



## 2022 Cleveland Park Main Street Small Business Grants 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 rent, technical assistance, exterior and storefront improvements, interior renovations, security improvements, and/or equipment. **Applications are due Monday, May 23, 2022, by 5:00 pm. No extensions will be considered.** Grant awards will be made by Friday, June 10, 2022. All project activities must be completed by August 30, 2022. Please read the guidance below for information on how to apply. If you have any questions or need assistance preparing your application, please contact Cassandra Hetherington, Program Manager of CPMS, at [cassandra@districtbridges.org](mailto:cassandra@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 [cassandra@districtbridges.org](mailto:cassandra@districtbridges.org). The maximum grant amount awarded is \$4,000.

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

**Applications must be received no later than Monday, May 23, 2022, by 5:00 pm.**

**Applicants will be notified of their award status no later than Friday, June 17, 2022.**

**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 be conducting site visits to all grantees between June and July 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 August 31, 2022.

### GRANT FINAL REPORT

The grant period for each grant is approximately six 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 **August 30, 2022**. The Grantees final report should include:

1. Brief description of completed project.

2. Copies of receipts, including canceled 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 August 30, 2022, 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.
- **Have at least 2 years left in your lease.** You will need to submit a copy of your lease. If you own your property, you will need to provide proof of ownership.
- Be located within the boundaries of the Cleveland Park Main Street. See map below and confirm eligibility using your business address [here](#).
- Submit a complete application and copy of Business License by the deadline of **Monday, May 23, 2022, by 5:00 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 rent, technical assistance, exterior and storefront improvements, interior renovations, security improvements and/or equipment. 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

\*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 gate 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

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

- Security cameras; purchase and installation (Must apply for DC government [rebate](#) 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.)

**TIMELINE**

Monday, May 2, 2022 Noon	Application is announced
Monday, May 23, 2022, 5:00pm	Application is due
May 25 - June 8, 2022	Selection Committee will review and score applications
June 17, 2022	Awards announced
July 2022	Site visits for project progress
August 30, 2022	Projects and final site visit/reporting completed

**Cleveland Park Main Street Boundaries:**

- Confirm eligibility using your business address [here](#).

# 2022 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, salon):

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 (5 Points)**

*This section pertains to the business owner(s). If there are multiple business owners, please clarify ownership and ensure that all owners sign the Application [SECTION 5]. Businesses who are owned and operated by women and minorities will receive the five points. For clarification, we follow the Small Business Administration's definition - a minority-owned or women-owned business is one in which the majority (at least 51%) of the company is owned and run on a daily basis by a member (or collection of members) of women or four ethnic or racial groups: African Americans, Asian Americans, Hispanic Americans, and Native Americans.*

Business Owner #1:

Name:

Cell Phone Number:

Email:

#### ***Optional***

Gender Business owner identifies with:  Male  Female  Other  Prefer not to answer

Are you of Hispanic, Latino, or of Spanish origin?  Yes  No  Prefer not to answer

Race Business owner identifies with (check all that apply):

- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian and Pacific Islander
- Other \_\_\_\_\_

Country of origin: \_\_\_\_\_

Business Owner #2:

Name:

Cell Phone Number:

Email:

***Optional***

Gender Business owner identifies with:  Male  Female  Other  Prefer not to disclose

Are you of Hispanic, Latino, or of Spanish origin?  Yes  No  Prefer not to answer

Race Business owner identifies with (check all that apply):

- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian and Pacific Islander
- Other \_\_\_\_\_

Country of origin: \_\_\_\_\_

**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 (no more than 300 words) **(20 points)**:

How will the proposed project help to support the community (no more than 300 words) **(20 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) **(20 points)**:

**SECTION 3. PROJECT BUDGET**

**TOTAL PROJECT COSTS (10 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
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
<b>TOTAL PROJECT COST</b>	\$	
<b>Total grant request from District Bridges</b>	\$	

## 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.

**Copy of lease** showing at least 2 years remaining or proof of ownership

**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).





