GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

FISCAL YEAR 2019 REQUEST FOR APPLICATIONS

NEIGHBORHOOD BASED ACTIVITIES SMALL BUSINESS TECHNICAL ASSISTANCE PROGRAM

Issue Date: **July 16, 2018**

Closing Date: **4:00 p.m. EST. August 13, 2018**

EQUAL HOUSING OPPORTUNITY

The District Department of Housing and Community Development pledges to foster the letter and spirit of the law for achieving equal housing opportunity in the District of Columbia.

LATE APPLICATIONS WILL NOT BE FORWARDED TO THE REVIEW PANEL

The completed PDF and all required attachments must be emailed to nba.rfa@dc.gov.

Brian Kenner
Deputy Mayor for Planning and Economic Development

Polly Donaldson, Director
Department of Housing and Community Development
1800 Martin Luther King Jr. Avenue SE | Washington, DC 20020

CHECKLIST FOR APPLICATIONS

Small Business Technical Assistance Program

Verify that the application form and attachments conform to all instructions.

DHCD will not forward unresponsive applications to the review panel.

- ❑ Word limits are observed.
- ❑ The application must be emailed to nba.rfa@dc.gov.
- ❑ The application also includes these required attachments:
  - ❒ Organizational Chart Noting Key Personnel
  - ❒ Staff Resumes
  - ❒ Board Resumes
  - ❒ Partnership Memorandum of Understanding (MOUs) if Applicable
  - ❒ Articles of Incorporation and Bylaws
  - ❒ Assurances (See RFA Attachment A)
  - ❒ Certifications (Lobbying, Drug-Free, etc.) (see RFA Attachment B)
  - ❒ Equal Opportunity Certification Form (see RFA Attachment C)
  - ❒ Section 504 Certification Form (see RFA Attachment D)
  - ❒ Affirmative Marketing Plan (see RFA Attachment E)
  - ❒ Tax-Exempt Status Determination Letter
  - ❒ Certificate of Good Standing from DCRA
  - ❒ Evidence of Required Insurance for Federal Funding

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Attachment E: Affirmative Marketing Plan
Tax-Exempt Status Determination Letter
Certificate of Good Standing from DCRA
Evidence of Required Insurance for Federal Funding

1. GENERAL INFORMATION

1.1 Introduction

The District of Columbia Department of Housing and Community Development (DHCD or "the Department) receives Community Development Block Grant (CDBG) funds from the U.S. Department of Housing and Urban Development (HUD) each year to develop programs, projects, and activities that support and preserve affordable housing and promote neighborhood revitalization for the benefit of low- and moderate-income households. As part of this effort, DHCD works in partnership with community based non-profit organizations to revitalize the neighborhoods that they serve.

DHCD through its Residential and Community Services Division administers the Small Business Assistance Program. As part of its Neighborhood Based Activities, DHCD uses funds to partner with community based non-profits to deliver small business support services in targeted commercial corridors. Applicants for the Small Business Technical Assistance (SBTA) Program should use this application process to evidence their quality and capacity as an organization and to demonstrate the potential impact of their proposed projects and activities.

1.2 Purpose of Request for Application (RFA)

The purpose of this Request for Applications (RFA) is to solicit applications from community based non-profit organizations for the SBTA Program to conduct technical assistance and small business support activities in targeted commercial corridors of the District. The Department defines the goals of this RFA as follows:

- To provide customized small business technical assistance (training or guidance) to small businesses in low-to-moderate areas of the District.
- To advocate for small businesses priorities in local revitalization efforts, through collective business support activities.
- To support the Department's effort to market business support and technical assistance services made available by DHCD funds.

The technical assistance and business support services provided by non-profits through this program are intended to empower start-ups and established businesses for the purpose of revitalizing targeted commercial corridors. Additionally, services are intended to attract and retain new businesses, and create and retain jobs in those corridors. An applicant should be able to demonstrate that it has strong project management and administrative capacity and a proven track record of delivering timely and professional quality services similar to those sought through this RFA. All applicants will be required to submit a marketing and outreach plan, work plan, and budget for the technical assistance and business support services to be provided.

1.3 Award Period

Approved projects or activities under the SBTA Program should be ready to start on October 1, 2018. Work plans and budgets are anticipated to be approved for a period of 12 months, with an option to extend the agreement for up to two additional one-year periods, subject to the

availability of funds. The Department intends to obligate all funds necessary for the award period from FY 2019 funds.

1.4 Award and Amounts

DHCD will evaluate each applicant's work plan and budget for adequate fiscal capability to provide the services indicated. Grant award notifications will be made on or about August 27, 2018. There is no prescribed award amount for any service, or for any specific grant.

2. APPLICANT QUALIFICATIONS

2.1 Eligible Organizations

DHCD is seeking applications from qualified non-profit organizations with a history of serving the residents of the District of Columbia through the projects and activities outlined in this document. DHCD encourages applications that reflect the concerns of the diverse populations and cultures that exist throughout the District of Columbia's communities.

2.2 Organizational Capacity

A successful applicant has the staff and board resources available to provide effective business support and technical assistance in the indicated targeted commercial corridors (see Section 3.2). The applicant's overall administrative capacity, as it relates to all requirements of project or activity management, will be closely examined. Applicants will be evaluated on the basis of:

- financial stability;
- management capacity;
- community support;
- staff qualifications;
- ability to partner with appropriate organizations to recruit participants and/or provide services;
- ability to provide excellent customer service;
- ability to track productivity and report results; and
- demonstrated understanding of all issues involved in performing all activities required under CDBG guidelines.

Applicants are encouraged to seek additional funding to support their organization's SBTA initiatives and to submit documents that may demonstrate any funds raised for SBTA initiatives, such as budget reports or award letters. Nonprofits reporting operating capital for at least six months of a grant year may be required to provide additional supporting documents prior to grant agreement execution.

Organizations selected for funding must:

- submit timely monthly requisitions for disbursement according to defined program requirements;
- use systems for assessing the quality of services provided with grant funding according to program requirements; which must be approved by the Department; and

- produce reports from a well-developed performance data tracking system regarding service accomplishments, along with analysis of client progress.

2.3 Governing Body Membership

A successful applicant must demonstrate that its board or other governing body:

- is broadly representative of the neighborhood or area being served, including low- and moderate-income residents of the District;
- possesses skills and/or experience related to community development, and/or neighborhood revitalization; and
- possesses the legal, business administration, and management skills required to oversee a significant activity in partnership with the District government.

All grantees must meet the following Federal requirement: The majority of the grantee organization's governing body membership (at least 51 percent) must be from among the following categories:

1. low- and moderate-income residents of the indicated target area;
2. owners or senior officers of private establishments and other institutions located in and serving the indicated target area; and/or
3. representatives of indicated target area's neighborhood organizations with a track record of serving low- and moderate-income residents.

2.4 Evidence Based Performance Management

Applicants must demonstrate an understanding of the complex social and economic factors affecting the communities they serve; provide evidence of previous accomplishments; and reveal how their efforts will effect measurable positive change. Proposed projects or activities must result in measurable, quantifiable outcomes for the residents of the indicated target area as noted in Section 3.2. Successful applicants must be able to track and provide detailed client portfolio data, including client demographics (specifically client addresses).

2.5 Partnerships

Successful applicants must have the capacity to leverage resources from financial and other private and public entities. Therefore, demonstrated working relationships with key stakeholders – including banks and other lenders, law firms, accounting firms, technical assistance providers, federal government agencies, foundations, other non-profits, etc. – are essential qualifications for successful applicants. Applicants are encouraged to formalize these relationships and submit documentation to support those relationships, such as Memoranda of Understanding (MOUs) or Letters of Intent.

2.6 Threshold Applicant Requirements

In addition to demonstrating capacity to carry out activities and projects, a successful applicant must meet the following eligibility requirements:

- must be a non-profit/tax-exempt corporation, so designated by the Internal Revenue Service;
- must be certified as a non-profit organization by the DC Department of Consumer and Regulatory Affairs (DCRA);

- must be in good standing in the District of Columbia and must be current on all obligations to the District and Federal governments. (i.e., D.C., Federal and local taxes, and outstanding loans);
- must have written conflict of interest policies and procedures governing employees and board members in regard to the award and administration of contracts and other financial interests and benefits. These procedures must include a requirement for the retention of conflict of interest declarations executed by each employee and board member; and
- *Nondiscrimination in the Delivery of Services.* The applicant must comply with federal and local laws that prohibit discrimination in the delivery of programs and services, including, but not limited to, the following laws and regulations:

    1. Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq.): Prohibits discrimination on the basis of race, color or national origin in programs and activities receiving federal financial assistance.

    2. Section 109 of Title I of the Housing and Community Development Act of 1974 (24 CFR Parts 6,180,570): Provides that no person on the basis of race, color, national origin, sex or religion, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded in whole or in part with community development funds.

    3. The Age Discrimination Act of 1975 (42 U.S.C. 6101-07): Prohibits discrimination on the basis of age in programs or activities receiving federal financial assistance.

    4. Section 504 of the Rehabilitation Act of 1973 (24 CFR Part 8), as amended provides that: "No otherwise qualified individual with handicaps in the United States ...shall solely, by reason of his or her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance,"

    5. All federal and local laws and regulations that offer consumer protections from prohibited lending practices; also, the District of Columbia's Lending Revisions Act of 2002 (14-354) and mortgage foreclosure procedures enacted in the "Mortgage Foreclosure Procedures Reform Act of 2003."

3. PROGRAM REQUIREMENTS AND PRIORITIES

The services in this RFA will be conducted through grant agreements that may use federal CDBG funds or some local funds. The Department will provide a full informational briefing to the awarded grantees about the ongoing administrative and programmatic requirements of the designated grant funding source. Whether grants awarded under this RFA are funded locally or with Federal funds, all grants will be managed to the standards and requirements of federally funded grant agreements which are outlined in the next sub-sections.

3.1 Grant Beneficiaries

Established Federal regulations contain national objectives that require that the beneficiaries of all CDBG-funded activities must be at least 51 percent low- and moderate-income persons or households through an activity of area-wide benefit (all residents of the service area). The Federal requirement is that the households of the entire target area for any CDBG-eligible activity classified as low/moderate income by way of area benefit must be at least 51 percent low-moderate income. If the service area for a proposed activity extends beyond the CDBG eligible census tracts, the applicant must demonstrate through survey data that the selected service area is at least 51 percent low/moderate income. Applicants are required to track client demographics, specifically their business addresses as part of their program and performance metrics.

a. Geographic Distribution of Services

The Department's decision to select one, or more, grantees to provide business support and technical assistance services will be influenced by the potential geographical distribution of service among the qualified applications received. Applicants are free to designate their own proposed service areas in the District based on the organization's by-laws, Board policies, etc. However, the Department reserves the right to designate, or not designate, any service areas it deems appropriate or necessary in making awards, and in negotiating grant terms. In reviewing the applicant pool, the Department's priority will be to ensure that quality business support and technical assistance is provided to as many CDBG-eligible areas and neglected commercial corridors in the District of Columbia as possible.

b. Serving Individuals with Limited English Proficiency

Applicants must demonstrate capability to effectively serve and communicate with the various non-English speaking and special needs populations in the District. This means that marketing and outreach and relevant programmatic materials must be made available in various languages and media, based on the needs of those populations. The applicant must demonstrate its intent and capability to comply with the District's Language Access Law in providing business technical assistance and support. In addition, applicants must demonstrate the availability of appropriate staffing to ensure compliance with the District's Language Access Law.

3.2 Target Areas and Commercial Corridors

The Department is working in conjunction with the Great Streets initiative, administered from the Office of the Deputy Mayor for Planning and Economic Development (DMPED). The Department will give strong consideration to proposals that demonstrate synergy with initiatives and resources from the Great Streets initiative. Commercial corridors in the District that have been identified as part of the Great Streets initiative are listed below. However, the Department will accept applications from non-profit organizations seeking to revitalize low/moderate income commercial corridors that are not listed below. Applicants are advised to visit the Great Streets website (https://greatstreets.dc.gov/) for the most up-to-date list of corridors. Below is the most current list as of the publication date of this RFA.

a. **Great Streets corridors:**

- 7th Street – Georgia Avenue NW (Mount Vernon Square to Eastern Avenue)
- H Street NE (North Capitol Street to 17th Street NE)
- Benning Road, NE and SE (Bladensburg Road to Southern Avenue)
- Martin Luther King Jr. Avenue SE + South Capitol Street (Good Hope Road to Southern Avenue)
- Pennsylvania Avenue SE (2nd Street SE to Southern Avenue)
- Minnesota Avenue NE and SE (Good Hope Road to Sheriff Road)
- Nannie Helen Burroughs Avenue NE (Minnesota Avenue to Eastern Avenue)
- Rhode Island Avenue NE (North Capitol Street to Eastern Avenue)
- North Capitol Street (Massachusetts Avenue to New Hampshire Avenue)
- Kennedy Street NW (North Capitol Street to Georgia Avenue)
- Martin Luther King Jr. Avenue SE (St. Elizabeth's East/Congress Heights)

3.3 Marketing, Outreach, and Recruitment

All applicants must submit a detailed marketing and outreach plan for the business support services that will be provided. An agreed-upon plan will be an element of the grant agreement budget and work plan. In addition, all grantees must provide general marketing and outreach for DHCD programs. Marketing and outreach provided by the grantee must be coordinated with any DHCD marketing and outreach efforts. The marketing and outreach effort expected by grantees awarded under this RFA is pivotal to the success and impact of all programs and services. All grantees must provide continuous and consistent marketing and outreach for approved services and programs with the objective of achieving maximum public awareness of DHCD business support and assistance services. Because DHCD's target population for this assistance is diverse, grantees must utilize a wide range of marketing tools. Grantees are responsible for distributing DHCD program materials for this program at community forums, public events and meetings. Marketing and outreach may include, but is not limited to: websites, email blasts, blogs, listservs, social media platforms, Hope Hotline, flyers, door-to-door visits, community meetings, use of cable television (Channel 16), and public service announcements.

a. **Government Coordinated Outreach Events**

Grantees must participate, as required by DHCD, in public activities and events related to neighborhood revitalization. In any distributed print or electronic materials, grantees must always acknowledge such activities as programs of DHCD. All such materials must be approved by DHCD prior to distribution.

b. **2019 Annual Housing Expo and Home Show**

Grantees are to participate in the DC Annual Housing Expo and Home Show and should describe in their marketing and outreach plan, how they will participate. Grantees may consider coordinating a training session, hosting a booth, and/or recruiting small businesses to participate in the Expo by promoting or selling goods or services. Applicants may propose an alternate method of participating and should describe it in their marketing and outreach plan.

c. **Coordination with Other Revitalization Efforts**

Applicants for this funding should present activities that complement but are not redundant to other neighborhood revitalization activities being conducted by the District government. Strong consideration will be given to business support activities that can be demonstrated to augment current and future key initiatives of DMPED (see https://dmped.dc.gov/), DHCD (see www.dhcd.dc.gov), and the Department of Small and Local Business Development (see www.dslbd.dc.gov).

3.4 Expected Program Elements

Applicants must articulate basic program operations or elements when describing the proposed grant activities:

- Community Assessment: gather data on indicated target area, assess business support and technical assistance needs to plan client services to be offered.
- Client Intake: recruit and screen clients to assess their needs for services. Applicants may screen potential clients by conducting introductory orientations, intake assessments etc.
- Client Services: collective business support activities, one-on-one technical assistance, group training, business incubation or co-working space and tracking client progress through services.
- Performance Management: monitor program and client outcomes, monitor grant expenditures, develop and launch comprehensive marketing and outreach campaigns. DHCD primarily uses a Quarterly Data and Performance (QDAP) report to track grant outcomes and grant monitoring site visits to track grant regulation compliance.

3.5 Expected Program Outcomes and Performance Measurement

The Department expects that awardees would work to identify bankable businesses and demonstrate capacity to provide them with long-term coaching and support to ensure their consistent growth and job creation. Proposed business support and technical assistance activities should produce readily observable outcomes that positively impact the community. Approvable business support activities should focus on adding value and increasing a business' capacity, instead of just providing a service. Additionally, DHCD expects that applicants should be able to demonstrate a pathway for bankable businesses to access capital. Finally, applicants are encouraged to review the metrics that DHCD uses to track technical assistance and business support, such as:

- The number of small businesses assisted through SBTA (see DHCD's Draft Annual Action Plan for 2018: https://dhcd.dc.gov/publication/draft-fy-2018-action-plan)
- The number of jobs created or sustained as a result of SBTA (see DHCD's Key Performance Indicators: https://oca.dc.gov/sites/default/files/dc/sites/oca/publication/attachments/DHCD18.pdf).

Applicants are expected to describe their goals for the grant and how they might align with DHCD's (described in Section 1) and describe how they will assess their grant activities through tracking relevant data on their finances, activities and services in relation to program goals. Applicants should describe how they will track client demographics such as small business addresses, per the federal requirements of CDBG funding. In instances, where an applicant

proposes an activity that is not specified in this RFA or that does not readily align to metrics DHCD currently uses, they should propose metrics and methods for tracking data to assess performance.

3.6 Threshold Activity Requirements

In addition to demonstrating the ability to meet the programmatic requirements described above, any project or activity receiving funding under this RFA must meet the following threshold requirements:

- All funded activities must comply with all applicable Federal and District laws that provide for accessibility for people with disabilities, including, but not limited to, the following laws and regulations:

  1. D.C. Law 3-76: District of Columbia Architectural Barriers Act of 1980, Sec 1500.1 et. seq. states in part: "… all buildings, structures, and premises which are used by the general public and which are regulated by this Code be made accessible to physically handicapped persons."
  2. The Architectural Barriers Act, as Amended (42 U.S.C. §4151 et. seq.) is an Act to ensure that certain buildings financed with Federal funds are so designed and constructed as to be accessible to the physically handicapped.
  3. Title III, American With Disabilities Act (ADA), 28 CFR Part 36, Nondiscrimination on the Basis of Disability by Public Accommodations and in Commercial Facilities: The applicant's site of business must be accessible or have a plan to be in compliance within 90 days after execution of the agreement.

- Any activity receiving funding under this RFA must comply with all applicable Federal and District laws and regulations concerning lead-based paint remediation as applicable to property acquired with program assistance, including the relevant federal and local regulations at: 24 CFR Part 35 et. seq.; and DCMR Title 20, Chapter 8, Sec. 806 (1998).

- Applicants and potential applicants are notified that all submissions related to this RFA process are subject to the requirements of the District of Columbia Freedom of Information Act of 1976 (DCFOIA); Pub. L. 614, D.C. Code 2-531 et. seq. after the date of award.

- The provisions of Section 3 of the Housing and Development Act of 1968, as amended, pertaining to economic opportunities for low and very low income persons; 24 CFR Part 135.

- In accordance with the District's Green Building Design Act of 2006, any proposed project of 10,000 square feet or more for which public financing constitutes 15 percent or more of development costs, must meet green building standards. Generally, small business support activities will not involve a "substantial renovation" of a property, so the activities will not be required to meet green building standards. However, the Department will give due consideration to any grant application which incorporates these standards into its proposed activities.

- Vendors (grantees) receiving purchase orders on or after April 30, 2018 must submit invoices electronically through the vendor portal: https://vendorportal.dc.gov. Vendors are required to register on the vendor portal prior to submitting an invoice.

- CDBG sub-recipients (grantees) receiving federal grant funds are subject to the audit requirement outlined in OMB Circular A-133. Grantees receiving $750,000 or more in CDBG funds will need to complete and submit an A-133 federal audit during any one fiscal year. Grantees receiving under $750,000 in CDBG funds are required to submit an independent financial audit, conducted by an auditing firm or Certified Public Accountant. The audit must be conducted after the agreement is closed out for each fiscal year of the agreement period. DHCD will provide some funding for the completion of the audit that is commensurate with the complexity of the audit, and/or assists in meeting any local or Federal requirements.

4. SMALL BUSINESS SUPPORT AND TECHNICAL ASSISTANCE

Small business support improves the overall economic viability of neighborhood commercial corridors by spurring new private investment and increasing business attraction and retention. Subsequently, this activity creates and retains jobs. The effect of this activity spreads into a commercial corridor's nearby residential areas and may benefit adjacent commercial districts. In this section, the Department provides guidance on collective small business support and technical assistance grant activities. The Department will NOT provide funding to support direct loans or financial assistance to businesses through this program.

The Department expects applicants to execute one or more of the following grant activity priorities:

- Support business activities that ensure the competitiveness of existing small businesses in target areas or commercial corridors.
- Provide customized small business technical assistance to entrepreneurs or existing small businesses.
- Assist new and existing businesses in targeted commercial corridors pursuing Great Streets funding (https://greatstreets.dc.gov/).

4.1 Business Support

Applicants should describe business support activities, such as forming business alliances, business corridor promotion, mass marketing, volume discount efforts and collective space management. Applicants are also expected to describe proposed business support activities and outcomes in their proposed work plan and budget.

4.2 Technical Assistance

To execute the customized technical assistance within the federal requirements for CDBG funding, the Department proposes a menu of services for technical assistance. The Department conceptualizes technical assistance as the provision of guidance or training to small businesses to increase their capacity to operate and grow in the District's competitive environment. DHCD expects that trainings or guidance would be customized to the needs of the business and may

be delivered via one-on-one (individualized TA via contract or counseling staff or a business mentor) or group training settings (curriculum based trainings where participants are understood to have the same informational needs). DHCD expects applicants to describe the curriculum or plan for the training or guidance, which at minimum may include training goals, topics to be covered, and timeline.

a. **Menu of Services**

SBTA is vital in stabilizing commercial nodes, neighborhood retail and overall economic development. Applicants will provide their approach for designing and providing tailored technical assistance based on the lifecycle or stages (Start, Grow, Expand and Transition) of an operating a small business[1]. Applicants are expected to incorporate items from the technical assistance menu into their work plan. In instances where applicants propose technical assistance activities that do not align with the menu below, they should describe what assistance will be provided, the curriculum for the assistance (if applicable), and the methods for tracking the performance of the activity relative to program goals.

Stage 1: Start-ups and entrepreneurs

1A: Design roadmap for SBTA services provided by your organization
1B: Navigating the District's business regulatory landscape
1C: Business plan development or equivalent alternative tool
1D: Provide in depth industry sectoral expertise (food, construction, healthcare, hospitality, etc.)

Stage 2: Growing businesses

2A: Securing required Federal and District licenses or certifications
2B: Identify, secure and manage contracts (government/private)
2C: Marketing and branding (traditional, online, social media etc.)
2D: Product or service development and pricing
2E: Co-working space or incubation
2F: Information Technology (Point of Sales, Inventory, Systems)
2G: Real estate acquisition and management (purchases/rentals)
2H: Human resources training or management guidance

Stage 3: Expanding businesses seeking capital

3A: Credit Building (financial literacy, understanding and awareness, monitoring, building, dispute resolution and management)
3B: Financial management (budgeting, forecasting, accounting, payment receivables management and tax preparation)
3C: Financing (loans, grants, equity, debt, valuation, Great Streets applications)
3D: Business expansion, franchising (pros and cons, regulations, finance)

[1] In developing DHCD's definition of business life cycles, the Department considered a number of resources from the U.S. Small Business Administration, the Association for Enterprise Opportunity, the Coalition for Non-Profit Housing and Economic Development, Prosperity Now, Aspen Institute, and the Community Action Partnership.

Stage 4: Transitioning businesses adapting to changes or closing

4A: Planning for business succession, selling, or closing due to changing ownership or market needs.

4B: Navigating District or Federal Government process for selling/closing a business

5. SELECTION PROCESS

5.1 Selection Criteria, Part 1. Organizational Capacity

Criterion	Points Available
Staff— • The application describes organizational staff possessing skills and experience appropriate to the organization's mission and activities.	Section = 20 Q. 1 = 15 Q. 2 = 5
Board— The application demonstrates that its board: • is broadly representative of the neighborhood being served, including low- and moderate-income residents of the indicated target area and meets the Federal requirement for Board composition as described in Section 2 of this RFA; • possesses skills and/or experience related to community development, and/or neighborhood revitalization; and • possesses the legal, business administration, and management skills required to oversee the services and activities applied for.	Section = 15 Q. 3 = 5 Q. 4 = 10
Management— • Financial management capacity: The application evidences the financial stability of the organization. • The application evidences a capacity to raise funds for programs that serve the target communities and the organization's mission.	Section = 35 Q. 5 = 10 Q. 6 = 15 Q. 7 = 10
Experience— • Performance capacity: The application evidences the performance capacity of the organization. • The application demonstrates the organization's ability to identify and resolve organizational challenges. • The application evidences the organization's experience in successfully implementing outcome-based community development activities. • The application describes the organization's experience in successfully implementing projects or activities similar to those proposed.	Section = 30 Q. 8 = 15 Q. 9 = 10 Q. 10 = 5 Q. 11 = 10
TOTAL	100

5.2 Selection Criteria, Part 2. Proposed Small Business Technical Assistance Program

Criteria	Points Available
Summary • Summary of proposed activities.	Section = 5 Q. 1 = 5
Target Population and Marketing • The application demonstrates clear evidence of an unmet need in the indicated target area, which will be addressed by the proposed project or activity. • The application presents a well-conceived and cogent marketing and outreach plan for the services and activities applied for.	Section = 15 Q. 2 = 10 Q. 3 = 5
Proposed SBTA • The application presents a well-conceived plan for assessing client needs and customizing technical assistance so they may achieve their goals. • The application describes a reasonable and well-developed proposal for the implementation of each project or activity that will add value to local small businesses.	Section = 35 Q. 4 = 10 Q. 5 = 25
Work Plan • The application describes how proposed activities associated with the SBTA menu of services will lead to outcomes that are reflective of the goals of the RFA.	Section = 25 Q. 6 = 25
Proposed Budget • The application describes how the organization will allocate funds to achieve proposed SBTA • The application describes how the organization leverages resources to support and enhance outcomes.	Section = 20 Q. 7 = 10 Q.8 = 10
TOTAL	100

5.3 Review Panel

The review panel for this RFA is composed of qualified, professional individuals who have been selected for their unique experiences in the community, in public service, in commercial development, and in neighborhood revitalization. When the review panel has completed its evaluations, the panel will make recommendations for awards based on the highest combined scores for Parts 1 and 2 of the application. The Department and review panel will determine together minimum thresholds for each proposed project or activity for each of Part 1 and Part 2 that must be met in order for an applicant to be awarded funding. The process of evaluating applications may require applicants to make an oral presentation before the panel and/or require the panel to conduct a site visit of the applicant's facility.

5.4 Decision on Awards

The recommendations of the review panel are advisory only and are not binding on DHCD. The final decision on awards vests solely with the DHCD Director. After reviewing the

recommendations of the review panel and any other information considered relevant, the DHCD Director will determine the award funds to the designated grantees. The DHCD Director is not required to award grants based on the applications received, and reserves the authority to re-advertise for services and activities discussed in this RFA.

5.5 Post-Selection

Any applicant that is approved for funding must enter into a grant agreement with DHCD for implementation of the funded activity or project. This grant agreement will include provisions that will ensure compliance with federal and/or District laws and regulations and define the terms of the disbursement of funds.

Prior to execution of the grant agreement, successful applicants will meet with DHCD staff to negotiate the specific activities and projects that will be conducted under the grant agreement so that the applicant's mission, community needs, and District Government priorities are addressed. This effort will result in the detailed work plan, outcome measures, and budget that will become elements of the grant agreement.

Upon execution of the agreement, which is anticipated to be October 1, 2018, the organization will become eligible to receive disbursement of funds under the grant agreement.

In accordance with federal and District requirements, DHCD will conduct periodic evaluations of each awarded organization's use of grant funds. The areas of review will include financial management, regulatory compliance, and program performance. The reviews may also include scheduled or unscheduled site visits. Accordingly, each organization will be required to make available to DHCD all information and records necessary for the completion of its evaluation.

6. APPLICATION INSTRUCTIONS

6.1 Format

The application has two key parts:

- Fillable PDF Application Form in two parts: Part 1 Organizational and Financial Capacity and Part 2: Proposed Small Business Support Technical Assistance
- Required Attachments

Applicants are asked to appropriately name files. For example, required attachment files should be named as follows: "Organization Name Required Attachments" or for example, ABC Company Articles of Incorporation and Bylaws.

6.2 Internet

This RFA will be available on the DHCD website at https://dhcd.dc.gov/service/solicitations on or about July 16, 2018. This RFA will only be available on the DHCD website in PDF format. Applicants that obtained this RFA through the Internet are asked to provide the Residential and Community Services Division with the following:

- Name of organization
- Key contact

- Mailing address
- Telephone and FAX numbers

This information is requested so the applicant can receive updates and/or addenda to the RFA.

6.3 Application Form Instructions

The Application Form is a fillable PDF that includes question applicants must respond to and templates for providing information on a Workplan and budget. Enter requested data in the cells where indicated. Word counts are identified for questions requiring narrative responses. Do not exceed the stated limit. The application form and required attachments must be emailed to nba.rfa@dc.gov with the subject line: FY2019 SBTA RFA Application Materials by 4:00 p.m. EST on August 13, 2018.

Contact Person for Further Information

Anamita Gall
Economic Development Specialist
Department of Housing and Community Development
1800 Martin Luther King, Jr. Avenue SE, 3rd Floor
Washington, DC 20020
202-442-7178
nba.rfa@dc.gov

6.4 Required Attachments

The following attachments to the completed form are required and must be emailed along with the application form to nba.rfa@dc.gov with the subject line: FY2019 SBTA RFA Application Materials.

1	Organizational Chart Noting Key Personnel
2	Staff Resumes
3	Board Resumes
4	Partnership Memorandum Of Understanding (MOUs) if applicable
5	Articles of Incorporation and Bylaws
6	Assurances (RFA Attachment A)
7	Certifications (Lobbying, Drug-Free, etc.) (RFA Attachment B)
8	Equal Opportunity Certification (RFA Attachment C)
9	Section 504 Certification Form (RFA Attachment D)
10	Affirmative Marketing Plan (RFA Attachment E)
11	Federal Tax-Exempt Status Determination Letter
12	Certificate of Good Standing from DCRA (obtained within the past three months)
13	Evidence of Attempt to Obtain Required Insurance

The Attachments package should be arranged in the order items are listed above. Questions related to Attachments C, D, and E may be directed to Ms. Sonia Gutierrez, Fair Housing Coordinator at (202) 442-7238.

Applicants may obtain the Certificate of Good Standing from DCRA by calling the Corporations Division at (202) 442-4400 or through the following means:

- Walk-in basis at DCRA, located at 1100 4th Street SW, Washington, DC 20024 (dcra@dc.gov). Applicants are advised to call DCRA ahead of time at (202) 442-4400. An expedited fee of $100 for one day service and $50 for three day service will apply to all walk-in customers.
- Mail: request a form via the mail by contacting DCRA, Corporations Division, P.O. Box 92300, Washington, DC 20090.
- Online: visit the DCRA's Corporations Division CorpOnline Web Portal: https://corponline.dcra.dc.gov/Account.aspx/LogOn?ReturnUrl=%2f

6.5 Explanations to Prospective Applicants

Applicants are encouraged to mail or email their questions to the contact person listed above on or before July 15, 2018. Questions submitted after the deadline date will not receive responses. Please allow ample time for mail to be received prior to the deadline date.

6.6 Resources

More information about DHCD: visit: http://www.dhcd.dc.gov.

Federal regulations that apply to CDBG: the U.S. Department of Housing and Urban Development website: http://www.hud.gov/offices/cpd/communitydevelopment/.

Circulars A-110 and A-122 detailing federal spending requirements: From the U.S. Office of Management and Budget (OMB) at:
http://www.whitehouse.gov/omb/circulars/a110/a110.html; and
http://www.whitehouse.gov/omb/circulars/a122/a122.html.

Circular A-133 on federal audit requirements: From OMB at:
http://www.whitehouse.gov/omb/circulars_a133_compliance_09toc/.

Information on green building: The U.S. Green Building Counsel: http://www.usgbc.org/.

Information on DC's Small Business Policies: The Coalition for Nonprofit Housing and Economic Development's Small Business Policy Project. Consider the Progress Report: Implementation of Recommendations:
https://www.dropbox.com/s/8xq6nun0dtony8y/2016%20Progress%20Report%20Small%20Business%20Policy%20Project%202-15-17%20final.pdf?dl=0 .

Information on assessing the performance of Small Business Assistance Programs: The U.S. Small Business Administration (SBA). Consider the May 2017 publication, Building Smarter Data for Evaluating Business Assistance Programs – A Guide for Practitioners:
https://www.sba.gov/sites/default/files/aboutsbaarticle/Building_Smarter_Data1.pdf .

Information on business life cycles: the SBA; consider the Start your Business in 10 Steps Guide:
https://www.sba.gov/business-guide/10-steps-start-your-business/ .

7. APPLICATION SUBMISSION

7.1 Application Identification

A total of two (2) applications (Part 1 with Attachments, and Part 2), and required attachments must be submitted to nba.rfa@dc.gov with the subject line: FY2019 SBTA RFA Application Materials.

7.2 Application Submission Date and Time

Notice of Non-Discrimination

In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code Section 2-1401.01 et seq.,(Act) the District of Columbia does not discriminate on the basis of actual or perceived: race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial status, family responsibilities, matriculation, political affiliation, disability, source of income, or place of residence or business. Sexual harassment is a form of sex discrimination which is also prohibited by the Act. In addition, harassment based on any of the above protected categories is also prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.

Applications are due no later than 4:00 p.m. EST on August 13, 2018. All applications will be recorded upon receipt. Applications submitted at or after 4:01 p.m. EST August 13, 2018 will not be forwarded to the review panel. Any additions or deletions to an application will not be accepted after the deadline.

*****Late Applications Will Not Be Forwarded to the Review Panel.*****

8. RFA ATTACHMENTS

1	Organizational Chart Noting Key Personnel
2	Staff Resumes
3	Board Resumes
4	Partnership Memorandum Of Understanding (MOUs) if applicable
5	Articles of Incorporation and Bylaws
6	Assurances (RFA Attachment A)
7	Certifications (Lobbying, Drug-Free, etc.) (RFA Attachment B)
8	Equal Opportunity Certification (RFA Attachment C)
9	Section 504 Certification Form (RFA Attachment D)
10	Affirmative Marketing Plan (RFA Attachment E)
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13	Evidence of Attempt to Obtain Required Insurance