



Request for Applications (RFA) FY21 DC Main Streets

This RFA has been revised to update the boundaries of the Pennsylvania Avenue East program

The Department of Small and Local Business Development (DSLBD) is soliciting applications from eligible applicants for designation as a DC Main Streets (DCMS) program, which includes a **\$175,000** grant, for each of the following commercial districts:

- Chevy Chase (Ward 3)
- Pennsylvania Avenue East (Ward 7)

Purpose of Grant

DCMS is a program established by the District of Columbia to stimulate the economic revitalization of declining commercial districts through application of the Main Street Approach®. The National Main Street Center has licensed DCMS within the District of Columbia.

The DC Main Streets Grant provides funds to organizations that will develop programs and services to (1) assist business districts with the retention, expansion, and attraction of neighborhood-serving retail stores; and (2) unify and strengthen the commercial corridor.

DSLBD will designate one program per neighborhood, adding two more designations. The grant is multi-year and renewable. It will be awarded every year in which the designated program continues to meet all performance standards established by DC Main Streets.

Eligible Project Areas

The following geographic descriptions are the suggested district areas. If applicants would like to propose different boundaries, they can do so on the application with a justification for the new boundaries.

Chevy Chase: Connecticut Avenue from Livingston Street to Chevy Chase Circle. Half Block west and east from Connecticut Avenue on the cross streets: North Hampton Street NW, McKinley Street NW, Morrison Street NW, and Livingston St. NW.

Pennsylvania Avenue East: Commercial properties located on:

- Pennsylvania Avenue SE from Anacostia Freeway to Southern Avenue
- Minnesota Avenue one block east and west of Pennsylvania Avenue

- Southern Avenue from Branch Avenue to Ridge Road
- Good Hope Gateway Shopping Center
- Skyland Shopping Center
- Good Hope Road from Alabama Avenue to 24th Street, SE

Eligibility Information

Eligible applicants must be nonprofit organizations headquartered in the District of Columbia. Because incorporation can take up to thirty (30) days, potential applicants are encouraged to register well in advance of the grant deadline, if they have not already registered for incorporation as a District nonprofit organization.

Below is a checklist that outlines all required items used to determine applicants' eligibility.

Applicants must submit the following documentation through their online application. Applications that do not meet the necessary requirements **will not be scored**. These items **MUST** be completed by the application deadline.

Eligibility Checklist	
<input type="checkbox"/>	Federal Employment Identification Number (FEIN) registered with the Office of Tax and Revenue
<input type="checkbox"/>	District 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- for organizations that are less than two years old or have a budget of under \$50,000: <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 and correspondence for three (3) years before the date of the grant application
<input type="checkbox"/>	Statement of Certification on organization's letterhead
<input type="checkbox"/>	Tax-Exempt Status with the IRS
<i>Additional documentation will be required of grant recipients.</i>	

Grant Competition Timeline

August 8, 2020	NOFA published. NOFA is available at the Office of Partnerships and Grants District Grants Clearinghouse and the DC Register .
August 10, 2020	RFA published. Applications are open.
August 13, 2020 at 9-10:30 am -and- August 18, 2020 at 6-7:30 pm	Information Sessions. The Grants Manager will present information on the grant and will be available for questions. DSLBD will hold an online <u>pre-application informational meeting on Thursday, August 13, 2020 at 9:00 a.m.</u> and will hold a second <u>pre-application meeting on Tuesday, August 18, 2020</u>

	at 6:00 p.m. Anyone interested in attending the meetings should send an email to Elizabeth Anderson at (Elizabeth.anderson1@dc.gov).
September 3, 2020	Preliminary Eligibility Review. Applicants who have submitted their materials timely will have until the application deadline to update their application.
September 4, 2020 at 12 noon	Registration Deadline After this date, DSLBD cannot guarantee that registrations will be activated by the application deadline.
September 8, 2020 at 12 noon	Application Deadline. Late applications are not accepted.
September 30, 2020	Awards announced. Anticipated date to notify applicants if they have been awarded a grant. This date is subject to change. Additional documents will be required by awardee. DLSBD reserves the right to withdraw an award offer if the Selected Applicant does not submit these documents.

Grant Information

Successful applicants should expect to begin work by October 1, 2020. The period of performance for this grant will be October 1, 2020 through September 30, 2021.

Grantee is responsible for spending grant funds in accordance with the tables below.

CATEGORY	BUDGET	ELIGIBLE COSTS
Program Implementation	\$98,000	Programmatic Costs are those expenses required to execute deliverables.
Sub-Grants	\$60,000	Minimum amount to be expended on direct assistance and sub-grants to business owners; must be obligated within three months of the Executive Director's start date
Training – Travel, Dues, and Registration	\$3,000	Airfare, hotel, meals, and ground travel costs for professional development of program leaders; registration or tuition costs for professional development of program leaders
Other costs	\$35,000	Other costs as outlined in the Program Implementation Plan
Administrative Costs	\$77,000	Administrative costs are those expenses required to maintain and staff an office.
Salary	\$60,000	Wages, Salary, and Fringe Benefits for the executive director
Accounting	\$7,000	Accounting and audit services
Admin Costs	\$10,000	Administrative costs including office rental, office equipment, services, and other administrative costs

TOTAL BUDGET	\$175,000
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Applicants should be able to match the DC Main Streets funds with funds raised from private sources within the neighborhood. There is no minimum required match. Applicants should provide a minimum of ten (10) pledge letters or letters of support from past funders for the organization.

Applicants should demonstrate broad community support, through a minimum of ten (10) support letters from businesses, for the revitalization effort.

How to Apply

To start an application, interested applicants must first register at <https://octo.quickbase.com/db/bj3zsamhb?from=myqb>. DSLBD will activate applicants' online access within **two (2) business days** 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.**

The Agency 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

- **Legal name of applicant.** This name will be used to verify incorporation. Applicants should not register a name containing the words "Main Street" or any variation thereof. Use of the phrase "Main Streets" as part of the name is available only to designated organizations and only as a trade name.
- **Contact information for Primary Contact Person**, including email, phone, and physical address.
- **Ward** in which applicant's office is located.
- **Federal Employment Identification Number (FEIN)** for applicant.
- **DC Business License Number.** All organizations, nonprofit and for-profit, are required to have a business license.
- **Narrative Questions**
 - Briefly describe your organization's history, with a special emphasis on projects similar to the ones proposed in the grant. Please use no more than 250 words.
 - State your organization's core mission. Please use no more than 50 words.

- State your organization's goals for the period of performance in 125 words.
 - List your organization's key accomplishments with the local business community. Please use no more than 250 words.
 - List all Team Members working on this application and who will initiate the project. Include additional relevant experience/expertise and full contact information for each member in the Additional Documents section.
 - Describe how your organization will build upon the Main Street district's major assets and mitigate its liabilities. Please use no more than 250 words.
 - How will your organization address the current challenges of businesses affected by the economic downturn? Please use no more than 500 words.
 - Describe how your organization has achieved broad-based community support and involvement. Please use no more than 300 words.
 - Describe your organization's capacity to make the Main Street program operational within 30 days of grant award. Include the strategy for engaging the Board of Directors and hiring an Executive Director. Please use no more than 250 words.
 - Please outline the project proposed for funding with this grant. Please use no more than 250 words.
 - Please list four outcomes, which this project would achieve, and that align with DSLBD's goals for this grant. Please use no more than 250 words.
 - Please provide a detailed scope of work that shows how the applicant plans 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. Tasks should include hiring staff, establishing a committee system, obtaining federal tax exemption (if necessary), and obtaining training in the Main Street Four Point Approach®. Describe how outcomes and outputs will be measured, *e.g.*, number of customers reached through a new marketing activity. Please use no more than 1000 words.
- **Budget.** Fill out in the online QuickBase application according to the downloadable template. Note: No more than 44% of the project costs should be administrative ones (work space costs, insurance premiums, etc.). Additionally, 66% of the total budget must be spent on programmatic activities.
 - **Fund Development Strategy.** Describe how you plan to secure the projected income identified above. What is your organizations' funding development strategy for the proposed Main Street program? Please include specific actionable steps and ensure the strategy you describe is realistic. Please use no more than 500 words.
 - **Certification of Funding.** You certify that (1) you have raised funds, indicating the current dollar amount as cash in the bank and the dollar amount pledged for funding Year 1 of the local Main Streets program and (2) these funds are allocated exclusively for the Main Streets program.
 - **Required Documents Submission**

- **Certified Financial Audit.** Provide the audit with auditor’s notes, which is no more than two years old, or in the alternative, provide specified financial documentation.
- **Photographs.** Please upload at least 25 high-resolution images of the commercial district, which illustrate its assets and liabilities. You may also upload photos which show your organization’s accomplishments.
- **Letters of Support.**
 - Please submit at least ten (10) signed pledge letters in no more than three (3) pdf files.
 - Please submit at least ten (10) letters of support in no more than three (3) pdf files.
- **Additional Documents (optional).** Upload any additional documents that you feel would contribute to your application.
- **Applicant Attestation.**
 - Click the box attesting that “I declare, certify, verify, attest or state under penalty of perjury that this application, and the supporting documents submitted, are true and correct to the best of my knowledge and belief. Pursuant to D.C. Official Code § 22-2402, any person convicted of perjury shall be fined not more than \$5,000 or imprisoned for not more than 10 years, or both.
 - Click the box attesting that “I understand that any fraud or misrepresentation on an application shall be grounds for automatic rejection or denial of the application. I also understand that failure to provide full disclosure of any of the requested information may result in the rejection of this application.

Application Scoring

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

- 1. 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 complete the grant successfully. (25 points)
- 2. 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)
- 3. Community “buy in”** to support all projects and to support a revitalization effort of the identified project area. (15 points)
- 4. Creativity and innovation** in addressing revitalization issues. (35 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.

- 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 the Agency determines such an act is in the best interest of the Agency to do so. The Agency shall notify the applicant if it rejects that applicant's proposal. The Agency may suspend or terminate an outstanding RFA pursuant to its own grantmaking rule(s) or any applicable federal regulation or requirement.
- DSLBD may suspend or terminate an outstanding RFA pursuant to its own grantmaking 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 such action 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 through a couple opportunities. Two application sessions will be held online. The sessions will be held on August 13th at 9-10:30 AM and August 18th at 6-7:30 PM. Anyone interested in attending the sessions should send an email to Elizabeth Anderson at Elizabeth.anderson1@dc.gov.