



**FY2016 Great Streets Retail Small Business Reimbursement Grants  
REQUEST FOR APPLICATIONS (RFA)**

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**Release Date of RFA:** Friday, August 7, 2015

**RFA ID #:** DMPED - GHS - 016 - 707381

**Grant Orientation:** Please refer to the Great Streets website, [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov), for a schedule of grant orientation sessions.

**Submission Deadline:** Monday, September 14, 2015 at 6pm

***Please note that all applications must be submitted electronically. Incomplete applications or those submitted after the deadline will not be accepted.***

**Submission Details:** Online submissions only. Please submit your complete application (including attachments) through the ZoomGrants portal on the website for the Office of the Deputy Mayor for Planning and Economic Development (DMPED): [www.dmped.dc.gov](http://www.dmped.dc.gov).

**Point of Contact:** LaToyia Hampton, Grants Manager  
**Phone:** (202) 724-7648  
**E-mail:** [latoyia.hampton@dc.gov](mailto:latoyia.hampton@dc.gov)

**Availability of RFA:** Download from DMPED's website, [www.dmped.dc.gov](http://www.dmped.dc.gov), and via the Great Streets website, [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov)

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## **I. Introduction**

The Office of the Deputy Mayor for Planning and Economic Development (DMPED) is soliciting grant applications from qualified small business owners who wish to improve their place of business. The purpose of the Great Streets Retail Small Business Reimbursement Grants is to support existing small businesses, attract new businesses, increase the District's tax base, create new job opportunities for District residents, and transform emerging commercial corridors into thriving and inviting neighborhood centers.

The grants are competitive, partially-reimbursable, and up to \$50,000 each. Funding for this program is authorized from the Great Streets Neighborhood Retail Priority Area Amendment Act of 2013, effective December 24, 2013 (D.C. Law 20-61; D.C. Official Code § 2-1217.71 et seq.) and the H Street NE Retail Priority Area Incentive Act of 2010, effective April 8, 2011 (D.C. Law 18-354; D.C. Official Code § 1-325.171 et seq.).

## **II. Eligible Funding Uses**

Up to 100% of the applicant's funding request under this grant can be applied towards the following hard costs:

- Build-out of new or vacant space
- Interior and exterior renovations, including façade improvements
- Purchase and installation of heavy equipment that is permanently attached to a wall, floor, or ceiling

Up to 50% of the applicant's funding request under this grant can be applied towards the following soft costs:

- Business consultation services
- Point-of-sale and inventory management hardware and software
- Marketing materials and services
- Purchase and installation of movable equipment and furniture

## **III. Service Areas**

Grants are offered to small businesses located in the following Great Street corridors:

- 7<sup>th</sup> Street NW
- 14<sup>th</sup> & U Street NW (including Adams Morgan and Columbia Heights)
- Connecticut Avenue NW
- Georgia Avenue NW
- H Street/Bladensburg Road NE
- Martin Luther King Jr. Avenue/South Capitol Street SE/SW
- Minnesota Avenue/Benning Road NE
- Nannie Helen Burroughs Avenue NE
- New York Avenue NE
- North Capitol Street NW/NE
- Pennsylvania Avenue SE
- Rhode Island Avenue NE

- Wisconsin Avenue NW

Prospective applicants can verify their location eligibility by using the interactive mapping tool at [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov).

#### IV. Eligible Applicants

Eligible applicants for the grants are owners of small retail and service-oriented businesses who have not previously received Great Streets funding for the specified business property. The following types of business are ***ineligible*** to receive grant funding under this program:

- Adult entertainment
- Auto body repair
- Bank
- Bar
- Construction/general contracting/architecture/design-build
- Financial services
- Home-based business
- Hotel
- Liquor store
- Nightclub
- Phone store
- Professional services
- Real estate development/property management/realtor

Eligible applicants must meet the following minimum requirements to be considered for a grant:

- Be located within a Great Streets corridor (for a listing of corridors, please refer to Section III of this RFA). Prospective applicants can verify their location eligibility by using the interactive mapping tool at [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov).
- Be a registered business in Good Standing with the DC Department of Consumer and Regulatory Affairs (DCRA), the DC Office of Tax and Revenue (OTR), the DC Department of Employment Services (DOES), and the federal Internal Revenue Service (IRS), and maintain their Good Standing status with the aforementioned agencies throughout the pre-award process and the grant's period of performance. Prospective applicants may contact the aforementioned agencies to inquire about their tax compliance status by calling the numbers below:
  - DCRA: (202) 442-4400
  - OTR: (202) 727-4829
  - DOES: (202) 724-7000
- Retain site control of the business property either through fee simple ownership or an executed contract or lease with the property owner with a minimum unexpired term of at least two (2) years. Applicants who lease their business property are required to submit a notarized affidavit from their landlord authorizing the proposed improvement project.
- Provide proof that the business' average annual revenue (based on the last three (3) completed fiscal years), or the projected average annual revenue for the first three (3) years "in business," does not exceed \$1 million.

- Provide proof of property and liability insurance (an insurance quote is permitted for new businesses) compliant with the requirements set forth in Section XII of this RFA).

Preference will be given to applicants that:

- Are an existing business on the corridor
- Drive day-time foot traffic to the corridor
- Contribute positively to the corridor
- Are located in an underserved and overlooked community
- Provide jobs or training opportunities to District residents
- Have prior relevant business experience
- Demonstrate that grant funding will allow for business growth and expansion
- Commit to using Certified Business Enterprises (CBEs) and DC-based businesses to complete their improvement project

## **V. Grant Disbursement**

DMPED expects to award multiple grants under this program. Grant award sizes will vary and eligible applicants can be funded up to a maximum of \$50,000 each.

The period of performance for this grant will be from the date of grant execution through August 31, 2016.

Grant funding will be disbursed to the grantee as follows:

- 25% of the grant award will be disbursed at the time of grant execution
- 75% of the grant award will be reimbursed based on reimbursement requests submitted by the grantee

## **VI. Application Review & Awards**

To ensure fair assessment of grant applications, DMPED will convene a diverse review panel to evaluate eligible applications and submit recommendations for funding. The review panel will consist of neutral, qualified individuals selected for their knowledge of the District's community, their experiences in grant-making and program development, and their familiarity with funding priority areas set forth in this RFA. The panel members will review and score applications and submit recommendations for grant awards to the Deputy Mayor. Awards are expected to be announced in Winter 2015.

## **VII. Submission Guidelines**

All applications must be submitted via the ZoomGrants online application system. Please submit all attachments in PDF format.

Applications must be submitted electronically no later than **Monday, September 14, 2015 at 6pm**. All applications will be recorded upon receipt. Applications received after 6pm

sharp on September 14, 2015 will not be considered or forwarded to the review panel for consideration. Unless requested by DMPED, any additions or deletions to an application will not be accepted after the specified deadline. DMPED is not responsible for unreadable, incomplete, and/or out of order submissions.

DMPED is not responsible for malfunctions on the ZoomGrants platform. DMPED advises prospective applicants to not upload documents using Dropbox or similar applications due to access issues. For assistance with completing an application, please contact a technical assistance provider as listed on the Great Streets website: [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov). Applicants who would like to request to use a computer at the DMPED office at 1100 4<sup>th</sup> Street SW to complete their application should contact the Grants Manager, LaToyia Hampton, at (202) 724-7648.

## **VIII. Grant Orientation**

Please refer to the Great Streets website, [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov), for a schedule of grant orientation sessions. Applicants who have questions regarding this RFA are encouraged to attend these sessions. If you are unable to attend, we encourage you to email your questions to the contact person listed below before 5pm on Wednesday, September 9, 2015. Questions submitted after this date may not receive responses. DMPED will post answers to questions received via email and during the grant orientation sessions on the Great Streets website: [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov).

## **IX. Contact Person**

LaToyia Hampton, Grants Manager  
Phone: (202) 724-7648  
Email: [latoyia.hampton@dc.gov](mailto:latoyia.hampton@dc.gov)

## **X. Terms and Conditions**

Funding for this grant is contingent on continued funding from the grantor. This RFA does not commit DMPED to make a grant award.

DMPED reserves the right to accept or deny any or all applications if DMPED determines it is in the best interest of DMPED to do so. DMPED shall notify the applicant if it rejects their application. DMPED reserves the right to suspend or terminate an outstanding RFA.

DMPED reserves the right to issue addenda and/or amendments subsequent to the issuance of this RFA, or to rescind this RFA.

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

DMPED may conduct pre-award on-site visits to verify information submitted in the application and to determine if the applicant's facilities are appropriate for the services intended.

DMPED may enter into negotiations with an applicant and adopt a firm funding amount or other revisions to the applicant's proposal that may result from these negotiations.

DMPED shall provide the citations to the statute and implementing regulations that authorize the grant or sub-grant; all applicable federal and District regulations, such as OMB Circulars A-102, A-133, 2 CFR 180, 2 CFR 225, 2 CFR 220, and 2 CFR 215 1 DCMR 50; payment provisions identifying how the grantee will be paid for performing under the grant agreement; reporting requirements, including programmatic, financial, and any special reports required by DMPED; and compliance conditions that must be met by the grantee. If there are any conflicts between the terms and conditions of this RFA 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.

## **XI. Scoring Criteria**

Applications will be evaluated based on the 280-point scoring criteria outlined below.

### **A. Existing business (100 points)**

1. 100 points if the applicant is an existing business on the Great Streets corridor where they seek funding
2. 50 points if the applicant is an existing business regardless of location
3. 0 points if the applicant is a new business

### **B. Corridor impact (50 points)**

1. Up to 25 points if the applicant drives day-time foot traffic to the corridor
2. Up to 25 points if the applicant achieves the following (up to 5 points each):
  - a. Activates a vacant space
  - b. Rids the community of slum and blight
  - c. Provides products and/or services to families, children, seniors or underserved residents
  - d. Improves the look and feel of the corridor
  - e. Contributes a unique retail or service offering to the corridor, thus preventing retail leakage out of the District

### **C. Location in an underserved and overlooked community (30 points)**

1. 10 points if the applicant is located in Ward 5, 7 or 8
2. 10 points if the applicant is located in a HUBZone
3. 10 points if the applicant is located in a neighborhood where average household income is less than \$50,000

### **D. Job creation and retention (30 points)**

1. 1 point for each full-time permanent job created or retained by the applicant due to the proposed improvement project (up to 5 points)

2. ½ point for each part-time permanent job created or retained by the applicant due to the proposed improvement project (up to 5 points)
  3. 1 point for each District resident who is trained and hired as a full-time permanent employee (½ point for each part-time permanent hire) by the applicant due to the proposed improvement project (up to 10 points)
  4. 1 point for each District resident with at least one documented barrier to employment who is trained and hired as a full-time permanent employee (½ point for each part-time permanent hire) by the applicant due to the proposed improvement project (up to 10 points)
- E. Prior relevant business experience (25 points)
1. Up to 25 points if the applicant has 20+ years of relevant experience
  2. Up to 20 points if the applicant has 10+ years of relevant experience
  3. Up to 15 points if the applicant has 5+ years of relevant experience
  4. Up to 10 points if the applicant has a mix of relevant education and 0-5 years of relevant experience
  5. Up to 5 points if the applicant has no relevant education and less than 2 years of relevant experience
  6. 0 points if the applicant has no relevant education or experience
- F. Business growth and expansion (25 points)
1. 5 points if the applicant is relocating their business within the District
  2. 5 points if the applicant is opening an additional business location in the District
  3. Up to 5 points if the applicant is increasing capacity at their existing location
  4. Up to 5 points if the applicant is extending their business' hours of operation
  5. Up to 5 points if the applicant is expanding their business' product and/or service lines
- G. Certified Business Enterprise (CBE) and DC-based business inclusion (20 points)
1. 20 points if the applicant submits all quotes from CBEs for work to be performed under the grant\*
  2. 15 points if the applicant submits quotes from at least one CBE and the rest from DC-based businesses for work to be performed under the grant\*
  3. 10 points if the applicant submits all quotes from DC-based businesses (but none from CBEs) for work to be performed under the grant\*
  4. 5 points if the applicant submits at least one quote from a DC-based business (but none from CBEs) for work to be performed under the grant\*
  5. 0 points if the applicant submits no quotes from DC-based businesses (and no quotes from CBEs) for work to be performed under the grant\*
- \* Unless a clear explanation is provided as to why no business in the District can render the needed services*

## **XII. Certifications and Assurances**

- A. *Insurance Requirements.* The applicant, when requested, must show proof of all insurance coverage required by law at the time of application submission. The applicant shall maintain general liability insurance, consistent with District law. The

applicant is responsible for adhering to the insurance guidelines as defined by the District of Columbia Office of Contracting and Procurement (OCP).

1. **GENERAL REQUIREMENTS.** The grantee shall procure and maintain, during the entire period of performance under the grant agreement, the types of insurance specified below. The grantee shall have its insurance broker or insurance company submit a Certificate of Insurance to the Contracting Officer providing evidence of the required coverage prior to commencing performance under the grant agreement. In no event shall any work be performed until the required Certificates of Insurance signed by an authorized representative of the insurer(s) have been provided to, and accepted by, the Contracting Officer. All insurance shall be written with financially responsible companies authorized to do business in the District of Columbia and have an A.M. Best Company rating of A-VIII or higher. The grantee shall require all of its sub-grantees to carry the same insurance required herein. The grantee shall ensure that all policies provide that the Contracting Officer shall be given thirty (30) days prior written notice in the event that the stated limit in the declarations page of the policy is reduced via endorsement or the policy is canceled prior to the expiration date shown on the certificate. The grantee shall provide the Contracting Officer with ten (10) days prior written notice in the event of non-payment of premium.
  - a. Commercial General Liability Insurance. The grantee shall provide evidence satisfactory to the Contracting Officer with respect to the services performed that it carries \$1,000,000 per occurrence limits; \$2,000,000 aggregate; Bodily Injury and Property Damage including, but not limited to: premises-operations; broad form property damage; Products and Completed Operations; Personal and Advertising Injury; contractual liability and independent contractors. The policy coverage shall include the District of Columbia as an additional insured, shall be primary and non-contributory with any other insurance maintained by the District of Columbia, and shall contain a waiver of subrogation. The grantee shall maintain Completed Operations coverage for five (5) years following final acceptance of the work performed under the grant.
  - b. Automobile Liability Insurance. The grantee shall provide automobile liability insurance to cover all owned, hired, or non-owned motor vehicles used in conjunction with the work performed under the grant. The policy shall provide a \$1,000,000 per occurrence combined single limit for bodily injury and property damage.
  - c. Workers' Compensation Insurance. The grantee shall provide workers' compensation insurance in accordance with the statutory mandates of the District of Columbia.
  - d. Employer's Liability Insurance. The grantee shall provide employer's liability insurance as follows: \$500,000 per accident for injury; \$500,000 per employee for disease; and \$500,000 for policy disease limit.
2. **DURATION.** The grantee shall carry all required insurance until all work performed under the grant is accepted by the District, and shall carry the

required General Liability; any required Professional Liability; and any required Employment Practices Liability insurance for five (5) years following final acceptance of the work performed under the grant.

3. **LIABILITY.** These are the minimum insurance requirements established by the District of Columbia. **HOWEVER, THE MINIMUM INSURANCE REQUIREMENTS PROVIDED ABOVE WILL NOT IN ANY WAY LIMIT THE GRANTEE'S LIABILITY UNDER THE GRANT.**
4. **GRANTEE'S PROPERTY.** The grantee and sub-grantees are solely responsible for any loss or damage to their personal property, including but not limited to tools and equipment, scaffolding and temporary structures, rented machinery, or owned and leased equipment. A waiver of subrogation shall apply in favor of the District of Columbia.
5. **MEASURE OF PAYMENT.** The District shall not make any separate measure of payment for the cost of insurance and bonds. The grantee shall include all of the costs of insurance and bonds in the grant price.
6. **NOTIFICATION.** The grantee shall immediately provide the Contracting Officer with written notice in the event that its insurance coverage has or will be substantially changed, canceled, or not renewed, and provide an updated Certificate of Insurance to the Contracting Officer.
7. **CERTIFICATES OF INSURANCE.** Prior to commencing any work under the grant, the grantee shall submit Certificates of Insurance providing evidence of the required coverage as specified above. The grantee shall submit evidence of insurance to:

Office of Contracts, Procurement and Grants  
Government of the District of Columbia  
Office of the Deputy Mayor for Planning and Economic Development  
1100 4<sup>th</sup> Street SW, Suite E500  
Washington, DC 20024

- B. *Nondiscrimination in the Delivery of Services.* In accordance with Title VI of the Civil Rights Act of 1964 (Public Law 88-352), as amended, no person shall on the grounds of race, color, religion, nationality, sex, or political opinion be denied the benefits of, or be subjected to discrimination under, any program activity receiving DMPED funds. The grantee shall comply with all of the applicable District and Federal statutes and regulations as may be amended from time to time including, but not limited to: • The Americans with Disabilities Act of 1990 • The Hatch Act, Chap. 314 • The Occupational Safety and Health Act of 1970 • Lobbying Disclosure Act • Drug Free Workplace Act of 1988; and • District of Columbia Human Rights Act of 1977 and DC Language Access Act of 2004.