

Tenleytown Main Street

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Tenleytown Main Street 2021 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.

As a Main Street America™ Accredited program, Tenleytown Main Street is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. Tenleytown Main Street is an officially recognized DC Main Streets program that is funded in part by the DC Department of Small and Local Business Development.

The 2021 Tenleytown Main Street Small Business Grants provide grants of up to \$5,000 to businesses located within the Tenleytown Main Street corridor. Grant funds may be used for: exterior renovations and storefront improvements; security upgrades; and select hard and soft costs to support business resiliency during the COVID-19 pandemic.

Applications are due by November 30, 2020. Grant awards will be announced on December 18, 2020. All funded projects must be completed no later than June 30, 2021.

II. Application Process

Applications are available starting November 1, 2020 on the Tenleytown Main Street website at <https://tenleytownmainstreet.org/small-business-grants/>.

**ALL APPLICATIONS MUST BE RECEIVED NO LATER THAN 5:00 P.M. ON MONDAY, NOVEMBER 30, 2020.
APPLICANTS WILL BE NOTIFIED OF THEIR AWARD STATUS BY FRIDAY, DECEMBER 18, 2020.**

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. If an applicant is unable to submit their application electronically for any reason, they should contact Tenleytown Main Street by email at info@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 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 or through this online tool:
<https://dcgis.maps.arcgis.com/apps/InformationLookup/index.html?appid=be9c866ef2b04159911f095b5cb01ccd>
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 November 30, 2020 at 5:00 p.m.

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

- Adult entertainment
- 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, 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.
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 permitted. 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://ovsig.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. COVID-19 business resilience support, which may include:
 - personal protective equipment (PPE) for employees, including but not limited to masks, gloves, plexiglass partitions, and hand sanitizing stations
 - expenses to pivot to e-commerce, including point-of-sale integration with online sales systems, website upgrades, and up to 1-year of website hosting costs if associated with online sales
 - equipment or furniture for a DC government approved streetery, sidewalk café, or summer garden, including tents, chairs, tables, partitions, heaters, and signage
 - equipment purchases or retrofits to upgrade HVAC systems
 - up to 6 months of delivery fees levied by mobile delivery services, e.g. Uber Eats, DoorDash, Grub Hub, etc. Fees must be incurred after October 1, 2020; proof of payment will be required.

The small business grants may not be used for design costs, permit fees, maintenance, loan interest, or 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 that receive a grant for façade or storefront improvements agree to allow TMS to install a small bronze plaque near their door stating that they have participated in the program, and agree to keep the plaque present for a minimum of 5 years. A sample image is included in this application packet.

Grant awards shall not exceed \$5,000 per business. Businesses with multiple locations within the Tenleytown Main Street boundaries may only submit one application.

V. Timeline

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| November 1, 2020 | 2021 TMS Small Business Grants Application released |
| November 30, 2020 | Applications due by 5:00 p.m. |
| December 18, 2020 | Grant awards announced |
| By December 31, 2020 | Grant funds disbursed |
| By June 30, 2021 | Funded projects must be completed |
| By July 30, 2021 | Grantee final reports submitted to TMS |

All funds must be expended and reported with documentation submitted to Tenleytown Main Street within 30 days of project completed and not later than Friday, July 30, 2021. 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 June 30, 2021, must be returned to Tenleytown Main Street.

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 info@tenleytownmainstreet.org.

VII. Map of Tenleytown Main Street Business District

Businesses can verify whether their business is within the boundaries by contacting Tenleytown Main Street or through this online tool:

<https://dcgis.maps.arcgis.com/apps/InformationLookup/index.html?appid=be9c866ef2b04159911f095b5cb01ccd>



VIII. Sample acknowledgement plaque

Final design subject to change at the sole discretion of Tenleytown Main Street.

