



This RFA was revised to add the Period of Performance.

Request for Applications (RFA) FY20 DC Main Streets Market Analyses

The Department of Small and Local Business Development (DSLBD) is soliciting applications from eligible applicants to conduct market analyses for the following DC Main Streets Programs:

- Upper Bladensburg
- Logan Circle
- Glover Park
- U Street
- Cleveland Park
- Upper Georgia Avenue

The grant award is \$64,500. The grant period of performance is December 1, 2019 through May 30, 2020.

Purpose of Grant

The purpose of this grant is to conduct market analyses for new DC Main Streets Programs. The final deliverables will be utilized by the programs listed above to retain, expand, and attract neighborhood-serving retail stores. Additionally, those deliverables will be utilized to unify and strengthen the commercial corridor.

Eligibility Information

The checklist below outlines all required items used to determine applicants' eligibility.

Applications that do not meet these above requirements **will not be scored.** Applicants **MUST** submit these completed documents through their online application by the deadline.

Eligibility Checklist	
<input type="checkbox"/>	Certified Business Enterprise (CBE).
<input type="checkbox"/>	Federal Employment Identification Number (FEIN) registered with the Office of Tax and Revenue
<input type="checkbox"/>	DC Business License Number valid with the Department of Consumer and Regulatory Affairs
<input type="checkbox"/>	Valid Articles of Incorporation with the Department of Consumer and Regulatory Affairs

<input type="checkbox"/>	Certified Financial Audit with auditor's notes, which is no more than two years old -or- <ul style="list-style-type: none"> • Organizational Budget for current fiscal year; • Income Statement (or Profit and Loss Statement) which is no more than one; (1) year old • Balance Sheet; and • IRS filings from previous tax filing year
<input type="checkbox"/>	Statement of Certification on the organization's letterhead (and the template is available in the online application)
<input type="checkbox"/>	Certificate of Good Standing from the Department of Consumer and Regulatory Affairs
<input type="checkbox"/>	General Liability Insurance with subrogation language (and the template is available in the online application)
<i>Additional documentation may be required of grant recipients.</i>	

Grant Competition Timeline

See the schedule below for the grant competition. Note that all of these dates are subject to change.

November 7, 2019	NOFA published. NOFA is available at the Office of Partnerships and Grants District Grants Clearinghouse and the DC Register .
November 12, 2019	RFA published. Applications are open.
November 14, 2019 (2:30 pm-3:30 pm)	Information Session. The Grants Manager will present information on the grant and will be available for questions. The information session will be held at 441 4 th St NW, 8 th Floor Business Center, Washington, DC 20001. Reservations are not required but recommended. Please visit the DSLBD Eventbrite page to reserve your spot.
November 19, 2019	Preliminary Eligibility Review. Applicants who have submitted their materials by this date and time will have until the application deadline to update their application.
November 20, 2019	Registration Deadline to open an application. After this date, DSLBD cannot guarantee that registrations will be activated by the application deadline.
November 21, 2019 (at noon)	Application Deadline. Late applications are not accepted.
December 10, 2019	Awards announced. Anticipated date to notify applicants whether they have been awarded a grant. Additional documents may be required from awardee. DLSBD reserves the right to withdraw an award if the Selected Applicant does not submit the requested documents.

Grant Information

Grantee will conduct a market analysis for the six aforementioned DC Main Streets Programs, resulting in six separate market analyses.

How to Apply

To start an application, interested applicants must first register at <https://octo.quickbase.com/db/bp25n4nyr> DSLBD will activate applicants' online access within **one (1) business day** and notify them via email. The email will contain instructions on how to access the online application. Please submit only one registration form for your organization. By requesting an application, your organization is NOT obligated to apply.

Applications must be made through the online portal. DSLBD will not accept applications submitted via hand delivery, mail, or courier service. **Late submissions and incomplete applications will not be reviewed.**

DSLBD shall not be liable for any costs incurred in the preparation of applications in response to the RFA. Applicant agrees that all costs incurred in developing the application are the applicant's sole responsibility.

Application Questions

- Provide a brief history of your company and your experience with market analysis (500 character limit).
- Upload a sample of past market analysis conducted within the last three years (2016-2019).
- Provide a timeline for this project (500 character limit).
- Upload resume(s) for principal(s) who will work on this project. (Upload the resumes in one .pdf file.)
- Provide a description of your understanding and experience with the Main Streets model (750 character limit).

Application Scoring

DSLBD will select a grant recipient through a competitive application process. Applicants, who best demonstrate that they are qualified to achieve the program's objectives will be awarded the grant. A review panel will review the applications received by the submission deadline and score them against the following criteria with respective weight:

1. **History of organization to complete the work requested.** Previous projects and the experience of team leaders will show that the applicant possesses the expertise to complete the grant successfully. (10 points)
2. **Sample of Market Analysis.** A clearly-presented market analysis that is easy to read and understand. (10 points)
3. **Timeline of Project.** The ability of the applicant to produce the market analyses in a timely manner, following a realistic project plan. (10 points)
4. **Resume of principals/staff.** Resumes that demonstrate ability to produce this work. (5 points)
5. **Experience with the Main Streets model.** Clearly demonstrates understanding of the Main Streets model as a commercial revitalization tool and the information required in a market analysis to support that model. Demonstrated experience with the National Main Streets Center and conducting market analyses with other Main Streets Programs. (15 points)

Reservations

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

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

Applications that do not comply with the application instructions will not be considered. DSLBD reserves the right to accept or deny any or all applications if DSLBD determines that is in the best interest. DSLBD shall notify the applicant if it rejects that applicant's proposal. DSLBD may suspend or terminate an outstanding RFA pursuant to its own grantmaking rule(s) or any applicable federal regulation or requirement.

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DSLBD reserves the right to accept or deny any or all applications if DSLBD determines that 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.

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. DSLBD will post addenda or amendments in the online application (see below). Applicants are responsible to review and adhere to any RFA addenda or amendments.

Questions

Interested applicants may ask questions at the application information session at 441 4th Street NW, 8th Floor Business Center, Washington, DC 20001 on November 14 (from 2:30-3:30 pm). Visit the [DSLBD Eventbrite page](#) to reserve your spot.

All questions must be submitted in writing. Email questions to Jennifer Prats at DSLBD.grants@dc.gov. DSLBD will share the questions and responses with all organizations that have started the online applications through an FAQ.