

# GREAT

# STREETS



## APPLY FOR SMALL BUSINESS CAPITAL IMPROVEMENT FUNDING

The Office of the Deputy Mayor for Planning and Economic Development invites you to apply for the

### **H Street NE and Great Streets Small Business Capital Improvement Grants.**

As a small business owner, you can receive up to **\$85,000** in reimbursement for the costs of improving your place of business.

Take the first step toward **IMPROVING** or **STARTING** your **OWN** business along one of these thriving Great Streets:

H ST NE	BLADENSBURG RD NE
GEORGIA AVE NW	MINNESOTA AVE & BENNING RD NE
7 <sup>th</sup> ST NW	NANNIE HELEN BURROUGHS AVE NE
NORTH CAPITOL ST NW/NE	MLK AVE & SOUTH CAPITOL ST SE/SW
RHODE ISLAND AVE NE	PENNSYLVANIA AVE SE
NEW YORK AVE NE	CONNECTICUT AVE NW

Rolling Application available on **TUESDAY, SEPTEMBER 9<sup>TH</sup>, 2014**

**APPLY ONLINE AT [GREATSTREETS.DC.GOV](http://GREATSTREETS.DC.GOV)**



Contact us: [greatstreets@dc.gov](mailto:greatstreets@dc.gov) | (202) 615-6625 | [greatstreets.dc.gov](http://greatstreets.dc.gov)

# IS YOUR BUSINESS ELIGIBLE?

Eligible applicants are owners of small retail and service-oriented businesses that meet the following minimum requirements:

- ⇒ **Be located within a Great Streets corridor.**  
Prospective applicants can verify their location eligibility by using the interactive mapping tool at [greatstreets.dc.gov](http://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).**
- ⇒ **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.**
- ⇒ **Provide proof of property and liability insurance (an insurance quote is permitted for new businesses).**

## Which businesses are *ineligible*?

- \* Adult entertainment establishments
- \* Liquor stores
- \* Nightclubs
- \* Bars
- \* Banks
- \* Phone stores
- \* Hotels
- \* Home-based businesses
- \* Non-profits

### If on H Street NE:

- \* Restaurants
- \* Businesses with 20 or more locations in the United States

## ELIGIBLE FUNDING USES:

- ⇒ **Build-out of new improvements**
- ⇒ **Renovations of existing improvements (both interior and exterior)**
- ⇒ **Façade improvements**
- ⇒ **Equipment upgrades**

**Great Streets** is the District's multi-year, multi-agency commercial revitalization initiative to transform emerging corridors into thriving and inviting neighborhood centers.



For more information and to apply, please visit [greatstreets.dc.gov](http://greatstreets.dc.gov)

Office of the Deputy Mayor for Planning and Economic Development

*Great Streets Initiative*



**Great Streets Small Business Capital Improvement Grants**

**Request for Applications**

***\*ROLLING APPLICATION\****

*Apply online at [greatstreets.dc.gov](http://greatstreets.dc.gov)*

*beginning on Tuesday, September 9<sup>th</sup>, 2014*

*Grant is administered by:*

*LATOYIA HAMPTON*

*(202) 724-7648 Phone*

*(202) 724-9006 Fax*

*[LaToyia.Hampton@dc.gov](mailto:LaToyia.Hampton@dc.gov)*

*1100 4<sup>th</sup> Street SW, Suite E500*

*Washington, DC 20024*

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## **Overview and Purpose of the Grants**

The Great Streets Small Business Capital Improvement Grants are competitive, reimbursable grants of up to \$85,000 for small business owners to improve their place of business. The grant program is administered by the Government of the District of Columbia through the Office of the Deputy Mayor for Planning and Economic Development (DMPED). If awarded a grant, **the business owner must first complete the approved capital improvements and then be reimbursed for the work completed.** The purpose of the 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. DMPED will select grantees through a competitive application process.

## **Service Areas**

Funding is available for businesses that are located in the following Great Streets corridors:

- 1) Georgia Avenue NW
- 2) 7<sup>th</sup> Street NW
- 3) North Capitol Street NW/NE
- 4) Rhode Island Avenue NE
- 5) New York Avenue NE
- 6) Bladensburg Road NE
- 7) Minnesota Avenue/Benning Road NE
- 8) Nannie Helen Burroughs Avenue NE
- 9) Martin Luther King Jr. Avenue/South Capitol Street SE/SW
- 10) Pennsylvania Avenue SE
- 11) Connecticut Avenue NW

Prospective applicants can verify if their business falls within a service area by using the interactive mapping tool at [greatstreets.dc.gov](http://greatstreets.dc.gov).

## **Eligible Applicants**

Eligible applicants for the grants are owners of small retail or service-oriented businesses.

The following types of businesses are ***ineligible*** to receive this grant funding:

- Adult entertainment establishments
- Liquor stores
- Nightclubs
- Bars
- Banks
- Phone stores
- Hotels
- Home-based businesses
- Non-profit and government entities

Eligible applicants must provide proof of all of the following to be considered for a grant award:

- 1) Be located within a Great Streets corridor. Prospective applicants can verify their location eligibility by using the interactive mapping tool at [greatstreets.dc.gov](http://greatstreets.dc.gov). ***Applicants located on H Street NE should apply for funding using the application for the H Street NE Small Business Capital Improvement Grants.***
- 2) 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 remain in Good Standing throughout the duration of the grant. Prospective applicants may reach out to the following agencies with questions about their Good Standing status:
  - a) Department of Consumer and Regulatory Affairs (DCRA): (202) 442-4400
  - b) Office of Tax and Revenue (OTR): (202) 727-4829
  - c) Department of Employment Services: (202) 724-7000
- 3) Possess site control of the business property through one of the following:
  - a) Ownership by deed
  - b) Property control by execution of a contract of sale to purchase the property
  - c) Property control by execution of an option to purchase the property
  - d) Execution as lessee of a lease with an unexpired term of at least two (2) years; applicants who lease their business property are required to submit a notarized affidavit from their property owner authorizing the proposed capital improvements project.

- 4) Possess property and liability insurance (an insurance quote is permitted for new businesses) compliant with the requirements set forth in this grant application.

### **Award Information/Amount of Available Funding**

DMPED will award grants of up to a maximum of \$85,000 each, authorized pursuant to the Economic Development Special Account Revival Amendment Act of 2012, effective September 20, 2012 (D.C. Law 19-168; D.C. Official Code §2-1225.21), and also pursuant to the Great Streets Neighborhood Retail Priority Area Amendment Act of 2013, effective December 24, 2013 (D.C. Law 20-61; D.C. Official Code Section § 2-1217.71 *et seq.*).

### **Eligible Uses of Funds**

All requests to utilize grant funds are subject to approval by DMPED. Grant funds will be used to **reimburse** grantees for expenses that they have incurred through improving their place of business upon execution of a grant agreement with the District and the receipt of a District-generated purchase order. Eligible funding uses are as follows:

- 1) Build-out of new improvements
- 2) Renovations of existing improvements (both interior and exterior)
- 3) Façade improvements
- 4) Equipment upgrades

DMPED will consider reimbursing grantees for the purchase of heavy equipment that is permanently attached to the business property. Pieces of equipment that are not fixtures but are deemed vital to the success of the business will also be considered for funding on a case-by-case basis.

Grant funds may **not** be used to reimburse a grantee for any of the following expenses:

- Financing of debt including repayment of taxes owed
- Acquisition of land and buildings
- Merchandise
- Product inventory
- Rent
- Payroll

- Day-to-day operational costs (e.g. utilities, taxes, maintenance, refuse, legal, accounting, etc.)
- Moving expenses
- Business consulting expenses
- Capital improvements and equipment upgrades completed prior to the execution of a grant agreement with the District and the receipt of a District-generated purchase order

## **Application Submission**

Please submit all grant applications online on the ZoomGrants platform at [greatstreets.dc.gov](http://greatstreets.dc.gov).

## **Application Process**

Applicants are **required to submit their application online** by visiting [greatstreets.dc.gov](http://greatstreets.dc.gov). The application is housed on the ZoomGrants online platform. Please note that DMPED will not accept applications that are submitted via hand delivery, fax, mail, courier service, or email. Applicants may submit an application at any time beginning on **Tuesday, September 9<sup>th</sup>, 2014**. Submitted applications will be reviewed, and award decisions will be made, on a monthly basis commencing on Monday, September 29<sup>th</sup>, 2014. All grant awards will be made contingent upon budget authority and allocation. DMPED reserves the right to rescind this Request for Applications and close the application at any time.

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 [greatstreets.dc.gov](http://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 should contact the Grants Manager, LaToyia Hampton, at (202) 724-7648.

### **Complete Applications**

For a grant application to be considered “complete,” the application must be deemed complete in the ZoomGrants online platform. An applicant will receive an automatic email message from ZoomGrants, sent to the email address(es) provided in the application, once the application is 100% complete in ZoomGrants. All applicants should check their application for completeness and ensure that all components have been uploaded properly. **PLEASE NOTE:** receiving the “100% complete” confirmation from ZoomGrants does not indicate that an application meets the minimum requirements for review.



Also, **please note** that DMPED will not contact applicants who have not submitted complete applications.

### **Responsive Applications**

For a grant application to be considered “responsive” and ready for review, it must meet these minimum thresholds:

- All application questions and components are significantly complete.
- The applicant’s business is in tax compliance with District and federal agencies.
- The applicant’s business is located within a Great Streets corridor.
- The applicant has a valid and current business license and is not considered ineligible per page 4 of this document.

If an applicant has submitted a complete application that is **NOT** responsive, the applicant will receive an email detailing the application deficiencies and providing a timeline of 10 business days for the applicant to cure the deficiencies. If the applicant does not cure the deficiencies within the given timeline, their application will not be forwarded to the review panel.

All applicants who submit a responsive application will be notified via email (to the email address(es) provided in the application) that their application is responsive and will be forwarded for review. All responsive applications will be reviewed by an application review panel and will be approved by the Deputy Mayor for Planning and Economic Development prior to a preliminary contingent award of any grant funds. All applicants who submit a responsive application will be notified of their award status via email (to the email address(es) provided in the application) and certified mail (to the mailing address provided in the application).

### **Post-Award Procedures**

Upon preliminary approval of a grant award, each grantee will be required to complete the grantee intake process and execute a grant agreement with the District. Grantees must begin the capital improvements project within **thirty (30) calendar days** of grant agreement execution. Projects that do not commence within the allotted thirty days will be reevaluated, and awarded funds may be withdrawn

and reallocated. Grantees are required to complete funded renovations and submit all requests for reimbursement to DMPED by **September 15<sup>th</sup>, 2015**.

## **Selection Process**

Complete applications, as defined on page 6 of this document, will be processed on a monthly basis commencing on Monday, September 29<sup>th</sup>, 2014. All responsive applications, as defined on page 7 of this document, will be forwarded to an application review panel to be evaluated, scored, and ranked. Reviewers will represent a range of expertise in economic development and may include DMPED staff, other DC agency staff, and professionals from local and national organizations. The review panel will evaluate and score applications based on the points assigned to each section of the application as detailed below. Applications will be ranked according to these scores. The review panel will then make recommendations regarding the selection of grantees; these recommendations will be reviewed by DMPED staff. The Deputy Mayor for Planning and Economic Development will make the final determination of grant awards.

The following evaluation criteria (150-point scale) will be used to evaluate responsive applications:

**Prior relevant business experience (25 points):** The applicant must describe in detail his/her prior experience in owning and operating a business, and include resumes for all owners and existing or proposed managerial staff. The applicant should demonstrate, through a description of the expertise of key staff, that s/he is qualified to operate the business for which s/he seeks a grant. Preference will be given to applicants who have successfully owned and/or operated ventures similar to the business for which they seek a grant.

**Business growth and expansion (25 points):** The applicant must describe in detail how the capital improvements project will support its business' growth and expansion, such as extending the hours when the business is open, adding new product lines, and/or adding new services offered by the business.

**Corridor impact (25 points):** The applicant must describe in detail how the capital improvements project will increase the vibrancy of the Great Streets corridor on which the

business is located. The applicant must describe how the project will increase day-time foot traffic AND achieve one of the following:

- Activate a vacant space
- Rid the community of slum and blight
- Provide products and/or services to families, children, seniors or underserved residents
- Improve the look and feel of the corridor
- Contribute a unique retail or service offering to the corridor
- Contribute to ending retail leakage from the corridor and/or the District as a whole

**Financial viability (25 points):** Since this is a reimbursable grant, the applicant must demonstrate its financial viability to sponsor up-front expenditures for its capital improvements project. At a minimum, the applicant must show proof of at least \$10,000 in one or more of the following:

- Business or personal checking account
- Business or personal savings account
- Business or personal line of credit
- Personal retirement fund

Preference will be given to applicants who demonstrate that they possess the financial resources to open and/or maintain and grow the business for which they seek a grant after the capital improvements project is completed.

**Jobs created and retained for District residents (25 points):** The applicant must describe in detail the number of full-time, part-time, and temporary jobs created by or retained from the capital improvements project, as well as the amount of compensation for each position. Preference will be given to applicants who include in their proposals employment opportunities for District residents, as well as to those applicants who commit to training District residents, hiring veterans, returning and disadvantaged residents, and participating in the Mayor's Summer Youth Employment Program.

**Commitment to using CBE contractors and/or District-based businesses (25 points):** The applicant must describe how s/he will include Certified Business Enterprise (CBE) contractors and/or District-based businesses in the capital improvements project. Preference will be given to applicants who submit quotes from CBEs and/or District-based businesses. To locate CBE contractors, please visit <http://dslbd.dc.gov/service/find-certified-companies>. If you need assistance with locating CBEs, please contact the Department of Small and Local Business Development at (202) 727-3900. To learn more about the CBE program, please visit <http://dslbd.dc.gov/service/cbe-program>.

## **Reimbursement Procedures**

No grant funds shall be paid out until work has been completed and approved by DMPED. If a grantee elects to make the capital improvements in phases, so as to break up the payments and reimbursements into installments, then the work will be completed, approved by DMPED, and reimbursed at the conclusion of each approved phase.

Grantees are required to maintain all receipts and invoices relating to expenditures incurred for work completed under their grant. DMPED reserves the right to disallow costs that are deemed ineligible and may withdraw any remaining awarded funds at any time.

Proof of expenditures must be provided in the form of paid vendor invoices, purchase orders, itemized register receipts, or other evidence of incurred expenses. Copies of canceled checks (front and back), credit card statements, cash receipts, and/or money orders must be submitted to substantiate all proof of expenditures.

***All expenditures must be reviewed and approved by DMPED prior to any payments being made. Expenditures must match the approved budget in the grantee's grant agreement. Any requests for changes to the approved budget must be submitted in writing using the process and applicable forms provided by DMPED. All costs must be necessary and reasonable.***

Approved payment requests will be processed in accordance with the District's Quick Payment Act. Failure to follow the above rules and regulations will result in a delay in the reimbursement process.

## **First Source Employment Agreement Requirements**

Pursuant to Mayor's Order 83-265, DC Law 5-93 and DC Law 14-24, as amended, one of the primary goals of the District of Columbia government is the creation of job opportunities for District of Columbia residents. Accordingly, all grantees must enter into a First Source Employment Agreement with the Department of Employment Services (DOES) upon award of any grant funds. The First Source Employment Agreement will require the grantee to: (i) use diligent efforts to hire and use diligent efforts to require its architects, engineers, consultants, contractors, and subcontractors to hire at least fifty one percent (51%) District of Columbia residents for all new jobs created by the capital improvements project, all in accordance with such First Source Employment Agreement, and (ii) use diligent efforts to ensure that at least fifty one percent (51%) of apprentices and trainees are residents of the District of Columbia and are registered in apprenticeship programs approved by the D.C. Apprenticeship Council.

All inquiries regarding the First Source Employment Agreement should be directed to the Department of Employment Services (DOES) at [firstsource@dc.gov](mailto:firstsource@dc.gov) or by phone at (202) 724-7000.

## **Reservations**

Funding for any grant award is contingent on continued grantor funding. The publication of this grant application does not commit DMPED to make any awards.

DMPED reserves the right to accept or deny any or all applications if DMPED determines that it is in the best interest of the District to do so.

DMPED reserves the right to issue Addenda and/or Amendments to this grant application subsequent to the issuance of this application, or to rescind this application.

DMPED shall not be liable for any costs incurred by an applicant in the preparation of one or more grant applications. The applicant understands and agrees that all costs incurred in developing and preparing any grant application shall be the applicant's sole responsibility.

DMPED may conduct pre-award on-site visits to verify information submitted in a grant application and to determine if it is appropriate to fund the applicant's proposed capital improvements project.

DMPED may enter into negotiations with a grantee and adopt a firm funding amount or other revision of the grantee'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.

## **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).

- A. **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.
  1. 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.

2. 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.

3. Workers' Compensation Insurance. The grantee shall provide workers' compensation insurance in accordance with the statutory mandates of the District of Columbia.

4. 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.

B. **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.

C. **LIABILITY.** These are the required minimum insurance requirements established by the District of Columbia. **HOWEVER, THE REQUIRED MINIMUM INSURANCE REQUIREMENTS PROVIDED ABOVE WILL NOT IN ANY WAY LIMIT THE GRANTEE'S LIABILITY UNDER THE GRANT.**

D. **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.

- E. **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.
- F. **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.
- G. **CERTIFICATES OF INSURANCE.** Prior to commencing work on the capital improvements project under the grant, the grantee shall submit Certificates of Insurance providing evidence of the required coverage as specified under "Insurance Requirements" beginning on page 12 of this document. 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