



Prince George's County Small Business Support Program

OVERVIEW

The Greater Washington Community Foundation is offering this Request for Proposals (RFP) to support the growth and sustainability of small businesses in Prince George's County. In collaboration with PNC, this program will support existing small businesses and position them to harness the economic benefits of development happening along the Purple Line and Blue Line corridors. Small businesses along the Purple Line and Blue Line corridors in Prince George's County face significant challenges while these transformational infrastructure projects are under development. Due to disruptions caused by construction as well as the ongoing effects of the pandemic, businesses require increased access to resources and support for operational costs, technical upgrades, and other assistance to retain and grow their customer base and workforce.

This program will provide immediate support in the form of grants and technical assistance, with the overall goals of fostering economic mobility among BIPOC entrepreneurs and enhancing access to services and jobs for residents. By supporting the growth and sustainability of small businesses as employers, economic drivers, and neighborhood anchors, this effort continues The Community Foundation's commitment to closing our region's racial wealth gap.

AMOUNT/TYPE OF SUPPORT

The Community Foundation will award grants of up to \$20,000 to up to 20 small businesses in the county. The funding can be used to help participants cover operational costs, technical assistance, technology, or capital improvements. Total grant funds available through this RFP is \$350,000.

OUR COMMITMENT TO RACIAL EQUITY AND INCLUSION

The Prince George's County Small Business Support Program is happening within the context of The Community Foundation's 10-year strategic plan grounded in the values of Racial Equity and Inclusion and a vision to close the racial wealth gap in the region's most underinvested neighborhoods. The program is in alignment with this vision with a focus on improving outcomes for small business owners and those they employ.



We believe that changing the prospects for how Black and Brown people in our community generate, sustain, and share wealth will ultimately improve the quality of life for everyone who lives, works, and raises a family in the region.

ELIGIBILITY REQUIREMENTS

Eligible applicants will meet the following requirements:

- Has a physical location within the target corridors in Prince George’s County specifically within the following neighborhoods or zip codes:

Neighborhood	Zip Codes
Langley Park	20783, 20903, 20912
Chillum	20782, 20783, 20912, 20712
Adelphi	20783, 20782, 20903
Seat Pleasant	20743, 20785
Largo	20721, 20774
Suitland	20746, 20747, 20748
Glenarden	20706
District Heights	20747
Capitol Heights	20743

- Has 10 or fewer total employees
- Currently in operation and have been in operation for a minimum of 3 years prior to application
- Organized as a for-profit entity with one of the following entity types: sole proprietorship, LLC, S-Corp, C-Corp, partnership
- Must be a legally registered entity in good standing with all necessary county and state licenses and permits
- Must demonstrate a commitment to community impact
- Must be willing to comply with reporting requirements including submission of financial and programmatic updates to ensure fidelity to IRS regulations. Reporting requirements will be included in a Grant Agreement with successful applications.
- Must have under \$5 million in annual gross revenue during the most recently concluded tax year

ELIGIBLE EXPENSES

Eligible small businesses may request up to \$20,000 to cover:

- Operational costs such as payroll, rent, utilities, certifications/licenses, etc.
- Acquiring and implementing technology.



- Capital improvements including equipment repair/purchase, renovations, and façade improvements. (For renovations and façade improvements, the business must either own the facility being improved or have a long-term lease with at least five years remaining on the lease.)
- Technical assistance to support the development and implementation of strategic, growth, or marketing plans.

APPLICATION PROCESS

- Applicants must submit their completed application and required documentation by **Monday, May 13, 2024, at 4:00 pm**.
- Applicants will be notified of final grant decisions the week of **June 24, 2024**.

HOW TO APPLY

Prior to submission of your application, confirm that your business is “Active” and in “Good Standing” by using SDAT’s free search the link below. Evidence of Good Standing is required to complete the online application.

<https://egov.maryland.gov/BusinessExpress/EntitySearch>

If your business is not in good standing, you will be ineligible to receive funds. If you need assistance with getting your business back into good standing, directions can be found at the link below.

<https://businessexpress.maryland.gov/manage/maintain-good-standing-status>

Required Application Documents:

- Employer Identification Number (EIN)
- Articles of Incorporation/Organization/Formation
- Evidence of Good Standing (Screenshot/photo will be accepted)
- Financial statements and tax returns for the last 3 years.
- Grant Spend Plan Narrative
- Grant Budget
- IRS W9 Form

Once you have reviewed the eligibility requirements, please use this [link](#) to apply. **Incomplete, emailed, hard copy and faxed applications will NOT be accepted.**

Key Dates

(subject to change)

May 13, 2024, at 4 pm	Application Deadline
Week of June 24, 2024	Award Notification



GRANT EVALUATION CRITERIA

- **Financial Need** - Assessment of the applicant's financial need and the potential impact of the grant on the sustainability and growth of the business.
- **Sustainability and Growth Potential** – Evaluation of the business's long-term sustainability and growth potential.
- **Feasibility** – Applicant's business alignment with the grant program's objectives, and potential to create jobs, stimulate economic growth, or address specific community needs.
- **Community Impact** - Assessment of the applicant's commitment to the community through social responsibility, community engagement, hiring initiatives, etc.
- **Compliance and Legal Requirements** - Verification of the applicant's compliance with all relevant legal and regulatory requirements, including business licenses, permits, zoning regulations, and tax obligations.

GRANT AWARD NOTIFICATION

Applicants selected to receive grants will be notified by email provided on the application. Applicants will certify at the end of the application that all information provided is accurate and true. Grant recipients, and the dollar amount of the grant received, will be considered public information. Grant funds may be reported as taxable income to the businesses. IRS 1099 Forms will be issued to each grant recipient.

GRANT DISBURSEMENT & REPORTING

Eligible businesses will receive a maximum of \$20,000. Grant awards will be disbursed in up to two installments based upon an agreed upon grant spend plan and reporting requirements.

QUESTIONS

No phone calls please. If you have any technical questions about submitting an application, please contact Alex Cahill-Sanidas at acahill-sanidas@thecommunityfoundation.org. Please email Darius Graham at dgraham@thecommunityfoundation.org with any programmatic questions you may have.

Si habla español y necesita ayuda, envíe un correo electrónico a Yorman De La Rosa a ydelarosa@thecommunityfoundation.org.

APPLICATION FORM



Questions are listed here for information purposes only. You must complete the application using the link provided.

Business Information

Tell us about your business

- Legal Business Name
- Trade Name (Doing Business As)
- EIN #
- Description of Business
- Business Website
- Business Phone
- Street
- City
- State/Province
- Zip/Postal Code

Business Type

- Limited Liability Company
- S-Corp
- C-Corp
- Partnership
- Sole proprietorship

Ownership Type

Is your business majority owned by individuals in any of the following categories? Please check all that apply (you can choose more than one):

- Minority Owned
- Women Owned
- Veteran Owned
- Black Owned
- Latino Owned
- White Owned
- Asian Owned
- Pacific Islander Owned

Certifications

Does your business currently have any of the following certifications? Please check all that apply (you can choose more than one):

- Certified MBE
- Certified DBE
- Certified SBE
- Certified VSBE



Contact and Ownership Information

Primary Contact

- First Name
- Last Name
- Title
- Email
- Mobile/Cell Phone

Is the primary contact a 100% owner?

Select

- Yes
- No

If no add Ownership % and add ALL owner(s) along with the % of ownership.

Business Owner(s)

- First Name
- Last Name
- Title
- Email
- Ownership %

Business Details

Is your business registered in the state of Maryland, and in good standing with the Maryland State Department of Assessments and Taxation?

Select

- Yes
- No

Are you currently open and operating?

Select

- Yes
- No

How many years has your business been operating?

- Enter Number

Did your business generate revenue in the past 3 consecutive years?

Select

- Yes
- No



What was your annual gross revenue during the most recently concluded tax year (must be under \$5 million)?

- Enter Number

Current # of Employees

- Enter Number

What industry best describes your business?

- Free Text Sentence

What is your business' current or potential impact on the local community?

- Free Text Paragraph

Have you received any prior small business grants?

Select

- Yes
- No

If Yes, list grant, amount, and year

- Free text Sentence

How will you use the grant funds?

Select all that apply:

- Operational costs such as payroll, rent, utilities, certifications/licenses, etc.
- Acquiring and implementing technology.
- Capital improvements including equipment repair/purchase, renovations, and façade improvements. (For renovations and façade improvements, the business must either own the facility being improved or have a long-term lease with at least five years remaining on the lease.)
- Technical assistance to support the development and implementation of strategic, growth, or marketing plans.

If you intend to use the grant to support renovations or façade improvements, do you own or lease your facility? If lease, how many years remain in your current lease?

- Free text Sentence

What dollar amount are you requesting? You may request up to \$20,000.

- Enter dollar amount

Describe how you intend to use the grant. Be as specific as possible.

- Free Text Paragraph



How will this grant help your business?

- Free Text Paragraph

If you are awarded a grant, you will be invited to periodic opportunities to meet with other business owners receiving a grant in order to foster shared learning and relationship building. What would you like to learn from others and what would you like to contribute?

- Free Text Paragraph

How did you learn about this opportunity?

- Free Text paragraph

Upload Required Application Documents:

- Articles of Incorporation/Organization/Formation
- Business License
- Evidence of Good Standing (Screenshot/photo will be accepted)
- Financial statements and tax returns for the last 3 years.
- Grant Budget
- IRS W9 Form

How to Use The Community Foundation's Online Grant Application System

SYSTEM REQUIREMENTS

Respondents must have a functioning Internet connection and one of the following browsers, with cookies enabled: Google Chrome or Firefox v3 or higher.

PLEASE NOTE Safari, Microsoft Edge, and Internet Explorer are not compatible.

1. To begin your application response, cut and paste the link below into your web browser:
<https://us.grantrequest.com/application.aspx?sid=5491&fid=35348>
2. If you are new to this online system, you will be prompted to create an account login with an email and a password. You will need to verify your email in order to continue.
3. Once you have created your account and verified your email, you can access the application form by re-entering the link listed above into your browser.
4. Enter data. As needed, update any organizational information in the fields provided.
5. The online application system allows you to upload the required documents as attachments.
 - a. Each required attachment must be individually uploaded into the system. Only one document may be uploaded for each required attachment.
 - b. Documents will only be accepted in PDF file format. See Attachment A for a list of free or low cost PDF conversion programs.
 - c. Please do not use special characters (!, @, #, \$, etc.) in the names of these attachments.
6. Save and finish later. At the bottom of any page of the application form, you can click Save & Finish Later to save the data entered thus far and return later to complete the application form prior to the submission deadline. To access your account and finish your partially completed application click here:
<https://us.grantrequest.com/application.aspx?sid=5491&fid=35348>



7. Submit your application. Carefully review your response for completeness. Click the submit button to send your application to The Community Foundation. You will receive an email confirming receipt of your application. **If you do not receive a confirmation, please check your spam filter/folder.**

Appendix A: PDF Conversion Programs

Please note that all application attachments must be submitted as PDF documents.

When naming your file, please do not use special characters (such as /, *, %, etc.) or spaces in the file names. Such files are not recognizable as PDFs to some systems.

If you must use a document scanner to create a PDF, please ensure that the resulting file is easy-to-read.

Please remove any password protections or coding prior to uploading your documents.

The list below contains some of the PDF generators available, many of which are free or very inexpensive. The Community Foundation does not endorse any particular software.

- [Adobe](#)
- [Bullzip PDF Printer](#)
- [FreePDF](#)
- [novaPDF](#)
- [PDF24 Creator](#)
- [PDFcreator](#)