



## DC MAIN STREETS PROGRAM 2022

### REVISED Request for Applications (RFA)

The District of Columbia (“DC” or “District”) Department of Small and Local Business Development (“DSLBD”) is re-soliciting applications from eligible entities for designation as, and operation and management of, a FY 2022 (October 1, 2021 through September 31, 2022) DC Main Street (“DCMS”) program (“Program”) for the two DC commercial districts detailed below. DSLBD published the initial Notice of Funding Availability (NOFA) in the October 1, 2021 edition of the DC Register ([www.dcregs.dc.gov](http://www.dcregs.dc.gov)). The NOFA is also available at <http://dslbd.dc.gov/service/current-solicitations-opportunities>.

DSLBD intends to make Main Street designations of the Palisades and the Woodley Park commercial districts and to award grants for a DCMS Program in each **in the amounts of \$175,000 for the Palisades service area, and \$150,080 for the Woodley Park service area** (“Grant Awards”). All prior applicants for these two service areas may reapply in accordance with the contents of this revised RFA, so please review thoroughly.

This RFA contains the following:

- I. **Purpose of Grant**
- II. **Designated Commercial Districts**
- III. **Eligibility Requirements and Checklist**
- IV. **Grant Competition Timeline**
- V. **Grant Information w/ Budget Guidelines**
- VI. **How to Apply**
- VII. **Application Scoring**
- VIII. **Reservations**

Applicants should review the entire contents of this RFA closely before submitting an application.

**I. Purpose of Grant**

DCMS is a program established by the District 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 Awards provide funds to organizations to 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 the selected neighborhoods, adding two more designations. Contingent upon funding by the District, the grant is renewable and may be awarded every year in which the designated program continues to meet all performance standards established by DC Main Streets as well as all applicable District laws and regulations.

**II. Designated Commercial Districts**

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. Please note that a proposal to amend these boundaries does not guarantee that the below boundaries will be amended. Final boundary determinations shall be made by DSLBD.

1. **Palisades** Commercial properties along Foxhall Road, NW from the intersection with Reservoir Road, NW to 44<sup>th</sup> Street, NW. Commercial properties along MacArthur Boulevard, NW from the intersection of Arizona Avenue, NW to the intersection with Foxhall Road, NW.
2. **Woodley Park:** Connecticut Avenue, NW from North Rd to Calvert Street and Calvert Street from 28th Street, NW to Woodley Park, NW

**III. Eligibility Requirements**

Eligible applicants must be nonprofit organizations headquartered in the District of Columbia. Potential applicants that are not incorporated as a nonprofit are encouraged to begin the incorporation process well in advance of the grant application deadline, as incorporation can take up to thirty (30) days.

Below is a checklist that outlines all required items used to determine an applicant’s 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"/>	DC Department of Consumer and Regulatory Affairs (DCRA) Certificate of Incorporation
<input type="checkbox"/>	DCRA license to conduct business in the District of Columbia
<input type="checkbox"/>	DCRA Certificate of Good Standing
<input type="checkbox"/>	DC Office of Tax and Revenue Certificate of Clean Hands

<input type="checkbox"/>	Federal Employment Identification Number (FEIN) registered with the Office of Tax and Revenue
<input type="checkbox"/>	Valid Articles of Incorporation with the DCRA
<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"> <li>• Organizational Budget for current fiscal year;</li> <li>• Income Statement (or Profit and Loss Statement) which is no more than one (1) year old;</li> <li>• Balance Sheet; and</li> <li>• Internal Revenue Service (IRS) filings and correspondence for three (3) years before the date of the grant application</li> </ul>
<input type="checkbox"/>	Statement of Certification on organization's letterhead
<input type="checkbox"/>	Internal Revenue Service (IRS) issued Tax-Exempt Status Determination Letter
<i>Additional documentation will be required of grant recipients.</i>	

#### IV. Grant Competition Timeline

<b>October 1, 2021</b>	<b>NOFA published.</b> NOFA is available at the <a href="#">Office of Partnerships and Grant Services ("OPGS")</a> and the <a href="#">DC Register</a> .
<b>October 4, 2021</b>	<b>RFA published.</b> Applications are open.
<b>October 12 at 4:00 pm and October 21, 2021 and 7:00 pm</b>	<b>Information Session.</b> The Grants Manager will present information on the grant and will be available for questions. DSLBD will hold an online <b><u>pre-application informational meeting on Tuesday, October 12, 2021 at 4:00 p.m. and Thursday, October 21 at 7:00 pm.</u></b> Anyone interested in attending the meetings should send an email to Elizabeth Anderson at (Elizabeth.anderson1@dc.gov).
<b>October 28, 2021 at 12 noon</b>	<b>Registration Deadline</b> After this date, DSLBD cannot guarantee that registrations will be activated by the application deadline.
<b>November 2, 2021 at 12 noon</b>	<b>Application Deadline. Late applications will not be accepted.</b>
<b>November 30, 2021</b>	<b>Awards announced.</b> 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 in accordance with the terms of the final grant agreement or as otherwise requested by DSLBD. DSLBD reserves the right to withdraw an award offer if the selected applicant does not submit the requested documents by a deadline established by DSLBD.

**V. Grant Information**

Successful applicants shall begin work by December 1, 2021. The period of performance for this grant is December 1, 2021 through September 30, 2022.

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

**For Palisades:**

CATEGORY	APPROVED BUDGET	ELIGIBLE COSTS
<b>Program Implementation</b>	<b>\$100,000</b>	Programmatic Costs are those expenses required to execute deliverables.
Accounting	\$7,000	Accounting and audit services: <b>(This is the maximum that may be reimbursed by this grant for this category).</b>
Professional Development	\$1,500	Airfare, hotel, meals, and travel costs for professional development of program leaders; registration or tuition costs for professional development of program leaders. A <u>minimum of ten professional development hours</u> must be completed by the Executive Director by the close of the period of performance. <b>(This is the maximum that may be reimbursed by this grant for this category.)</b>
Sub-grants to Business Owners	\$33,000	Sub-grants to business owners. <b>(This is the minimum that must be expended by this grant for this category. An allocation plan must be submitted by December 31, 2021. All funds must be expended by June 30, 2022.)</b>  Sub-grants can include <b>hard costs</b> (e.g., build-out of new or vacant space; interior and exterior renovations; façade improvements; and purchase and installation of heavy equipment that is permanently attached to a wall, floor, or ceiling); <b>soft costs</b> ( e.g., point-of-sale and inventory management hardware and software; and purchase and installation of movable equipment and furniture); or a <b>direct reimbursement</b> to business owners for rent, utilities, employee wages and interior and exterior renovations.
Small Business Assistance	\$28,500	Direct one-on-one assistance to small business owners <b>(This is the minimum that must be expended by this grant for this category. An allocation plan must be</b>

		<p><b>submitted by December 31, 2021. All funds must be expended by June 30, 2022.)</b></p> <p>Small business assistance to business owners must include <b>business branding and marketing</b> (e.g., business model strategy redesigning and pivoting, business continuity plan development, strengthening of digital retail experiences including e-commerce platforms and/or online shops to bolster brick-and-mortar businesses, new marketing efforts including radio, TV, print ads); <b>financial basics</b> (e.g., accounting, cash flow issues); and <b>small business essentials</b> (e.g., creation and revision of business plans, exploration of new markets, grant readiness, legal assistance).</p>
Other Programmatic Costs	\$30,000	Other costs as outlined in the budget on Quickbase (please specify costs for every line item, do not label costs as “other” or “TBD”). Branding, public relations, and marketing expenses for the organization are capped at \$6,000. Specialized software costs are capped at \$1,000. Events are capped at \$10,000 per event for a total of \$20,000.
<b>Administrative Costs</b>	<b>\$75,000</b>	Administrative costs are those expenses required to maintain and staff an office.
Salary and Administrative Expenses	\$75,000	Wages, salary, and limited fringe benefits for the Executive Director and other staff; administrative costs including office rental, office equipment, services, and other administrative costs. <b>(This is the maximum that may be reimbursed by this grant for this category.)</b>
<b>TOTAL BUDGET</b>	<b>\$175,000</b>	

**For Woodley Park:**

CATEGORY	APPROVED BUDGET	ELIGIBLE COSTS
<b>Program Implementation</b>	<b>\$75,040</b>	Programmatic Costs are those expenses required to execute deliverables.
Accounting	\$7,000	Accounting and audit services: <b>(This is the maximum that may be reimbursed by this grant for this category).</b>

Professional Development	\$1,500	Airfare, hotel, meals, and travel costs for professional development of program leaders; registration or tuition costs for professional development of program leaders. A <u>minimum of ten professional development hours</u> must be completed by the Executive Director by the close of the period of performance. <b>(This is the maximum that may be reimbursed by this grant for this category.)</b>
Sub-grants to business owners	\$25,000	<p>Sub grants to business owners. <b>(This is the minimum that must be expended by this grant for this category. An allocation plan must be submitted by December 31, 2021. All funds must be expended by June 30, 2022.)</b></p> <p>Sub-grants can include <b>hard costs</b> (e.g., build-out of new or vacant space, interior and exterior renovations, façade improvements, and purchase and installation of heavy equipment that is permanently attached to a wall, floor, or ceiling); <b>soft costs</b> ( e.g., point-of-sale and inventory management hardware and software, and purchase and installation of movable equipment and furniture); or a <b>direct reimbursement</b> to business owners for rent, utilities, employee wages and interior and exterior renovations.</p>
Small Business Assistance	\$15,000	<p>Direct one-on-one assistance to small business owners <b>(This is the minimum that must be expended by this grant for this category. An allocation plan must be submitted by December 31, 2021. All funds must be expended by June 30, 2022.)</b></p> <p>Small business assistance to business owners must include <b>business branding and marketing</b> (e.g., business model strategy redesigning and pivoting, business continuity plan development, strengthening of digital retail experiences including e-commerce platforms and/or online shops to bolster brick-and-mortar businesses, new marketing efforts including radio, TV, print ads); <b>financial basics</b> (e.g., accounting, cash flow issues); and <b>small business essentials</b> (e.g., creation and revision of business plans, exploration of new markets, grant readiness, legal assistance).</p>
Other Programmatic Costs	\$26,540	Other costs as outlined in the budget on Quickbase (please specify costs for every line item, do not label costs as “other” or “TBD”). Branding, public relations, and marketing expenses for the organization are capped at

		\$6,000. Specialized software costs are capped at \$1,000. Events are capped at \$10,000 per event for a total of \$20,000.
<b>Administrative Costs</b>	<b>\$75,040</b>	Administrative costs are those expenses required to maintain and staff an office.
Salary and Administrative Expenses	\$75,040	Wages, salary, and limited fringe benefits for the Executive Director and other staff; administrative costs including office rental, office equipment, services, and other administrative costs. <b>(This is the maximum that may be reimbursed by this grant for this category.)</b>
<b>TOTAL BUDGET</b>	<b>\$150,080</b>	

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.

**VI. 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 primary 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 applicants are required to have a business license.
- **DC Department of Consumer and Regulatory Affairs (DCRA) Certificate of Incorporation**
- **DCRA Certificate of Good Standing**
- **DC Office of Tax and Revenue Certificate of Clean Hands**
- **Internal Revenue Service (IRS) issued Tax-Exempt Status Determination Letter**
- **Co-applicant (Optional).** Applicants who choose to apply for the grant in conjunction with a co-applicant must identify the defined roles and responsibilities for each applicant and co-applicant and elaborate on these roles in support of all responses to the narrative questions as well as the budget. Co-applicants are prohibited from serving in an advisory capacity and, therefore, cannot be compensated as such under a fee-for-service agreement. Co-applicants must demonstrate how the co-applicant’s roles and responsibilities will contribute to an active and robust partnership with the applicant in furtherance of the creation and successful development (scope of work) of the Main Street district.
- **Legal name of Co- applicant.** This name will be used to verify incorporation. Co-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 co-applicant’s office is located.
- **Federal Employment Identification Number (FEIN)** for co-applicant.
- **DC Business License Number.** All applicants are required to have a business license.
- **DC Department of Consumer and Regulatory Affairs (DCRA) Certificate of Incorporation**
- **DCRA Certificate of Good Standing**
- **DC Office of Tax and Revenue Certificate of Clean Hands**
- **Internal Revenue Service (IRS) issued Tax-Exempt Status Determination Letter**
- **Narrative Questions**
  - State your organization’s core mission. Please use no more than 50 words.
  - 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.
  - List your organization’s key accomplishments in the revitalization of commercial corridors with a special emphasis on the provision of assistance to small businesses. Include measurable outcomes which resulted from your actions. Please use no more than 250 words.
  - Describe three assets, three liabilities, and three opportunities for the Main Street district. Provide a 12-month and a 36-month plan to build upon the assets and opportunities and mitigate its liabilities. Please use no more than 500 words.



- Describe the current challenges of businesses in this Main Street district. Provide a short and a long-range plan to resolve them and provide measurable objectives by which your organization can track its progress. Please use no more than 500 words.
- Describe specific technical assistance needs for corridor businesses that will be addressed within the first year of operation of the Main Street Program. Please use no more than 300 words.
- Describe your organization's specific marketing initiatives to promote corridor businesses within the first year of operation of the Main Street Program. Please use no more than 300 words.
- Describe your organization's internal capacity to make the Main Street program operational within 30 days of grant award. Include the strategy for recruiting the Board of Directors, Committees, and hiring an Executive Director. 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.
- If your organizations previously served in a grantee role for a Main Streets Program and lost this award due to lack of performance or chose to self-rescind this role, please explain why and improvements made towards current application/co-application. Please use no more than 300 words.
- **Budget.** Fill out in the online QuickBase application according to the downloadable template. Note: 1. Proposed expenses must coincide with the approved budget tables above. 2. Fundraising fees for service cannot be included as part of your programmatic cost.
- **Fund Development Strategy.**
  - Describe how you plan to secure the projected income identified above by filling out the online QuickBase application according to the downloadable template. Ensure the strategy you describe is achievable. Fees for service cannot be included as part of your fundraising strategy.
  - Describe your organization's plans to make the Main Streets Program sustainable and independent over the next three to five years. Please use no more than 250 words.
- **Certification of Funding.** 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 which is part of this application round.
- **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 10 high-resolution images of the commercial district, which illustrate its assets and liabilities.
- **Additional Documents** (optional). Upload any additional documents that you feel would contribute further 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.”

## VII. 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. (15 points)
2. **Strength of the implementation plan** to achieve the desired outcome. Through a description of the Main Street district’s assets, liabilities, and opportunities, applicants will show that they have a sound methodology for addressing the issues outlined above. (25 points)
3. Capacity to **identify current challenges of businesses** in the Main Street district and address specific **technical assistance needs**. (30 points)
4. **Creativity and innovation** in addressing commercial revitalization issues. (20 points)
5. **Organization’s internal capacity** to strategize and implement projects and activities on its own as opposed to retaining external consultants or partners (10 points)

## VIII. Reservations

- Funding for any grant award is contingent on continued grantor funding. The publication of an RFA does not commit DSLBD to make an award.
- Applications that do not comply with the application instructions will not be considered. 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.

- 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. An applicant's 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 for regularly reviewing and adhering to any RFA addenda or amendments.

### **Questions?**

Interested applicants may ask questions during DSLBD's virtual application Q&A sessions, which will be held online on Tuesday, October 12, 2021 at 4:00 PM and Thursday, October 21, 2021 at 7:00 PM. Anyone interested in attending the sessions should send an email to Elizabeth Anderson at [Elizabeth.anderson1@dc.gov](mailto:Elizabeth.anderson1@dc.gov).