



Where DC Comes Together

965 FLORIDA AVENUE, NW LOCAL RETAILERS ASSISTANCE PROGRAM

GUIDELINES FOR APPLICANTS

OVERVIEW

The 965 Florida Avenue, NW Local Retailers Assistance Program will provide financial support to businesses in proximity to The Wren, a mixed use development at 965 Florida Avenue, NW. Applicants must be retail businesses incorporated in the District of Columbia and located within the boundaries indicated on the map that is part of this fact sheet. Successful applicants must demonstrate the potential for increased sales and a positive impact on the commercial business corridor through capital improvements proposed in their application, following the guidelines in the “Application Process” below.

Shaw Main Streets, Inc. will award grants to businesses that meet the eligibility requirements set forth below. Projects eligible for funding include storefront and interior improvements, acquisition of permanent equipment, and marketing services. Shaw Main Streets, Inc., intends to award a total sum of \$100,000 in grant funding using funds provided by MRP Realty as part of the Planned Unit Development for The Wren, as approved by the Zoning Commission of the District of Columbia. The average expected grant amount will be \$5,000, up to a maximum of \$10,000, based on the funds available and the potential impact of the project as rated by an advisory committee.

Applications for these grants will be due by 11:59 PM on April 2, 2018. Applicants will be notified of their award status by May 2, 2018.

ELIGIBILITY REQUIREMENTS

To qualify for a grant, the applicant must:

- Be incorporated in the District of Columbia, demonstrated by providing a copy of a Certificate of Good Standing issued by the Department of Consumer and Regulatory Affairs;
- Provide a copy of the annual IRS tax filing for the most recent tax year (2017 or 2016) for the corporation applying for funding;
 - Utilize grant funding for capital improvements and/or marketing at a retail establishment within the boundaries indicated on the map at the end of these guidelines;
- Demonstrate the availability of funding for any amount of the project budget that exceeds the amount of the proposed grant;
- Own the real property where the retail establishment is located or have a current lease for the retail space that expires no less than 24 months from the due date of the application; and
- Demonstrate the capacity to complete the project specified in the application and provide documentation of the expenditure of grant funds no later than September 30, 2018.

Shaw Main Streets, Inc. will *not* provide a grant to any of the following types of entities:

- Adult entertainment;
- Auto and auto body repair;
 - Auto sales;
 - Bank;
- Construction, general contracting, architecture, and design-build;
 - Financial Services;
 - Home-based business;
 - Hotel/Hostel;
- Professional services, including:
 - Accountant, actuary, architect, dentist, engineer, evaluator, financial planner, graphic designer, investment manager, IT consultant, lawyer, management consultant, pharmacist, physician, registered nurse, surgeon, and training and development;
 - Real estate development/property management/Realtor;
- Any organization that discriminates against individuals on the basis of race, color, religion, sex, national origin, age, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, physical

handicap, or any other protected class under the DC Human Rights Act and/or any federal anti-discrimination statute or regulation;

- **Any religious organization that plans to use grant funds to benefit specific denominations or congregations;**
 - **Nonprofit organizations;**
 - **District of Columbia agencies.**

In order to be eligible to receive a grant, the proposed project must correspond with one or more of the following categories:

- **Façade and storefront improvements, including repairs to masonry, glass, woodwork or other façade components; paint; signage compliant with DC Historic Preservation Office Guidelines, if applicable; lighting; construction of outdoor seating areas;**
- **Interior improvements, including repairs to brickwork, plaster, heating, ventilation, and air equipment systems; furniture, interior decorations, including murals; lighting; paint; construction of bars, private rooms, vestibules, bathrooms, and kitchens;**
- **Acquisition of major items of permanent equipment, such as refrigerators, stoves, ovens, ventilation hoods, dishwashers, and point of sale systems;**
 - **Marketing services, to include public relations, advertising, social media, newspaper advertisements and website design not to exceed \$2,500 or 50% of the proposed grant, whichever is lower.**

APPLICATION PROCESS

Applications are available on the Shaw Main Streets, Inc. website at <http://www.shawmainstreets.org> and questions should be submitted via email to sms.965floridagrants@gmail.com.

The deadline for submitting grant application for this grant is 11:59 PM on April 2, 2018. All applications, including all attachments, must be submitted via email to sms.965floridagrants@gmail.com. Multiple emails will be accepted, so long as all required items are submitted. No hardcopy applications will be accepted. All applications must be complete when submitted, including all attachments, or they will not be considered for funding. Applications received after April 2, 2018 will not be considered for funding. Applicants will be notified of their award status no later than May 2, 2018.

A completed Grant Application must include the following:

- A fully completed and signed application form;
- A Certificate of Good Standing for the applicant issued by the Department of Consumer and Regulatory Affairs no earlier than January 2, 2018;
- A copy of the commercial lease or property title for the business' location;
- If the business leases its space and improvements to the building are proposed, provide a written statement from the property owner that the business is authorized to perform the proposed improvements;
- A copy of the business' IRS tax filing for the most recent tax year (2017 or 2016);
 - List of grant applicant's primary owners;
 - Projected Profit & Loss statement for the current fiscal year, if available, including line items for income and expenses;
- A detailed description of the proposed project and proposed outcomes, including impact on sales by the business and impact on the commercial corridor;
- A detailed line item budget for use of the grant funds, including any non-grant funds required in order to complete the project;
 - Cost estimates provided by vendors for the project;
- Photographs of any areas of the business establishment where improvements are proposed as part of the project;
 - Cut sheets, catalog pages or other product information for any permanent equipment proposed to be acquired as part of the project; and
- A description of the grant applicant's strategy for ensuring the timely completion of the project(s); and
 - If additional funds in excess of the grant request are required in order to complete the project, provide an explanation of the source of funding;

All submitted documents and information provided shall only be used in evaluating this application. The information will not be made public or shared with any government entity.

TERMS OF AWARD

Amount of Award: The total funding available for all grants is \$100,000. The average individual grant awards will be \$5,000. No grant applications requesting more than \$10,000 will be considered for funding. **PLEASE NOTE:** Depending on the number of grants awarded and the types and nature of improvements being funded, grantees may not receive the full amount of funding requested. Please be sure the business' project can proceed, even if the full grant amount requested is not received, as grantees will not be permitted to change the scope of the project being funded once the grant award is made and the grant agreement is executed.

Grant Period: The grant period for each grant is five months from the date of award. All funds must be expended and documented no later than September 30, 2018.

Award Letter: All applicants will be notified of their award status. Each successful grant applicant will receive an award letter confirming its selection by Shaw Main Streets, Inc. for a grant.

Grant Agreement: Each grant recipient must sign a grant agreement before receiving grant funds. The agreement will include specific terms and conditions related to the award, including a requirement that the grantee use the funds exclusively to implement the improvements and/or initiatives outlined in the grant application, which directly benefit the business and commercial business corridor identified in the map of the service area for the program.

Reports: Grantees will be required to submit a final report that includes:

- A narrative summary of the activities related to the project supported by the grant, including the number of DC contractors that participated in and/or benefitted from the project/program;
- A description of the results and impact of the project;
- A budget report showing expenditures for the improvements indicating how grant funds were spent;
- Photographs of the exterior and interior of the business premises taken before the project commences and after project completion;
- Copies of receipts, including cancelled checks, credit card receipts, and paid invoices for all grant expenditures; and
- Copies of marketing materials, media coverage or other materials generated by or about the project.

An inspection visit will be conducted by Shaw Main Streets, Inc. staff upon completion of each project.

Shaw Main Streets, Inc. reserves the right to request documentation and review grant progress at any time during the term of the grant. Any funds not expended as proposed by September 30, 2018 must be returned to Shaw Main Streets, Inc. no later than October 15, 2018.

MAP OF THE GRANT ELIGIBLE GEOGRAPHIC AREA

