



**Fiscal Year 2026
Made in DC Curator & Retail Innovation Grant Program
Request for Applications**

**April 13, 2026 at 2:00 pm Eastern Time (“ET”) through May 13, 2026 at
2:00 pm ET**

How to use this document to guide your application process:

This Request for Applications (“**RFA**”), and the corresponding Notice of Funding Availability (“**NOFA**”), constitute 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
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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 Made in DC Curator & Retail Innovation Grant Program (“MiDC Grant Program”), beginning April 13, 2026 at 2:00 pm ET.

Made in DC (“MiDC”) is a local certification program that supports and promotes businesses that design, make, produce, and/or assemble products in the District. The MiDC Grant Program is designed to support the growth and visibility of MiDC-certified businesses by creating structured retail opportunities that strengthen brand presence and drive revenue within the District.

The goal of the FY26 MiDC Grant Program is to advance retail placemaking for MiDC-certified businesses by establishing a shared curated retail platform that expands storefront access for brands without permanent brick-and-mortar locations. This initiative provides District-based businesses and makers across various industries with access to a structured, short-term retail environment to sell locally made products, and engage directly with consumers, without the long-term commitments associated with securing an independent lease. To achieve this purpose, DSLBD will award funding to one or more qualified curators to design, manage, and operate temporary retail pop-up spaces located within the District that feature multiple MiDC-certified businesses across various industries.

DSLBD intends to award one (1) or more grants, with \$25,000 in total funding available for FY26. More information about the grant opportunity is listed below.

Applicants should demonstrate expertise in the following:

- Managing and executing short-term retail activations, including pop-ups and multi-vendor retail concepts.
- Curating diverse product selections and recruiting MiDC-certified businesses, with an emphasis on brands without brick-and-mortar locations.
- Overseeing retail operations such as vendor coordination, merchandising, customer experience, and compliance.
- Developing and implementing marketing and outreach strategies to increase visibility and drive traffic to retail activations.
- Strong project management, budget management, and data reporting capabilities.

The proposed programming should address the following objectives:

- Engage a minimum of fifteen (15) MiDC-certified businesses during the period of time the retail space is active (the “Activation Period”).
- Prioritize participation of businesses without permanent brick-and-mortar storefronts.
- To the greatest extent possible, include businesses across multiple product categories, which may include:
 - Fashion, apparel, and accessories
 - Food and beverage
 - Beauty, wellness, and personal care
 - Lifestyle and home goods
 - Other consumer product categories represented within the MiDC program.
(See Appendix C).

The Period of Performance for the FY26 MiDC Grant Program will begin on the effective date of the relevant grant agreement and end on September 30, 2026.

2. Online Application & Deadline

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

Applicants must submit all documents and attestations within the District Enterprise System (“DES”). Only one application is allowed per applicant. Applicants can save progress on an application and return to make edits before final submission. Applications will not be accepted if submitted outside DES or after the FY26 MiDC Grant Program deadline.

Key Dates

DSLBD anticipates reviewing eligible competitive grant applications beginning on or around May 23, 2026 and notifying awardees on June 29, 2026, but this timeframe is subject to change.

Date	Event
April 13, 2026 at 2:00 pm ET	Application Opens
April 20, 2026 at 11:00 am ET	Information Session #1
April 22, 2026 at 11:00 am ET	Q&A Session #1
April 28, 2026 at 2:00 pm ET	Information Session #2
May 7, 2026 at 11:00 am ET	Q&A Session #2
May 8, 2026 at 2:00 pm ET	Last Day to Ask Questions
May 13, 2026 at 2:00 pm ET	Application Closes
May 18, 2026 to May 22, 2026	Corrections Window
May 23, 2026	Competitive Review Panel Begins
June 29, 2026	Applicants Notified of Status

Look for FY26 MiDC Grant Program information sessions at <https://www.eventbrite.com/o/departments-of-small-amp-local-business-development-7956762164>. Outside of an information session, send all questions in writing to madeindc@dc.gov. *DSLBD will not take questions via telephone.* The last day to submit questions is May 8, 2026 at 2:00 pm ET.

3. Eligibility & Checklist

Applicants must meet the following criteria:

- Must be a District-based business.
- Applicant must have identified a retail space within the District and must provide documentation (e.g., valid, unexpired lease or other legally verifiable document evidencing a right to operate out of the retail space) confirming the space will be operational by July 1, 2026.
- Applicants will be required to submit an attestation that the identified retail space will be active and operational by July 1, 2026.
- 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 or 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 FY26 MiDC Grant will not be considered, meaning their submitted competitive application questions will not be reviewed.

Required Documents and Attestations for Eligibility

Entities applying for a FY26 MiDC Grant must upload the documents listed below directly to DES. Applications that do not contain 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 the Department of Licensing and Consumer Protection (“DLCP”)	The license must be: <ul style="list-style-type: none"> ○ Active, and ○ Searchable in the DLCP Business License Search Tool (https://scout.dcra.dc.gov). If providing proof of alternative licensure, the license must be: <ul style="list-style-type: none"> ○ Active, and ○ Relevant to the entity’s industry.

<p>b) Lease or other legally verifiable document evidencing a right to operate out of the identified retail space</p>	<p>Applicants must submit a valid, unexpired lease or other legally verifiable document confirming applicant has a right to operate out of the identified retail space. The lease must evidence that applicant will have access to the identified retail space by July 1, 2026.</p>
<p>c) Retail Space Attestation</p>	<p>Applicants must submit an attestation that the identified retail space within the District will be active and operational by July 1, 2026. Acknowledge the statement in the system by entering your full name.</p> <p>Applicants shown to have falsely attested may forfeit their application and deemed ineligible.</p>
<p>d) Corporate Registration File Number and Good Standing Status, as determined by DLCP’s Corp Online database.</p>	<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>
<p>e) Certificate of Clean Hands (“CCH”)</p>	<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 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>

	Generate a CCH for free at: https://otr.cfo.dc.gov/page/certificate-clean-hands .
f) Tax Identification Number (“TIN”)	The TIN provided must match the digits displayed on the relevant CCH. Available for free at https://irs.gov .
g) Most Recent Tax Filings	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.
h) Proof of Commercial General Liability Insurance (Certificate of Insurance). And, if applicable, proof of Workers Compensation and Automobile Liability Insurance	Grantees must have coverage during the entire Period of Performance. Once selected, grantees must name the District as an additional insured on its required policies. DSLBD cannot provide carrier recommendations.
i) Statement of Certification	Provide a complete and signed Statement of Certification (“SOC”). The SOC is a list of disclosures and certifications required of each applicant. See Appendix E for the full text of the SOC.

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

4. Restrictions on Allowable Uses of Funds

FY26 MiDC Grant Program funds must be expended during the Period of Performance and are solely for carrying out allowable uses, as dictated 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 are incurred during the Period of Performance, may be approved by DSLBD in its sole discretion.

- Up to 100% of the grant funds can be applied towards the following hard costs:
 - Build out of new or vacant space
 - Interior and exterior renovations, including façade improvements
 - Operational fees and costs
 - Insurance
 - Utilities
 - Salaries and wages for additional staff members hired during the period of performance
 - Rent for the retail space (time-bound to the Period of Performance)

**Selected businesses must have permission from the landlord or owner of the retail space to make alterations, renovations, or any other changes to the property.*

- Up to 50% of the grant funds can be applied towards the following soft costs:
 - Marketing & outreach materials and/or services
 - E-commerce sales systems to support existing operations
 - Public safety equipment

Administrative – examples of eligible costs below:
Non-Profit Indirect Rate of 10% of grant award
Rent for the retail space (time bound to the Period of Performance)
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 (e-commerce sales systems)
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. Most commonly, a de minimis indirect rate of 10% for all indirect costs under the grant is used. If grantee has had a different indirect cost rate with another District agency within the past two years, the 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. If selected for award, additional documentation may be required to verify and approve the proposed amount. Examples of additional documentation include a current, unexpired NICRA agreement or a certificate of indirect costs.

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 allow applicants to upload additional documentation in support of their response(s).

Section A: Organizational Overview

1. Describe your organization's mission, history, and core services. Provide an overview of your organization, including information about its services or products and current presence in the District.

Section B: Organizational Experience & Capacity

1. Describe your organization's experience managing retail spaces, pop-ups, or market activations, and supporting product-based businesses.
2. Provide at least one example that demonstrates your ability to coordinate vendors, manage logistics, drive customer engagement, and help businesses increase product visibility and sales, or access to new markets/retail environments in the District of Columbia.
3. Upload resumes of applicant business owner(s), and if applicable, team members. If applicable, identify the team member(s) who will be responsible for working on the MiDC Grant 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 demonstrating their ability to execute a successful retail activation for District-based businesses.
 - a. If subcontracting, identify any proposed partners or subcontractors external to the applicant entity and the proposed relationship of the partner or subcontractor.
 - b. Subcontractors must be Certified Business Enterprises ("CBE"). If there are no CBEs available to perform the work, the applicant's subcontracting plan must be pre-approved by DSLBD through the proposal and award process.

Section C: Program Plan and Strategy

1. Describe your proposed retail activation concept and work plan. What is the vision, layout, and overall plan for customer experience? How will the activation showcase a minimum of fifteen (15) MiDC-certified businesses across different industries while maintaining a high-quality retail experience in alignment with MiDC standards?
2. Describe the general timeline of your proposed retail activation concept. Include the anticipated start and end dates for the Period of Performance and the Activation Period.
3. How will you prepare MiDC-certified businesses who may need additional support to qualify as “Retail-ready”¹, such that they can successfully participate in the retail activation?
4. Explain your outreach strategies. How will you attract customers, drive foot traffic, and increase sales for participating businesses during the Activation Period?
5. Identify the strategies you will use to mitigate potential risks, such as low foot traffic, vendor drop-off, operational issues, and any other potential risks and challenges you think the retail activation concept may face.

Section D: Budget Plan and Cost Allocation

1. Describe how participating businesses will benefit financially and operationally. How will participation in the activation support revenue generation, brand exposure, customer acquisition, and overall execution during the Activation Period?
2. Complete a Budget Worksheet.² 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 Section 4 of the RFA).

¹ “Retail-ready” or “Retail-readiness” refers to a business's ability to reliably provide the inventory, packaging, pricing, branding materials, product quality control, regulatory compliance, and operational readiness necessary to participate fully in the temporary curated retail environment with minimal preparation and support.

²A template Budget Worksheet can be found at <https://dslbd.dc.gov/midcretailgrant>. Applicants must complete the Budget Worksheet and upload it to DES.

- b. Provide a narrative description of the costs included in the Budget. The narrative should include enough detail so that DSLBD and the review panel understand how amounts were calculated and how each expense directly supports business participation, retail access, and customer engagement to implement the grant.
- c. 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).

Section E: Optional Uploads

If applicable, applicants are strongly encouraged to submit the following materials along with their application:

- Provide examples of past retail activations, pop-ups, or events your organization has executed (photos, summaries, or case studies demonstrating execution and impact).
- Submit a visual concept, rendering, or layout of your proposed retail activation.
- Provide samples of previous marketing materials or campaigns (flyers, social media, branding assets, etc.).

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 Overview	Organizational Description and Mission		2
B. Organizational Experience & Capacity	Organizational Experience		12
	Organizational Demonstrated Capability		
	Identification of Team Members		
C. Program Plan and Strategy	Work Plan, Strategy, and Program Fit		20
	Timeline		
	Retail-Readiness Support		
	Marketing and Outreach		
	Risk Mitigation and Strategy		
D. Grant Utilization and Operational Planning	Impact on Participating Businesses and Return on Investment		16
	Budget Worksheet	Cost Allocation and Budget Breakdown	
		Narrative and Justification	
E. Optional Uploads	N/A		0
Total Points			50

7. Selection Process

DSLBD will select awardees through a competitive application process for the FY26 MiDC Grant Program. A panel will review timely submitted and complete eligible applications. The review panel will score applications using the criteria outlined in the RFA.

The review panel 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 a variety of awardees that aim to expand retail opportunities for MiDC-certified businesses by creating curated, shared pop-up spaces in the District.

The DSLBD Innovation and Equitable Development Division (“Inno.Ed”) 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 from the time of the award 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

Each awardee must sign a 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. An 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 the reporting requirements set forth in their respective grant agreements. 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 D).

G. Disbursement (Payment)

Disbursement terms shall be determined after awardees are selected and will be outlined in the grant agreement. Terms may require DSLBD to collection 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, the third-party payor 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 by September 30, 2026 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 DES. 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 March 27, 2026. 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 conflict 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 FY26 MiDC Grant Program. 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 for 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 grant 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 to 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>. Award 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 documents 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 named 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. 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

Corresponding RFA Criteria Category	Corresponding RFA Question	Total Points
A. Organizational Overview	Organizational Description & Mission. Describe your organization’s mission, history, and core services. Provide an overview of your organization, including information about its services or products and current presence in the District.	2
B. Organizational Experience and Capacity	Describe your organization’s experience managing retail spaces, pop-ups, or market activations, and supporting product-based businesses.	4
	Provide at least one example that demonstrates your organization’s ability to coordinate vendors, manage logistics, drive customer engagement, and help businesses increase product visibility and sales, or access new markets/retail environments in the District of Columbia.	4
	If applicable, identify the team member(s) who will be responsible for working on the MiDC Grant 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 to successfully execute a retail activation for District-based businesses. Upload resumes of applicant business owner(s), and if applicable, team members.	4
C. Program Plan and Strategy	Describe your proposed retail activation concept and work plan. What is the vision, layout, and overall plan for customer experience? How will the activation showcase a minimum of fifteen (15) MiDC-certified businesses across different industries while maintaining a high-quality retail experience in alignment with MiDC standards?	4

	Describe the general timeline of your proposed retail activation concept. Include specific dates in alignment with the Period of Performance (Effective date of the relevant grant agreement to September 30, 2026).	4
	How will you prepare MiDC-certified businesses who may need additional Retail-readiness support to successfully participate in this opportunity?	4
	Explain your marketing and outreach strategies. How will you attract customers, drive foot traffic, and increase sales for participating businesses during the Activation Period?	4
	Identify the strategies you will use to mitigate potential risks, such as low foot traffic, vendor drop-off, operational issues, and any other potential risks and challenges you think the retail activation concept may face.	4
D. Budget Plan and Cost Allocation	Describe how participating businesses will benefit financially and operationally. How will the activation support revenue generation, brand exposure, customer acquisition, and overall execution during the Activation Period?	4
	Complete a Budget Worksheet. In the worksheet you must:	6
	Detail the expenses to be charged to the grant. The proposed budget should comply with allowable uses of funds (See Section 4 of the RFA)	6
	Provide a narrative description of the costs included in the Budget. The narrative should include enough details so that DSLBD and the review panel understand how amounts were	6

		calculated and how each expense directly supports business participation, retail access, and customer engagement to implement the grant.	
E. Optional Uploads	<p>If applicable, applicant is encouraged to provide examples of past retail activations, pop-ups, or events their organization has executed.</p> <p>If applicable, applicant is encouraged to submit a visual concept, rendering, or layout of the proposed retail activation.</p>		0
TOTAL			50

Appendix C: Made in DC Program Maker Categories/Industry Types

MAKER CATEGORY	DEFINITION	EXAMPLE SUBCATEGORIES
Artisans & Artists	Creators of visual or functional art, including paintings, ceramics, prints, sculpture, pottery, and stationery and paper goods.	Pottery, fine art, mixed media, stained glass, resin art, journals, upcycled goods, greeting cards, prints, stickers, custom illustrations, notebooks
Fashion, Apparel & Accessories	Businesses that design and produce clothing, wearable accessories, or sewn goods.	Cut-and-sew apparel/textiles, jewelry, handbags/purses, hats, scarves, footwear, other handcrafted wearable accessories
Food & Beverage	Makers of packaged consumables created, prepared, and/or bottled in DC.	Specialty jams & preserves, baked goods (e.g. cookies, cakes, breads), hot sauces & condiments, bottled teas & beverages, spice blends & seasonings, coffee & tea roasters, alcohol (e.g. beer, wine, spirits), packaged snacks (e.g. popcorn, chips, granola)
Lifestyle & Home Goods	Producers of candles, furniture, home décor, and household and lifestyle products.	Wooden furniture, wall art, handmade pillows, throw blankets, storage baskets, candles, pet products, upcycled goods, board games, gardening tools or products, cleaning products
Beauty, Wellness, and Personal Care	Creators of skincare, haircare, and other body products made with original formulas or ingredients.	Natural body butters, soaps, facial, hair or body oils, aromatherapy blends, fragrances, essential oils
Technology and Other Hardware	Creators of physical technology products, including electronics, devices, or 3D-printed tools produced or assembled in DC.	DIY kits, wearables, sensors, audio gear, 3D-printed prototypes, educational toys



Appendix D: Final Report Requirements

MiDC Business Participation	<ul style="list-style-type: none">• Total number of MiDC-certified businesses that participated in the retail activation• Number and percentage of participating businesses without permanent brick-and-mortar locations• Representation across product categories (fashion, food, beauty, home goods, etc.)
Retail Activation Performance	<ul style="list-style-type: none">• Number of pop-up and/or retail activations produced• Total operational days of retail activation• Estimated number of total visitors
Sales + Revenue Impact	<ul style="list-style-type: none">• Aggregate sales revenue generated across all participating MiDC-certified businesses• Average sales per business• Sales by product category• Number of returning customers (based on POC or loyalty tracking, if available)• Dates and timestamps of purchases to identify purchasing patterns and peak sales periods
Technical Assistance	<ul style="list-style-type: none">• Number of businesses that received Retail-readiness support• Total hours or number of sessions of technical assistance provided
Events + Activations Impact	<ul style="list-style-type: none">• Number of events hosted within the pop-up (launch events, showcases, etc.)• Total number of attendees at each event• Impact of events on sales
Marketing + Outreach	<ul style="list-style-type: none">• Total reach and engagement from marketing efforts (social media, email, ads, press)• Number of promotional campaigns executed• Summary of marketing strategies used to highlight participating MiDC-certified businesses• Copies of promotional materials created for the activation (flyers, social content, digital assets)• Collection of photos or media captured during the pop-up period, including images of products,

	participating business owners, merchandising, events, or other activation activities
Partnerships	<ul style="list-style-type: none"> • Number of partnerships formed with property owners, retail developers, community organizations, and/or sponsors • Describe the impact of the partnerships on the retail activation
Program Feedback + Evaluation	<ul style="list-style-type: none"> • Results from surveys measuring community and customer satisfaction and engagement with retail activation and product offerings (from surveys or feedback forms) • Written testimonials from participating MiDC-certified businesses • Key lessons learned and recommendations for future programs

Appendix E: Statement of Certification

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),³
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.*

³ 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: _____