**2020 Cleveland Park Main Street**

**Small Business Grants Round 2**

**APPLICATION GUIDELINES**

**SUMMARY**

The Cleveland Park Main Street (CPMS) program will provide a grant of **up to $4,000** for small businesses in the Main Street corridor. ***Only businesses located within the Cleveland Park Main Street boundaries are eligible to apply.*** Funds can be used for technical assistance, exterior and storefront improvements, interior renovations, security improvements, payroll, rent, and/or purchase of personal protective equipment (PPE) and/or other equipment needed to continue business operations during the COVID-19 crisis. **Applications are due Friday, July 31 2020, by 5:00 pm**. **No extensions will be considered**. Grant awards will be made by Friday, August 7, 2020. All project activities **must be completed by Friday, September 18, 2020**. Please read the guidance below for information on how to apply. If you have any questions or need assistance preparing your application, please contact Zach Rybarczyk, Program Manager of CPMS, at zach[@districtbridges.org](mailto:carolina@districtbridges.org)**.**

**APPLICATION PROCESS**

Applications are available in English on the District Bridges’ website ([www.districtbridges.org](http://www.districtbridges.org)) or other languages as needed by sending a request to zach@districtbridges.org. The maximum grant amount awarded is $4,000.

**Application assistance is available from Zach Rybarczyk, manager of Cleveland Park Main Street, by request.** Please email [zach@districtbridges.org](mailto:zach@districtbridges.org) to request assistance or to answer any questions regarding the application process.

Business grant applications will be scored by an independent review panel based on the scoring criteria in this application. **Businesses must complete the written portion of the grant application, along with providing a budget for the use of grant dollars (sections 2 and 3 of the application), to be considered.**

Businesses can submit their completed applications via email to zach[@districtbridges.org](mailto:jennifer@districtbridges.org). If the applicant is unable to submit all documents via email, they can contact Zach Rybarczyk to make alternative arrangements.

**Applications must be received no later than Friday, July 31, 2020 by 5:00 pm.**

**Applicants will be notified of their award status no later than Friday, August 7, 2020.**

**CONFIDENTIALITY**: Information provided as a part of this grant application shall only be used in evaluating the proposed project. The information will not be made public or shared with any government entity.

**SITE VISIT**

District Bridges staff will conduct visits to all grantees who apply the funds to physical purchases between August and September to evaluate progress for project implementation. Grantees will be informed in advance of the exact date of the site visit. A final site visit will be made upon project completion of the funded project in coordination with the business owner but no later than September 28, 2020.

**GRANT FINAL REPORT**

The grant period for each grant is approximately two months from the date of the award. All funds must be expended and reported with documentation submitted to District Bridges upon completion of the funded project but no later than **Monday, September 28, 2020**. The Grantees final report should include:

1. Brief description of completed project.
2. Copies of receipts, including cancelled checks, credit card receipts, and/or paid invoices for all grant expenditures.
3. *If applicable*: Before and After photos of improvements funded by the grant,

Any funds not expended as proposed by **Monday, September 28, 2020** must be returned to District Bridges for reallocation to support other small businesses in the Cleveland Park Main Street.

**APPLICANT ELIGIBILITY REQUIREMENTS**

To qualify for a grant, the applicant must:

* Be incorporated in the District of Columbia, demonstrated by a current business license.
* A letter from your landlord stating that your business is not in imminent threat of eviction due to the COVID-19 crisis.
* Be located within the boundaries of the Cleveland Park Main Street. See map below and confirm eligibility using your business address [here.](https://dcgis.maps.arcgis.com/apps/InformationLookup/index.html?appid=be9c866ef2b04159911f095b5cb01ccd)
* Submit a complete application and copy of Business License by the deadline of Friday, July 31, 2020 at 11:59 pm.

District Bridges will not provide a grant to any of the following types of entities:

* Adult entertainment
* Gas stations
* Banks
* Home-based businesses
* 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, political affiliation, physical handicap, or any other protected class under the DC Human Rights Act and/or any federal anti-discrimination statute or regulation
* Churches and nonprofit organizations
* District of Columbia government agencies

**PROJECT ELIGIBILITY REQUIREMENTS**

Funds can be used for technical assistance, exterior and storefront improvements, interior renovations, security improvements and/or purchase of personal protective equipment (PPE) or other equipment and improvements necessary to safely continue business operations during the COVID-19 crisis. The combined amount requested for funding cannot exceed $4,000. Note that each business is responsible for determining DC government permit or licensing requirements and obtaining required permissions prior to beginning the project.

**Technical Assistance\*:** Eligibility under technical assistance includes hiring a consultant to provide technical assistance under specific topics:

* + Accounting
  + Financial management
  + Marketing
  + Quickbooks training
  + Online marketplace/sales

\*If you are interested in applying for technical assistance, please let us know before starting your application as we might be able to connect you with free resources.

**Exterior Improvements:** Eligible exterior and storefront improvement projects are smaller design fixes and not expansive façade improvements. Applicants who are leasing properties must obtain written approval from the property owner(s) for physical improvements or alterations to commercial property. Examples of eligible improvements are the following:

* Business Sign
* Paint Touch-Ups
* Awning
* Doors and Windows
* Patios or decks (with evidence of proper Summer Garden or Sidewalk Cafe permits)
* Security grate removal

**Interior Improvements:** Eligible interior improvement projects are primarily decorative, minor remodels, and permanent equipment**.** Applicants who are leasing properties must obtain written approval from the property owner(s) for physical improvements or alterations to commercial property, or demonstrate proposed project is allowed in existing lease. Examples of eligible interior improvements include the following:

* Interior walls, floors, ceilings
* Interior decor and remodels
* Equipment (see below for more information)

**Equipment:** Eligible equipment include:

* Heating, Air conditioning or ventilation systems; purchased, installed or repaired
* Permanent equipment such as refrigerators, stoves, ovens, ventilation hoods, dishwashers and point of sale systems.
* Storage or shelving; purchases, installed or repaired
* Point of Sale installation
* Personal protective equipment (PPE) including masks, gloves, face shields, aprons
* Other equipment (plexiglass barriers and other types of physical barriers) and point of sale equipment used to aid in physical distancing and continued operations during the COVID-19 crisis.

**Security Improvements:** Eligible expenses under security include:

* Security cameras; purchase and installation (Must apply for DC government [rebate](https://ovsjg.dc.gov/page/private-security-camera-rebate-program) to receive up to $750 on equipment costs through the Office of Victim Services and Justice Grants (OVSJG). Applicant is responsible for reading eligibility for rebate and for applying for it.)

**Payroll or Rent Payment:** In an effort to keep businesses afloat during the COVID-19 crisis, the grant may be applied to payroll or rent. If this is the case, the applicant **must** describe, in Section 2 of the application, what other forms of financial relief the business has received or applied for related to COVID-19 prior to applying for this Main Street grant.

**TIMELINE**

|  |  |
| --- | --- |
| Monday, July 20, 2020 | Application is announced |
| Friday, July 31, 2020 at 5:00 pm | Application is due |
| Monday, August 3-Thursday, August 6, 2020 | Selection Committee will review and score applications |
| Friday, August 7, 2020 | Awards announced |
| August-September 2020 | Site visits for physical project progress |
| Monday, September 28, 2020 | Projects and final site visit/reporting completed |

**Cleveland Park Main Street Boundaries:**

* Confirm eligibility using your business address [here.](https://dcgis.maps.arcgis.com/apps/InformationLookup/index.html?appid=be9c866ef2b04159911f095b5cb01ccd)

**2020 APPLICATION**

**Cleveland Park Main Street Small Business Grants**

Please fill out the following information and submit with your Business License.

**SECTION 1. APPLICANT INFORMATION**

**BUSINESS (0 points)**

*This information pertains to the business that will benefit from the Small Business Grant.*

Registered Business Name:

Trade name/DBA (if different from Registered Name):

Brief description of type of business (e.g., restaurant, book store, dentist):

Year business established:

Business Address:

Mailing Address (if different from business address):

Business Phone:

OPTIONAL: Website:

OPTIONAL: Social Media sites (Facebook, Instagram, Twitter, Yelp):

**BUSINESS OWNER**

*This section pertains to the business owner(s) who is applying for the Small Business Grant. If there are multiple business owners, all owners must sign the Application [SECTION 5].*

Business Owner(s) Name(s):

Business Owner(s) Cell Phone Number(s):

Business Owner(s) Email(s):

**SECTION 2. PROJECT DESCRIPTION**

**PROJECT DESCRIPTION (85 points)**

*This section pertains to the proposed project activities for which the applicant seeks funding.*

Please provide a brief summary of proposed project (no more than 300 words) **(25 points)**:

How will the proposed project help to support your business; if a portion of the grant will be put towards rent or payroll, please describe what other actions or sources of financial relief related to COVID-19 you have received or applied for prior to this grant (no more than 300 words) **(25 points)**:

How will the proposed project help to support the community, especially as it relates to safe operations during the COVID-19 crisis? (no more than 300 words) **(10 points)**:

Please describe how you plan to implement your project in terms of timeline, use of contractors, and any required permits or permissions (no more than 300 words) **(15 points)**:

Will this be your first time receiving a grant from the Cleveland Park Main Street or District Bridges? **(10 points if yes)**:

**SECTION 3. PROJECT BUDGET**

**TOTAL PROJECT COSTS (15 points)**

*This section pertains to the proposed project costs.*

Please provide a summary of costs for the proposed project, such as materials, labor, installation, etc. Each line should list the Item, Item Cost, and Source of Funding to cover the item’s cost. If the total project cost is greater than the amount requested from District Bridges’ grant, please identify the expected source of additional funding (e.g., District Bridges grant, loan, other grant, business operating funds, etc.). Feel free to include a narrative justification if applicable.

|  |  |  |
| --- | --- | --- |
| **Item** | **Item Cost** | **Source of Funding (grant, business savings, outside funding)** |
|  | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |
| **TOTAL PROJECT COST (including portions covered by Main Street grant AND business funding, if applicable)** | **$** |  |
| **Total grant request from District Bridges** | **$** |  |

**SECTION 4. APPLICATION CHECKLIST**

Please use this Checklist to confirm all required documents are included in the final application submission.

**🗸 Complete responses** to all questions asked in the application.

**🗸 Verify your business** is located within the CPMS boundary.

**🗸 Letter from your landlord** stating that your business is not in imminent threat of eviction due to the COVID-19 crisis.

**🗸 Copy or photograph of business owner’s** Business License valid in Washington, DC.

**🗸 If applicant is leasing the property** and proposing interior or exterior changes not allowed in the lease, please provide a signed permission from landlord allowing proposed project improvements to the property (see example, below).

**EXAMPLE OF APPROVAL AND AGREEMENT BY PROPERTY OWNER(S)**

As property owner(s) of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I/we have:

[*address of commercial property*]

● Reviewed the requested exterior and/or interior improvements for which my business owner tenant is applying for the District Bridges services [described in SECTION 2] of the business’s grant application.

● Agreed to allow those physical improvements to my commercial property should District Bridges approve the request for service(s).

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Signature of Property Owner Signature of Co-Property Owner

(if applicable)

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Print Name of Property Owner Print Name of Co-Property Owner

(if applicable)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Date

(if applicable)

**SECTION 5. AGREEMENT BY BUSINESS OWNER(S)**

As business owner(s) of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I/we have:

[*name of business*]

* Reviewed the District Bridges Small Business Grant Application Guidelines document that was provided with this application.
* Verified that my business is within the Main Street boundaries.
* Used the Application Checklist to ensure the application is complete upon submission.
* Understand that determination of Small Business Grant awards are at the discretion of District Bridges Selection Committee.
* Understand that I/we will have to pay the fees to obtain copies of required certifications and building permits for the proposed project. These costs are an eligible use for the District Bridges small grant if awarded.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Business Owner Signature of Co-Business Owner

(if applicable)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name of Business Owner Print Name of Co-Business Owner

(if applicable)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Date

(if applicable)