



2020 Woodley Park Main Street Small Business Grants APPLICATION GUIDELINES

SUMMARY

The Woodley Park Main Street (WPMS) program will provide a grant of up to \$4,000 for small businesses in the Main Street corridor. **Only businesses located within the Woodley Park Main Street boundaries are eligible to apply.** Funds can be used for technical assistance, exterior and storefront improvements, interior renovations, security improvements, and/or equipment. **Applications are due Friday, May 1, 2020, by 11:59PM. No extensions will be considered.** Grant awards will be made by Friday, May 8, 2020. All project activities must be completed by August 28, 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 us at info@woodleyparkmainstreet.org.

APPLICATION PROCESS

Applications are available on the Woodley Park Main Street' website (www.woodleyparkmainstreet.org) or by sending a request to info@woodleyparkmainstreet.org. The maximum grant amount awarded is \$4,000.

The information session for all interested applicants will be held on Wednesday, April 22, 2:00PM. Join the video presentation at Google Hangout/Google Meet by clicking on meet.google.com/bmb-hrjq-xsh or call-in by phone at (417)929-2161 PIN: 860 441 730#. If you have trouble accessing the information session, call (202)929-8117 or email info@woodleyparkmainstreet.org for assistance.

Businesses can submit their completed applications via email to info@woodleyparkmainstreet.org. If the applicant is unable to submit all documents via email, please contact Woodley Park Main Street prior to the deadline to make alternative arrangements.

Applications must be received no later than Friday, May 1, 2020 by 11:59PM.

Applicants will be notified of their award status no later than Friday, May 8, 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

Woodley Park Main Street will conduct site visits to all grantees between June and July to evaluate progress for project implementation. Grantees will be contacted in advance to schedule an appointment for 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 28, 2020.

GRANT FINAL REPORT

The grant period for each grant is approximately three months from the date of the award. All funds must be expended and reported with documentation submitted to Woodley Park Main Street upon completion of the funded project but no later than **Friday, August 28, 2020**. The Grantees final report should include:

1. Brief description of completed project.
2. Copies of receipts, including cancelled checks, receipts, and/or paid invoices for all grant expenditures.
3. *If applicable*: Before and After photos of improvements funded by the grant.
4. *If applicable*: Copies of any documents or materials developed with grant funds.

Any funds not expended as proposed by Friday, August 28, 2020, must be returned to Woodley Park Main Street for reallocation to support other small businesses in Woodley Park.

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, verified by submitting 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 Woodley Park Main Street. You can look up whether your address is included within the [boundaries](#) or by contacting Woodley Park Main Street.
- Submit a complete application and copy of Business License by deadline of May 1, 2020 at 11:59 PM.

Woodley Park Main Street will not provide a grant to any of the following types of entities:

- Adult entertainment
- Gas stations
- Banks
- Home-based businesses
- National or regional chains
- 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 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: 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. Eligibility under technical assistance includes hiring a consultant to provide technical assistance under any of these topics:

- Accounting & Quickbooks training
- Financial and Human Resource management
- Marketing, promotions, website development
- Online sales & Delivery systems

Exterior Improvements: Eligible exterior and storefront improvement projects are smaller design fixes and not expansive façade improvements such a construction requiring structural changes. 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 requiring installation (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). Woodley Park Main Street can assist applicant in identifying cameras that meet rebate requirements and completing the rebate application.)

TIMELINE

Friday, April 17, 2020	Application is announced
Wednesday, April 22, 2020, 2:00PM	Information Session #1
Friday, May 1, 2020 at 11:59PM	Application is due
Monday, May 4 - Thursday, May 8, 2020	Selection Committee will review and score applications
Friday, May 8, 2020	Awards announced
By May 29, 2020	Grant funds will be disbursed
June - July 2020	Interim site visits for project progress
By August 28, 2020	Projects and final site visit/reporting completed

2020 APPLICATION

Woodley Park Main Street Small Business Grants

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

SECTION 1. APPLICANT INFORMATION

BUSINESS OWNER (0 points)

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):

BUSINESS (10 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):

How has your business contributed to the Woodley Park community? (no more than 300 words) **(10 points)**

SECTION 2. PROJECT DESCRIPTION

PROJECT DESCRIPTION (80 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) **(20 points)**:

How will the proposed project help to support your business (no more than 300 words) **(30 points)**:

How will the proposed project help to support the community (no more than 300 words) **(15 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)**:

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 Woodley Park Main Street’s grant, please identify the expected source of additional funding (e.g., loan, other grant, business operating funds, etc.). The Selection Team will be reviewing the budget for clarity, feasibility, and reasonable costs. Feel free to include a narrative explanation of costs, if applicable.

Item	Item Cost	Source of Funding
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL PROJECT COST	\$	
Total grant request from WPMS	\$	
Total costs covered by other sources	\$	

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 WPMS boundary. You can check you business address on this Main Street look-up map:
<https://dcgis.maps.arcgis.com/apps/InformationLookup/index.html?appid=be9c866ef2b04159911f095b5cb01ccd>
- ✓ **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 the landlord allowing proposed project improvements to the property. Please see **[Section 5]** for an example of an approval and agreement form.
- ✓ **Signed Agreement by Business Owners [Section 5]** in which owners representing at least 51% ownership of the business indicated agreement with the provided statements as part of this application.

SECTION 5. EXAMPLE OF APPROVAL AND AGREEMENT BY PROPERTY OWNERS

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 Woodley Park Main Street’s services [described in SECTION 2] of the business’s grant application.
- Agreed to allow those physical improvements to my commercial property should Woodley Park Main Streets approve the request for service(s).

Signature of Property Owner

Signature of Co-Property Owner
(if applicable)

Print Name of Property Owner

Print Name of Co-Property Owner
(if applicable)

Date

Date
(if applicable)

SECTION 6. AGREEMENT BY BUSINESS OWNER(S)

As business owner(s) of _____, I/we have:
[name of business]

- Reviewed the Woodley Park Main Streets 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 Woodley Park Main Street’s 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 Woodley Park Main Streets 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)