latter case, DSLBD will collect and verify banking payment information from each grantee. The District intends to pay an invoice within thirty (30) days of receipt of an approved, proper invoice.

Grantees are responsible for reporting their grant award(s) as income on federal and local tax returns (in accordance with applicable law) and are strongly encouraged to consult with a tax professional and the United States Internal Revenue Service.

H. Modifications

Final grant agreements may require addenda, amendments, or modifications. An awardee that cannot comply with final grant agreement terms and/or provide other requested materials may be disqualified from their specific grant program, and DSLBD may award the grant to another applicant.

9. Important Legal Disclaimers

This section includes DSLBD’s legal disclaimers regarding the release of this RFA.

A. Contingent

Funding for this award is contingent on sufficient and continued funding from the District. Neither the RFA nor the corresponding NOFA obligates the Department to issue an award.

B. Application Acceptance

DSLBD will not review applications that do not comply with all instructions listed in the RFA or NOFA. The Department reserves the right to accept or deny any or all applications if it determines it is in the best interest of the District. DSLBD may suspend or terminate an outstanding RFA or NOFA pursuant to its own grant-making rule(s) or any applicable federal regulation or requirement.

Applications must be submitted through. DSLBD will not accept applications submitted via hand delivery, email, mail, or courier service and will not review late submissions or incomplete applications.

C. Notice of Funding Availability

DSLBD published the corresponding NOFA in the DC Register and the Office of Partnerships and Grant Services (“OPGS”) on December 19, 2025. The NOFA is available at <http://dslbd.dc.gov/>.

D. Conflicts and Choice of Law

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, the terms and conditions of the applicable law or regulation will control, and it shall be the responsibility of the applicant to ensure compliance. The grant application shall be governed and interpreted under the laws of the District of Columbia and any applicable federal laws without regard to conflicts of law principles.

E. Costs of Applications

Neither DSLBD nor the DC government shall be liable for any costs incurred by an applicant in the preparation of any grant application(s) for the AAN Marketing Services Grant. All costs incurred in developing and preparing any grant application shall be the applicant’s sole responsibility.

F. Ownership of Content

DSLBD is considered the owner of any content developed for technical assistance purposes and paid through a DSLBD grant award. As such, DSLBD may retain and reuse written or recorded materials and concepts at a future time.

G. Accessibility

Grant-funded programming should be made available and accessible to all attendees.

Attendees of a grant-funded business event may request language access accommodations when registering for activities funded through this grant. Requests for language and American Sign Language (“ASL”) interpretation must be forwarded immediately to the DSLBD Grant Coordinator. If requests are made at least ten (10) business days prior to the activity start date, DSLBD will arrange for language and ASL interpretation services for grants event organizers who confirm their participation and need.

In-person classes or workshops funded by District grants will be held at ADA-compliant locations or will offer virtual attendance options.

H. Reservation of Rights

1. DSLBD reserves the right to issue addenda, amendments, and/or any other modifications after the issuance of the NOFA or RFA or rescind the NOFA or RFA. DSLBD will post addenda, amendments, or any other modifications in the online application (*see* Section 2). Applicants are responsible for reviewing and adhering to any NOFA or RFA addenda, amendments, or modifications.
2. DSLBD may suspend or terminate an outstanding NOFA or RFA pursuant to any other applicable local, state, or federal regulation or requirement.
3. DSLBD may conduct pre-award onsite visits to verify information that an applicant submits in a grant application. The Department’s access and ability to verify such information shall not be unreasonably withheld. Further, DSLBD may request additional information from applicants at any time during the application and grantmaking process
4. DSLBD serves as its own reference when evaluating applications; it is not required to consult with outside parties. Grant decisions may reflect applicants’ prior performance in managing previous government grants.
5. DSLBD may negotiate with an awardee to finalize funding amounts or otherwise adopt revisions to an awardee’s proposal as it relates to the Grant Program.

Appendix A: Pre-Award Document Requirements

If awarded this grant, your organization should be prepared to provide DSLBD with the following documents and/or information upon receiving a Notice of Grant Award. The documents listed below are not required to apply, but they will be collected from awardees before the issuance of a grant agreement.

- A. **DIFS Number:** Selected applicants must register within the District Integrated Financial System (“DIFS”) at <https://cfo.dc.gov/page/supplier-portal>. Awards funds cannot be issued until DIFS Registration is complete.
- B. **Policies and Procedures.** Your organization should provide copies of its internal policies and procedures, including any conflict-of-interest policies.
- C. **Non-Profit Board Roster.** For non-profits, provide the most current roster of your board members to include their names, titles, emails, and phone numbers.
- D. **IRS 501c3 Determination Letter.** For non-profits, provide your organization’s IRS 501c3 Determination Letter.
- E. **Proof of Insurance:** Selected applicants must demonstrate that they have applicable insurance coverage at the beginning of the Period of Performance. Specific insurance requirements will be stated in the grant agreement. Selected applicants must provide that meet the following (a) general requirements and (b) insurance types:

General Requirements:

- 1. The Grantee shall require its subcontractors to carry and provide proof of the same insurance requirements herein.
- 2. All insurance shall be written with financially responsible companies authorized to do business in the District of Columbia and have an A.M. Best Insurance Guide rating of at least A-VII (or the equivalent by any other rating agency).
- 3. All required policies shall contain a waiver of subrogation provision in favor of the District of Columbia.
- 4. The District of Columbia shall be included as an additional insured in all policies required to be maintained by the Grantee and its subcontractors (except workers’ compensation) for any and all claims against the District relating to the Grant Agreement, with the understanding that any affirmative obligation imposed upon the insured Grantee or its subcontractors (including without limitation the liability to pay premiums) shall be the sole obligation of the Grantee or its subcontractors, and not the additional insured.

Insurance Types:

- 1. General Liability Insurance: in the name of the Applicant Organization with the District of Columbia government names as an Additional Insured. Insurance minimums must be at least \$1,000,000 each occurrence \$2,000,000 general aggregate, \$1,000,000 personal and

advertising injury limit, \$2,000,000 products-completed operations aggregate. Must be occurrence basis, not claims-made.

2. Workers Compensation Insurance: In the name of the Applicant Organization, or in the name of the Subcontractor organization (if the organization is sub-contracting basic services) for all employees of the Applicant organization or the subcontractor.
3. Cyber Liability Insurance in the name of the Applicant organization with limits at least \$1,000,000 per occurrence or claim, \$1,000,000 aggregate.
4. Auto Insurance (required only if Applicant owns a vehicle) with combined single limits at least \$1,000,000 per occurrence for bodily injury and property damage.

Appendix B: Allocation of Points

Organizational Expertise			
Unacceptable or Did not Respond (1 point)	Acceptable (2 points)	Good (3 points)	Excellent (4 points)
<p>Does not describe the history and mission of the organization.</p> <p>AND</p> <p>Does not describe leadership staff with broad expertise developing and implementing marketing campaigns.</p>	<p>Describes history and mission of organization.</p> <p>OR</p> <p>Describes leadership staff with broad expertise developing and implementing marketing campaigns.</p>	<p>Describes history and mission of organization.</p> <p>AND</p> <p>Describes leadership staff with broad expertise developing and implementing marketing campaigns.</p> <p>OR</p> <p>Description of current services/products or presence in the community is relevant to the grant program goal.</p>	<p>Describes history and mission of organization.</p> <p>AND</p> <p>Describes leadership staff with broad expertise developing and implementing marketing campaigns.</p> <p>AND</p> <p>Description of current services/products or presence in the community is relevant to the grant program goal.</p>
<p>Does not describe organization's experience developing and managing citywide or multi-ward marketing campaigns in the District .</p> <p>AND</p> <p>Does not describe how the organization plans to adapt any relevant previous experience to this grant program.</p>	<p>Describes organization's experience developing and managing citywide or multi-ward marketing campaigns in the District .</p> <p>OR</p> <p>Describes how the organization plans to adapt any relevant previous experience to this grant program.</p>	<p>Describes organization's experience developing and managing citywide or multi-ward marketing campaigns in the District.</p> <p>AND</p> <p>Describes how the organization plans to adapt any relevant previous experience to this grant program.</p>	<p>Describes organization's expertise aligns with the proposed program and/or program goals.</p> <p>AND</p> <p>Describes how the organization plans to adapt any relevant previous experience to this grant program.</p> <p>AND</p> <p>Demonstrates a strong understanding of the District's small business landscape, including challenges, opportunities, and diversity across wards. Shows how this knowledge will inform campaign design and outreach strategies.</p>

<p>Does not describe key staff that will deliver the proposed program and manage administration of grant funds.</p>	<p>Describes key staff that will deliver the proposed program and manage administration of grant funds. AND Provides examples of success in managing marketing campaigns and/or complying with grant requirements.</p>	<p>Describes key staff that will deliver the proposed program and manage administration of grant funds. AND Provides examples of success implementing related programming and/or complying with grant requirements. AND Provides quantitative/qualitative evidence of success implementing similar programming and complying with relevant grant requirements.</p>	<p>Describes the key staff that will deliver the proposed program and manage administration of grant funds. AND Provides examples of success in managing and/or complying with grant requirements. AND Provides quantitative/qualitative evidence of success implementing similar programming and complying with relevant grant requirements. AND Details key staff's experience and understanding of the graphic design, paid media, earned media, grant management and other skills listed in Section 1 of the RFA.</p>
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Program Implementation Plan			
Unacceptable or Did not Respond (1 point)	Acceptable (2 points)	Good (3 points)	Excellent (4 points)
Does not describe proposed plan/method to implement a multi-ward/city-wide marketing strategy for the AAN Festival.	Describes proposed plan/method to implement a multi-ward/city-wide marketing strategy for the AAN Festival.	Describes proposed plan/method to implement a multi-ward/city-wide marketing strategy for the AAN Festival. AND Details proposed timelines to implement proposed marketing strategy. AND Details format for tracking social media engagement metrics and return on investment.	Describes proposed plan/method to implement a multi-ward/city-wide marketing strategy for the AAN Festival. AND Details proposed timelines to create digital assets and implement marketing strategy. AND Details format for tracking social media engagement metrics and return on investment. AND Proposed plan includes reference to 75% or more of the following activities: securing earned media placements, paid advertising and media buying, coordinating with community-based organizations or other partners, creating multilingual materials, vendor recruitment support, community information sessions, and neighborhood-specific marketing strategies, development of print and digital advertising assets (e.g., neighborhood-specific promotional materials, wayfinding graphics, vendor maps, signage, transit advertising layouts, and motion graphics or video assets).
Does not state any measurable objectives.	States one measurable objective that the program will achieve but does not identify the subject, behavior, assessment criteria and/or time period.	States two measurable objectives that the program will achieve and identifies the subject, behavior, assessment criteria and/or time period.	States three measurable objectives that the program will achieve and clearly identifies the subject, behavior, assessment criteria and/or time period.
Does not effectively describe how proposed program plan directly addresses the program objectives outlined in Section 1 of this RFA.	Describes how proposed program plan directly addresses at least 1/3 program objectives outlined in Section 1 of this RFA.	Describes how proposed program plan directly addresses at least 2/3 program objectives outlined in Section 1 of this RFA.	Describes how proposed program plan directly addresses all program objectives outlined in Section 1 of this RFA.

<p>Does not describe the strategies the organization will use to ensure equitable representation across all eight wards.</p> <p>AND</p> <p>Does not describe the strategies the organization will use to ensure equitable attendance across all eight wards.</p>	<p>Describes the strategies the organization will use to ensure equitable representation across all eight wards.</p> <p>OR</p> <p>Describes the strategies the organization will use to ensure equitable attendance across all eight wards.</p>	<p>Describes the strategies the organization will use to ensure equitable representation across all eight wards.</p> <p>AND</p> <p>Describes the strategies the organization will use to ensure equitable attendance across all eight wards.</p>	<p>Describes the strategies the organization will use to ensure equitable representation across all eight wards.</p> <p>AND</p> <p>Describes the strategies the organization will use to ensure equitable attendance across all eight wards.</p> <p>AND</p> <p>Provides examples of similar outreach or engagement strategies used previously, detailing the successes, challenges and explain any corrective actions taken. If the strategies are new, applicant provides a compelling rationale that suggests they will be effective.</p>
<p>Does not describe organization's strategy to coordinate content creation, paid media, and earned media to complement and amplify each other's impact.</p> <p>AND</p> <p>Does not detail what processes or tools organization will use to ensure alignment and maximize impact.</p>	<p>Describes the organization's strategy to coordinate content creation, paid media, and earned media to complement and amplify each other's impact.</p> <p>OR</p> <p>Describes what processes or tools organization will use to ensure alignment and maximize impact.</p>	<p>Describes the organization's strategy to coordinate content creation, paid media, and earned media to complement and amplify each other's impact.</p> <p>AND</p> <p>Describes what processes or tools organization will use to ensure alignment and maximize impact.</p>	<p>Describes organization's strategy to coordinate content creation, paid media, and earned media to complement and amplify each other's impact.</p> <p>AND</p> <p>Describes what processes or tools organization will use to ensure alignment and maximize impact.</p> <p>AND</p> <p>Explicitly links anticipated outcomes and impacts to the program's stated goals.</p>
<p>Does not describe the organization's strategy for adapting to evolving program requirements, including shifts in timelines.</p>	<p>Describes the organization's strategy for adapting to evolving program requirements, including shifts in timelines.</p>	<p>Describes the organization's strategy for adapting to evolving program requirements.</p> <p>AND</p> <p>Details if proposed strategies have been previously used, and, if so, describes both the successes and challenges, or, if not, describes the rational that suggests success.</p>	<p>Describes the organization's strategy for adapting to evolving program requirements.</p> <p>AND</p> <p>Details if proposed strategies have been previously used, and, if so, describes both the successes and challenges, or, if not, describes the rational that suggests success.</p> <p>AND</p> <p>Provides examples of success in adapting to new programmatic requirements, including shifts in timelines.</p>

Budget and Budget Narrative			
Unacceptable or Did not Respond (1 point)	Acceptable (2 points)	Good (3 points)	Excellent (4 points)
Does not include budget item details.	Includes budget item details.	Includes budget item details. AND Some line item expenses are described including calculations.	Includes budget item details, quantities and cost per unit for applicable expenses. AND All line item expenses described including calculations.
Applicant allocates no funds to paid media. AND Applicant provides weak or insufficient rationale.	Applicant allocates a limited portion (less than 15%) of funds to paid media. AND Applicant provides moderate justification; plan lacks detail or clear alignment with outreach goals.	Applicant allocates 15-29% of total award towards paid media. AND Provides a strong, well-justified plan showing how allocated funds will still achieve significant impact.	Applicant allocates 30% or more of total award to paid media. AND Presents a clear, strategic plan demonstrating how funds will maximize outreach and visibility.
Does not describe how the grant funds will be used.	Describes how the grant funds will be used.	Describes how the grant funds will be used and justifies costs.	Details how the grant funds will be used and justifies costs. AND Proposed expenses align with program activities.
Portfolio is incomplete, relies on templates, lacks originality, or does not demonstrate sufficient skill.	Portfolio demonstrates required skills, originality, and professional quality.		

Appendix C: Final Report Requirements

Campaign Impressions	<ul style="list-style-type: none">• Aggregate Total Campaign• Total Click Breakdown by Source• Impressions• Click-Through-Rate• Average Cost per Click• Ave Cost Per Milli• Number of Ads Served
Advertising	<ul style="list-style-type: none">• Media Outlets Advertised• Placement Type• Post Views/Impressions• Interaction• Pricing
Earned Media	<ul style="list-style-type: none">• Media Outlet Placement• # Print Articles• # Broadcast/Radio Mentions• Impressions
Event Attendance	<ul style="list-style-type: none">• Number of attendees at community events and activities.
Social Media Engagement	<ul style="list-style-type: none">• Number of followers, likes, and shares on social media platforms.

Appendix D

STATEMENT OF CERTIFICATION

1. I, _____, as the authorized officer or representative of Applicant, swear to the truth of the information below:

The following individual is authorized to negotiate with DSLBD on behalf of Awardee:

- a. Name: _____
- b. Title: _____
- c. Phone: _____
- d. Email: _____

- 2. Applicant agrees that all costs incurred in developing the application are the applicant's sole responsibility;
- 3. Applicant has read the corresponding NOFA and RFA in their entirety;
- 4. Applicant will meet all reporting requirements and maintain accurate, complete, and current files and records at all times, which must be made available for audit and inspection by DSLBD (or its designee) upon request or as required by law;
- 5. Applicant keeps, and will continue to keep, all their fiscal records in accordance with Generally Accepted Accounting Principles ("GAAP") and account for all funds, tangible assets, revenue, and expenditures whatsoever;
- 6. Applicant will provide timely and reasonable access to its personnel by DSLBD (or its designee) for the purpose of interviews and discussions related to the awardee's records and operations, if needed;
- 7. Applicant, if required by DSLBD, 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(s) committed by any employee, board member, officer, partner, owner, shareholder, or trainee;
- 8. Applicant has, and will continue to have, the necessary administrative capability, organization, experience, financial resources, accounting and operational controls, and technical skills to implement the grant or subgrant program, or the ability to obtain them within 10 business days of executing a Grant Agreement (with proof of such ability);
- 9. Applicant has, and will continue to comply with the required or proposed delivery or performance schedule, taking into consideration all existing and reasonably expected commercial and governmental business commitments (i.e., meaning all the grantee's private and public commitments will not interfere with its ability to perform, as expected, on the relevant DSLBD grant);
- 10. Applicant is, and will continue to be, in compliance with the applicable District licensing, laws (e.g., tax), and regulations;

11. Applicant is, and will continue to be, compliant on payment of all federal and District taxes (or on an approved payment agreement), including Unemployment Insurance taxes and Workers' Compensation premiums;
12. Applicant is in compliance with, and will continue to comply with, the minimum insurance coverages set forth in the applicable Notice of Grant Award and/or Grant Agreement for activities that may be undertaken in connection with the performance of the grant;
13. Applicant meets all other qualifications and eligibility criteria necessary to receive an award under applicable laws and regulations;
14. Applicant acknowledges its responsibility to act with integrity in all aspects of the grant process and that it is prohibited from working with other applicants or award recipients to inflate costs, fix prices, or allocate workers in a way that distorts fair competition or results in an unfair advantage;
15. Applicant acknowledges and agrees that it will ensure transparency and prevent situations where personal or financial interests could compromise the integrity of a grant-funded project, program, or opportunity and undermine the public's trust as a result of potential or actual conflicts of interest relating to applicant/grantee personnel or its subcontractors (even if it is following internal conflict of interest policies and procedures during the administration of a grant, which applicant understands a copy must be provided to DSLBD before commencement of the grant, if applicable);
16. Applicant is not proposed for debarment or presently debarred, suspended, or declared ineligible, pursuant to D.C. Official Code § 2-329.07, or 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, presently debarred, suspended, proposed for suspension, or similarly penalized pursuant to relevant processes of other agencies, such as the revocation of Certified Business Enterprise ("CBE") certification or the suspension (or higher penalty) from participation in DC grant programs, as a result of any of the applicant's actions by the DC Contract Appeals Board, the Office of Contracting and Procurement ("OCP"), or any other District agency;
17. Applicant is compliant with D.C. Official Code §1-328.15(c)-(d);⁵
18. Have you, the applicant entity, or any of your entity's officers, partners, owners, principals, board members, associates, or key employees, 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, or been held civilly liable for, the conduct of the applicant's organization or (b) any crime or offense involving financial misconduct, business ethics, or fraud over the last three (3) years? Yes No
 - a. *If the response is in the affirmative, 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.*

⁵ Entities referenced under D.C. Official Code § 1-328.15(c)-(d) shall be ineligible to receive a grant from the District valued at \$100,000 during the time period set forth in the applicable statutory section. Please read <https://code.dccouncil.gov/us/dc/council/code/sections/1-328.15> for more details.

19. Have you, or any of your entity’s officers, partners, principals, owners, board members, associates, or key employees, been the subject of legal proceedings arising directly from the provision of services by the organization? Yes No

a. *If the response is in the affirmative, 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.*

20. Please disclose any other grants or contracts awarded to applicant with any agency of DC Government within the past three (3) years;

21. Please disclose any subcontracts or subgrants applicant has received in the past three (3) years relating to a DC Government grant or contract, in whole or in part; and

22. I solemnly swear under the penalties of perjury that all information provided in the application and/or pre-award submissions is true and accurate. I understand that failure to honestly and accurately

represent the factual truth in the attestations may result in being disqualified, forfeiture of an awarded grant, or greater penalties, as applicable.

Organization Name: _____

Signature: _____

Title: _____