



**TENLEYTOWN MAIN STREET 2025 SMALL BUSINESS GRANTS
APPLICATION GUIDELINES**

I. SUMMARY

Tenleytown Main Street (TMS) is a community-based nonprofit organization that works with residents and local businesses to strengthen the economic vitality of Tenleytown. We seek to achieve a business district that is a thriving, walkable, and friendly neighborhood center that retains its small town feel with up-to-date urban amenities. Tenleytown Main Street is a nationally accredited Main Street America™ program and a designated DC Main Streets program, which is funded, in part, by the DC Department of Small and Local Business Development.

The 2025 Small Business Grants provide funding to businesses located within the Tenleytown Main Street corridor. Grant funds may be used for: interior and exterior renovations and storefront improvements; security upgrades; and select hard and soft costs to support business growth.

Applications are due by 11:45 pm on April 25, 2025. Grant awards will be announced no later than May 16, 2025. All funded projects must be completed no later than August 31, 2025.

II. APPLICATION PROCESS

Applications are available starting March 31, 2025 on the Tenleytown Main Street website at <https://tenleytownmainstreet.org/small-business-grants/>.

**ALL APPLICATIONS MUST BE RECEIVED NO LATER THAN 11:45 P.M. ON FRIDAY, APRIL 25, 2025.
APPLICANTS WILL BE NOTIFIED OF THEIR AWARD STATUS BY FRIDAY, MAY 16, 2025.**

All awards are contingent on approval by Tenleytown Main Street and the availability of funds. Submission of an application does not constitute an agreement to issue a grant award. TMS reserves the right to amend this announcement and program description subsequent to its issuance.

All required documentation listed in the application must be submitted for the application to be considered complete. Incomplete applications will not be reviewed. TMS will evaluate applications and determine eligibility based solely on the documents provided by the applicant(s) and the availability of funds. 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 nor shared with any government entity.

Applications should be submitted electronically via the online application form. To help businesses prepared their application, a copy of the application questions and required documentation is included at the end of this document. If an applicant is unable to submit their application electronically for any reason, they should contact Tenleytown Main Street by email at execdir@tenleytownmainstreet.org prior to the application deadline. TMS will make all reasonable accommodations for businesses unable to submit online.

III. APPLICANT ELIGIBILITY

To qualify for a grant, the applicant must:

- Be incorporated in the District of Columbia as demonstrated by a current DC business license.
- Be a for-profit entity; non-profit organizations are not eligible.
- Have a physical presence located within the boundaries of Tenleytown Main Street. A map of the TMS boundaries is included with these guidelines. Businesses can verify whether their business is within the boundaries by contacting Tenleytown Main Street. Businesses whose operations and/or sales transactions for the exchange of goods and services are conducted solely online are not eligible.
- Have at least 3 years left in their lease, verified by submitting a copy of the lease. For businesses that own their own property, they will need to provide proof of ownership.
- Submit a complete application and all required supporting materials by the deadline of April 25, 2025, at 11:45 p.m.

The following types of businesses are not eligible to receive grant funding:

- Adult entertainment and/or other age restricted businesses
- Gas stations or automotive repair
- Banks or other financial services



- Home-based businesses
- National chains or regional chains with more than 5 locations
- Seasonal businesses
- Any organization that discriminates against individuals on the basis of race, color, religion, sex, national origin, age, marital status, personal appearance, gender, 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

IV. PROJECT ELIGIBILITY

Businesses that meet the eligibility criteria above may apply for a small business grant for the following:

1. Façade and storefront improvements, including repair or replacement of glass, woodwork, masonry, or other façade components; repair or replacement of doors and/or windows; exterior painting; exterior lighting for business signs or that is integral to the façade of the commercial building; equipment or furniture for a permitted sidewalk café or summer garden, including tents, chairs, tables, partitions, or signage.
2. Repair or installation of a canvas awning if there is demonstrated environmental or aesthetic need that makes an awning a better choice than a business sign. If there is no business sign, the awning must have the name of the business and street number imprinted on the canvas. Repair or installation of vinyl awnings is not permitted.
3. Signage, including signs, mounting brackets and other hardware, and/or window lettering. Sign text must include the business name; additional text must be approved by TMS. Currently, neon and light-box style signs are not eligible for funding. Interior signage is not eligible.
4. Security cameras, including installation and equipment. Applicants who receive funding for security systems must apply for the DC Private Security Camera Rebate Program to receive up to a \$750 rebate on equipment costs. Information on the rebate program is



available online at <https://ovsjg.dc.gov/page/private-security-camera-rebate-program>
Applicants should verify that their security equipment meets the rebate program's criteria. TMS can assist grant recipients in completing the rebate application.

5. Security upgrades, such as the purchase and installation of a monitored security system, exterior lighting, safety window film, or reinforced doors or locks. Exterior security improvements, as much as possible, should be consistent with good design principles and aesthetics.
6. Interior Improvements, which are primarily decorative, minor remodels, and permanent equipment. Examples include painting or repairing interior walls, floors, or ceilings; purchase, installation, or repair of retail storage or shelving; and/or purchase, installation, or repair of heavy equipment such as HVAC systems, refrigerators, stoves, dishwashers, or other permanent equipment necessary for running the business.
7. Business Development investments that promote sales growth, business expansion, the formation of strategic partnerships, or increased profitability. Examples of eligible expenses include: website development or upgrades, including up to 1-year of website hosting costs; e-commerce, including point-of-sale integration with online sales systems; and/or point-of-sale equipment or upgrades.

The small business grants may not be used for the following:

- permit fees
- maintenance
- loan interest
- payment of past due bills
- reimbursements for expenses incurred for already completed projects
- any work that is not specified in the work order submitted with the application.

Each applicant and grant recipient is responsible for determining DC government permit and/or licensing requirements and obtaining required permissions prior to beginning any project funded through this program. Businesses proposing physical improvements to the business interior or



exterior must provide a signed letter or support from the property owner with their application materials.

Businesses with multiple locations within the Tenleytown Main Street boundaries may only submit one application.

V. TIMELINE

March 31, 2025	2025 TMS Small Business Grant Application Released
April 25, 2025	Applications due by 11:45 pm
By May 16, 2025	Grant awards announced, and grant agreements sent to awardees
By May 31, 2025	Grant funds disbursed subject to receipt of signed grant agreement
By August 31, 2025	Funded projects must be completed
By September 15, 2025	Grantee final reports submitted to TMS

All funds must be expended by August 31, 2025 and reported with documentation submitted to Tenleytown Main Street within 30 days of project completed and not later than September 15, 2025. Grantees shall submit a report to TMS that includes:

1. Brief description of completed project.
2. Copies of receipts, cancelled checks, 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 described in the grantee's agreement with TMS and/or not fully expended by August 31, 2025, must be returned to Tenleytown Main Street. Failure to comply with spending and reporting requirements may render a business ineligible to receive future funding.

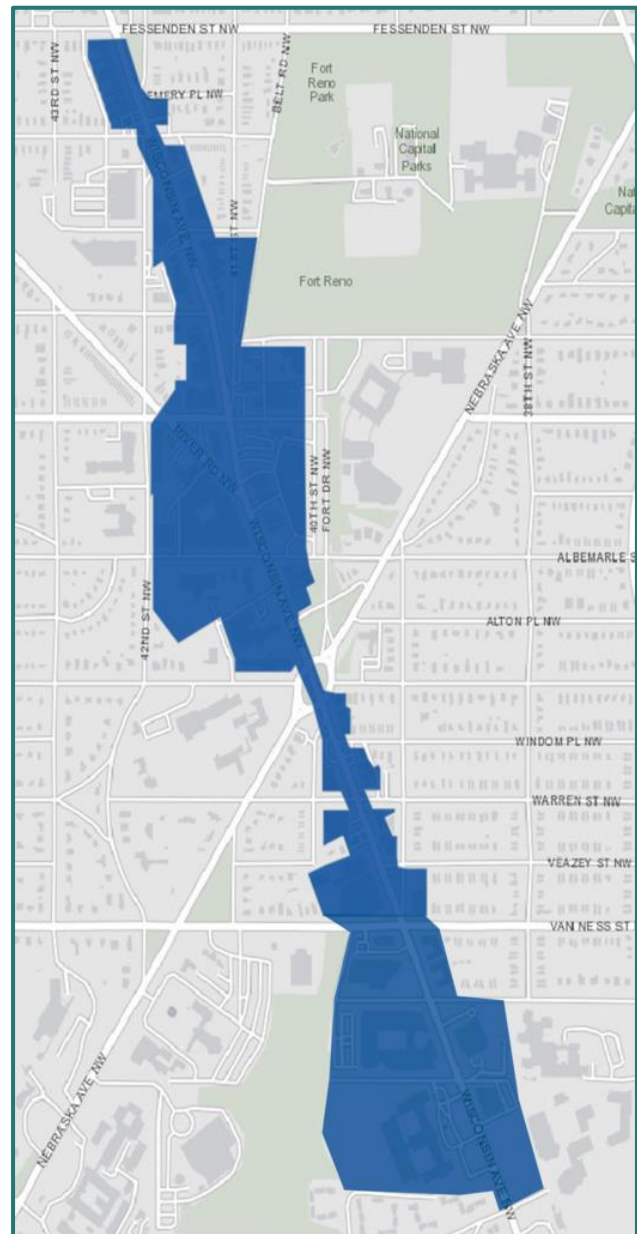
VI. CONTACT INFORMATION

Businesses interested in learning more about the grant program or with questions about how to make storefront or other business improvements, may contact Tenleytown Main Street at 202-362-1815 or execdir@tenleytownmainstreet.org.

TENLEY TOWN MAIN STREET

VII. MAP OF TENLEYTOWN MAIN STREET BUSINESS DISTRICT

Businesses can verify whether their business is within the boundaries by contacting Tenleytown Main Street.



Thank you for your interest in applying for a TMS 2025 Small Business Grant. Please review the [grant guidelines](#) before you begin your application.

While TMS would like to be able to approve all grant requests, funding is limited for these competitive grants. Each eligible application will be reviewed and scored by a TMS grant panel. Please make sure you read and answer the application questions carefully. Complete and detailed responses will aid the review panel in evaluating your request for funding.

Applications are due by 11:45 p.m. on April 25, 2025. Grant awards will be announced no later than May 16, 2025. All funded projects must be completed no later than August 31, 2025.

If you have any questions during the application process, please feel free to contact Tenleytown Main Street at execdir@tenleytownmainstreet.org. Someone will respond to you within one business day.

Click "Next" to begin your application.

Applicant information

* Primary Business Owner Contact Information

Name

Email Address

Phone Number
(xxx) xxx-xxxx

Secondary Business Owner Contact Information (if applicable)

Name

Email Address

Phone Number
(xxx) xxx-xxxx

* Legal Business Name

* Doing Business As (d/b/a or trade name)

* DC Business License Number (note: the DC Business License number is different from your Employer Identification Number (EIN))

* DC Business License - Expiration Date

* Business Contact Information - Please note: only businesses located within the Tenleytown Main Street boundaries are eligible to apply.

Address

Address 2

Website

Social Media

Email Address

Phone Number
(xxx) xxx-xxxx

* Briefly describe type of business (retail, fitness, restaurant, etc.)

* Date Business Established

Month

Year

* Number of years at current location

* Lease or ownership verification These answers have logic applied

Applicants are required to have at least three (3) years remaining in their business lease, verified by submitting a copy of the lease. If you own your property, upload proof of ownership.

Choose File

Choose File

No file chosen

* Number of Full-Time Employees (30+ hours/week)

* Number of Part-Time Employees (less than 30 hours/week)

Project Description

This section pertains to the proposed project activities for which the applicant seeks funding. Please provide detailed and complete answers to each question.

* Project type for which funding is requested. Select all that apply. Refer to the application guidelines for descriptions of each category.

- ☐ Façade and storefront improvements
- ☐ Repair or installation of a canvas awning
- ☐ Signage
- ☐ Security Cameras
- ☐ Security Upgrades or Repairs
- ☐ Interior Improvements
- ☐ Business Development or Operation Improvements

* Provide a detailed description of the proposed project. 500 words max.

* How will the proposed project support your business and benefit the Tenleytown community? 500 words max.

* Describe how you will implement the project, including the timeline, use of contractors, obtaining permits, and other relevant details. 500 words max.

* Requested grant amount (not to exceed \$5,000)

* Total project budget

* Project Budget These answers have logic applied

Upload an itemized budget for the proposed project, including materials, labor, installation, etc. Each line of the budget should list the item, item costs, and a brief narrative explanation of the costs. If the total project cost exceeds the Small Business Grant request, identify the expected source of additional funding (e.g. loan, another grant, business operating funds, etc.). If you have a cost estimate or proposal from a vendor, please include that with your summary budget.

Choose File

Choose File

No file chosen

* Other Grants: Since March 2024, have you received any of the following District of Columbia grants? If so, please indicated the grant amount. If not, please enter 0 in the text box.

Streatory Winter Ready Grant	<input type="text"/>
Small Business Resiliency Fund	<input type="text"/>
Legacy Grant	<input type="text"/>
Robust Retail Grant	<input type="text"/>
Great Streets Grant	<input type="text"/>
Bridge Fund Grant	<input type="text"/>
Small Business Recovery Microgrants	<input type="text"/>
TMS Small Business Grant	<input type="text"/>

Additional documentation

Upload the required documents referenced below.

* Certificate of Good Standing These answers have logic applied

Issued by the DC Department of Consumer and Regulatory Affairs (DCRA) and dated after October 1, 2023. You may obtain the certificate at <https://corponline.dcrd.dcrd.gov/Account.aspx/LogOn>

Choose File

Choose File

No file chosen

* IRS W-9 Form These answers have logic applied

Upload a completed and signed W-9 form for your business. A copy of the form is available at <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

Choose File

Choose File

No file chosen

Property owner letter of support These answers have logic applied

If proposing physical improvements to the business interior or exterior, provide a signed letter of support/approval from the property owner for the proposed improvements. This includes renovations, equipment installation, signage, awnings, and/or security cameras. Your application for interior or exterior improvements will not be considered unless a letter of support is provided.

Choose File

Choose File

No file chosen

Drawings or renderings These answers have logic applied

For any proposed interior or exterior improvements, provide a drawing, rendering, or image of the proposed changes. This includes renovations, equipment installation, signage, awnings, and/or security cameras. Your application for interior or exterior improvements will not be considered complete unless drawings or renderings are provided.

Choose File

Choose File

No file chosen

Photographs These answers have logic applied

For any proposed interior or exterior improvements, provide a photograph of the existing condition. Your application for interior or exterior improvements will not be considered complete unless photographs are provided.

Choose File

Choose File

No file chosen

Permits These answers have logic applied

If you have already obtained permits for the proposed project, please provide copies of the permits. Permits are not required for the application, but will be required before an award can be made.

Choose File

Choose File

No file chosen

Applicant - Demographic Information

Information provided in this section is optional and will not be considered in evaluating the grant application.

Race - please check any that apply

☐ American Indian/Alaska Native

☐ Native Hawaiian/Pacific Islander

☐ Asian

☐ White

☐ Black/African American

☐ Other (please specify)

Are you of Hispanic, Latinx, or Spanish origin?

☐ Yes

☐ No

☐ Prefer not to answer

Gender

☐ Female

☐ Male

☐ Nonbinary

☐ Other

☐ Prefer not to answer

Are you legally disabled?

☐ Yes

☐ No

Military status (if applicable)

☐ Active Duty

☐ Disabled Veteran

☐ Reserve/National Guard

☐ Veteran

Application submission

* Review and check the boxes below:

- ☐ I reviewed the Tenleytown Main Street 2025 Small Business Grants Application Guidelines before completing this application.
- ☐ I understand that incomplete applications will not be reviewed and have submitted all required information and documentation.
- ☐ I understand that I am responsible for obtaining all necessary permits, certifications, permissions, and/or licenses for the proposed project at my own expense.
- ☐ I understand that Tenleytown Main Street is not liable for any expenses incurred as part of the application process.

* By entering my full name below and clicking SUBMIT, I confirm that I am the authorized representative for the business applying for this grant and that all information submitted in this application is true and accurate.