

DEPARTMENT OF SMALL AND LOCAL BUSINESS DEVELOPMENT

NOTICE OF FUNDING AVAILABILITY

ART ALL NIGHT MARKETING SERVICES GRANT

Fiscal Year 2026

This Notice of Funding Availability (“NOFA”), in combination with the Request for Applications (“RFA”), which will be released when the grant opens, constitutes the full set of instructions to assist applicants with completing the competitive application for the Fiscal Year (“FY”) 2026 Art All Night Marketing Services Grant. **Applicants are required to read both documents in their entirety before applying.**

The District of Columbia (“DC,” “D.C.,” or “District”) Department of Small and Local Business Development (“DSLBD” or “Department”) is pleased to announce that it will begin soliciting applications for the FY26 Art All Night (“AAN” or the “Festival”) Marketing Services Grant on or about January 5, 2026 at 2:00 PM ET.

The annual AAN Festival celebrates visual and performing arts and encompasses diverse art forms such as painting, photography, sculpture, crafts, fashion, music, dance, theater, film, and poetry, showcased in both indoor and outdoor public and private venues, including local businesses. The event, a collaboration between DSLBD, the DC Commission on the Arts and Humanities, DC Public Library, and the DC Main Streets programs, highlights the intersection of art and business throughout DC’s commercial corridors, placing artists on the center stage. The FY26 AAN Marketing Services Grant is a DSLBD initiative created to maximize media engagement leading up to the Festival. The selected awardee will be responsible for developing and executing a comprehensive citywide marketing, communications, and sponsorship strategy for AAN.

The Department intends to award one (1) grant up to \$75,000.00, from total available funding for FY26.

The competitive application will open on January 5, 2026, and close on February 4, 2026, at 5:00 p.m. Eastern Time (“ET”). Applications will only be accepted through the online application system listed in the corresponding RFA that will be posted on DSLBD’s website.

Who can Apply?

To be eligible for this grant opportunity, applicants must meet the following criteria: Must be a DC-based for-profit or non-profit entity compliant with all District laws.

Applicants are also required to provide, among other items, a current Certificate of Clean Hands (“CCH”) from the District’s Office of Tax and Revenue (“OTR”), proof of an active Business License from the District’s Department of Licensing and Consumer Protection (“DLCP”), and a signed affidavit and attesting to compliance with applicable program conditions.

How do I Apply?

Instructions are included in the RFA, which will be available for download on DSLBD’s website

on or before January 5, 2026. Applicants are required to read the full RFA at: <https://dslbd.dc.gov/service/current-grant-opportunities>.

How can the Funds be Used?

Grant funds may be used to cover business expenses incurred from date of grant agreement execution through September 30, 2026 for paid media ads, printing, graphic design, branding, website design, and other costs deemed reasonable by the Department incurred in furtherance of implementing marketing efforts to increase AAN attendance.

How Will Awardees be Selected?

Grant awardees will be selected through a competitive application process. A panel will review timely submitted and complete applications from eligible applicants and score them using the criteria discussed in detail within the RFA, as well as the applicant's past performance on similar initiatives or previous projects, and submitted program plans and resumes.

The Director of DSLBD will approve all grant awards at the final stage. Announcements of selected awards will be made on or around March 21, 2025.

Questions?

DSLBD will hold virtual information sessions concerning the grant program. Details on information sessions will be provided in the RFA alongside a registration link and listed on DSLBD's Eventbrite page on or around January 5, 2025. Applicants are highly encouraged to attend an information session.

Questions asked outside of the virtual information sessions must be submitted in writing to DSLBD at Charlene.louis@dc.gov. DSLBD will begin answering questions after the grant opens on January 5, 2025. DSLBD will not respond to questions over the phone. All questions must be submitted no later than January 23, 2025.

Reservation of Rights

DSLBD reserves the right to issue addenda, modifications, and/or amendments after the issuance of this NOFA or the corresponding RFA, or to rescind the NOFA or RFA at any time.