

The Upper Georgia Avenue Main Street Small-Business Grants

The Upper Georgia Avenue Main Street (UGAMS) is making funds available for small businesses located in the UGAMS corridor to invest in capacity building and/or to mitigate losses incurred due to the COVID-19 pandemic, ensuring business sustainability and enhancing services for the community. Submissions are due by April 6th, with award notifications by April 15th.



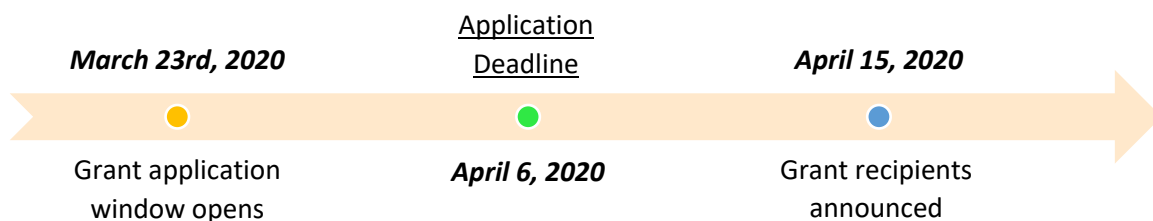
Eligible Activities

<ul style="list-style-type: none"> Improved signage Enhancement to the interior or exterior of a building, including new construction and repair Green and energy efficient installments & updates Acquisition of major items or permanent equipment (such as refrigerators, point of sale systems, permanent outdoor seating, or video recording systems) Management training or staff training Business planning, tax preparation and accounting assistance 	<ul style="list-style-type: none"> Government regulation and legal assistance Marketing and branding training (social media, website, Yelp reviews, etc.) Staffing costs to expand operating hours Creation of new product or service offering Payment of rent and/or payroll due to reduced income caused by COVID-19 Costs associated with provision of additional services and/or adjustment of services to respond to the changed business environment as a result of COVID-19
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- Ineligible expenses include financing of existing debt, maintenance and moving expenses, design costs, permit fees, and loan interest.
- Further, UGAMS will not support activities that involve illicit substances, guns, tobacco or are political in nature or may be politicized such that they divide the community, could be negatively featured in the press, or implicates a bias concern.

Timeline and Requirements

UGAMS will only consider complete applications (an application checklist can be found below).



A completed application consists of:

- Grant Application
- Certificate of Good Standing issued by the Department of Consumer and Regulatory Affairs
- Clean Hands Certificate from the DC Office of Tax and Revenue
- Business Information Survey

For Capacity Building/COVID-19 mitigation:

- Current rent with Copy of Lease, payroll, or day-to-day operations costs (if seeking funding to cover these)

For Façade/Signage Improvements:

- Copy of lease for business address
- Signed landlord affidavit approving of the improvement (if necessary, per lease)
- Copy of permits for installation (if necessary)
- Renderings of fabrication and/or installation (drawing, photograph, design, etc.)

Designs are subject to review by UGAMS for eligibility.

The program disburses grants on a reimbursement basis or as expenses are incurred. This is not an outright grant. DC Department of Small and Local Business Development generously supports this grant.

Scoring Criteria

The following criteria will be used to evaluate all applications.

- A. **Capacity and History of the Applicant Businesses** to meet the grant objectives which are:
 - i. to help existing businesses adapt their business model and meet changing customer demand.
 - ii. to provide financial assistance to distressed businesses that have experienced significant financial losses as a result of COVID-19 pandemic.
- B. **Strength of the Project Implementation Plan.** Thoroughly describes the implementation plan for the proposal. Include detailed timelines and budgets. Applicants should show that they have a sound plan for achieving the goals of this grant. This should include descriptions of the service/equipment if any that will be purchased with the grant.
- C. **Financial Viability of Applicant Organization** to manage the grant and ability to absorb costs broadly associated with the project for which these grant funds apply including application for assistance from other sources through donations, grants and loans and adjustment to services.
- D. **Creativity and Innovation** in using the grant to help existing businesses adapt their business model to meet changing needs.

Terms and Conditions

- All projects paid for by this grant must be completed between October 1st, 2019 and September 1st, 2020 – no projects outside this time frame will be considered.
- This grant is disbursed as expenses are incurred or as a reimbursement to the business owner. Grant payments will be issued only to the business owner.
- All awards are contingent on approval by the DC Department of Small and Local Business Development and the availability of funds. Submission of this application does not constitute an agreement to issue a grant award.
- All participants agree to allow UGAMS to install a small sign/plaque near their door stating that they have participated in the program and agree to keep the sticker present for 5 years.

UGAMS reserves the right to refuse funding for projects that do not align with the mission of UGAMS as well as for any other reason agreed upon by the grant review committee.

The Upper Georgia Avenue Main Street Small-Business Grant Application

Business Name:

Business License Number:

Building Address:

Applicant/Contact Name:

Applicant Email:

Applicant Phone Number:

Total Funds Requested: \$

Total Cost of Project: \$

Project Start Date:

Project End Date:

Business Description

Please describe your business and what your business does. Include details on the history of your business, your key customer demographic and the services your business provides. Please submit no more than one page, single spaced.

Project Description

Please provide a brief description of the type of assistance for which you are applying, what problem/issue within your business you are addressing, and how this assistance will increase your business capacity or defray costs associated with COVID-19. Include any pertinent details behind why this strategy is being pursued. Please submit no more than one page, single spaced.

COVID-19 Impact

Please describe what impact COVID-19 has had on your business. Describe how your business will be able to overcome these current challenges (e.g. adjustment of offerings/services, provision of new offerings/services). If you are seeking funds to cover rent, day-to-day operations cost, or payroll costs, please describe what other steps, if any, are being pursued (e.g. loans, other grants). Please submit no more than one page, single spaced.

Budget/Schedule

Please provide an itemized budget for the project for which assistance is sought and a schedule for completion of the project. We recognize that this grant may not cover all costs associated with the project.

Business Information Survey

This portion of the grant application will not be used to evaluate the application itself. This is for informational purposes only so that UGAMS may better understand the Upper Georgia Avenue Main Street businesses.

By completing this survey, you'll enable the Upper Georgia Avenue Main Street to better serve you.

Business Name:

Social Media Handles:

- Facebook:
- LinkedIn:
- Instagram:
- Twitter:

How many employees does your business have? (Indicate Part Time and Full Time)

What would help your business grow?

What assistance could The Upper Georgia Avenue Main Street provide to your business?

INITIAL ALL THAT APPLY:

I am the owner/manager of (business): _____

This application is for a project that has already been completed: _____

This application is for a project that is underway: _____

This application is for a project that will be completed by (September 1st, 2020): _____

This application is for assistance with rent / payroll due to COVID-19: _____

I understand that I will receive funds as costs are incurred: _____

I understand that I will be required to provide invoices, quotes, and proof of payment (in case of reimbursement) to qualify for payment: _____

The signature of the business owner is required below.

Business Owner Signature

Business Owner Name

Date

Please submit by April 6, 2020. Awards are based on the availability of funds. This application does not constitute a grant agreement.

****All information provided in the application and required attachments is confidential and will not be shared with anyone besides UGAMS Executive Director and selection committee.****

The Upper Georgia Avenue Main Street is a program of the Center for Nonprofit Advancement and is funded, in part, by the Washington D.C. Department of Small and Local Business Development. The scope and goals of these efforts include: assisting business districts with the retention, expansion and attraction of neighborhood-serving retail stores; and unifying and strengthening the commercial corridor of Georgia Avenue.

