



Family Fun Destinations Information Session

February 13, 2024



FOR MORE INFORMATION: GRANTANDGROWEXPO@DC.GOV

DMPED
OFFICE OF THE DEPUTY MAYOR FOR
PLANNING & ECONOMIC DEVELOPMENT

WE ARE
WASHINGTON
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GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

FAMILY FUN DESTINATIONS



Program Purpose

The Family Fun Destinations program provides grants to nonprofit arts, cultural, community, or placemaking organizations to create semi-permanent to permanent attractions in Downtown that:

1. Create a new experience in the neighborhood
2. Appeal to and are accessible for families
3. Generate foot traffic and economic activity

What is an attraction?

For the purposes of the Family Fun Destinations program, an attraction is:

- Indoor or outdoor facility or space that is open to the public for cultural, recreational, or entertainment uses
- Example Projects include:
 - community-gathering spaces
 - performance or creative space
 - outdoor game or music infrastructure
 - public art
 - activities for children and families (e.g., a children's garden, play equipment, etc.)
 - immersive, interactive, or virtual reality experiences.

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Program Overview

ELIGIBLE APPLICANTS

- Nonprofit organizations and associations, including:
- Creative/cultural, community, or faith-based nonprofit organizations
 - Organizations with placemaking and/or community development experience

Individuals and for-profit entities are not eligible, though awardees may contract with for-profit entities to complete the project

AVAILABLE FUNDING

\$3,692,485.89

AWARD RANGE

\$250,000 to \$2,000,000 (estimated)

MATCHING FUNDS

Applicant must demonstrate existing matching funds equal to at least 50% of the project cost, or a plan to reach this match through donations, ticket sales, or other funding sources

PERIOD OF PERFORMANCE

April/May 2024 - September 2025

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Program Eligibility

PROJECT REQUIREMENTS

- Projects must be active for a minimum of 90 consecutive days, with a preference for permanent attractions
- Applicants must be nonprofit organization
- Projects must be located within the eligible geography (see next slide)
- Applicants should demonstrate how Projects will be appealing and accessible to children and families
- Projects must be complete and open to the public no later than September 30, 2025
- Applications for Projects intended to be permanent must include a plan for long-term financial sustainability and maintenance
- Applications should demonstrate community support for the proposed Projects via a letter of support from their Advisory Neighborhood Commission (ANC) Single Member District (SMD)
- Projects must abide by all District laws and regulations
- Applicants should demonstrate site control of the Project site
- Applicant must have an active federal UEI (unique entity identifier) through SAM.gov (System of Award Management)

What is site control?

Site control means the applicant has obtained either:

- an enforceable right to use a parcel of land or an indoor space for the Project
- a plan to acquire permits or secure approval for the use of an outdoor space
- an LOI for an indoor space

Site control can be demonstrated through:

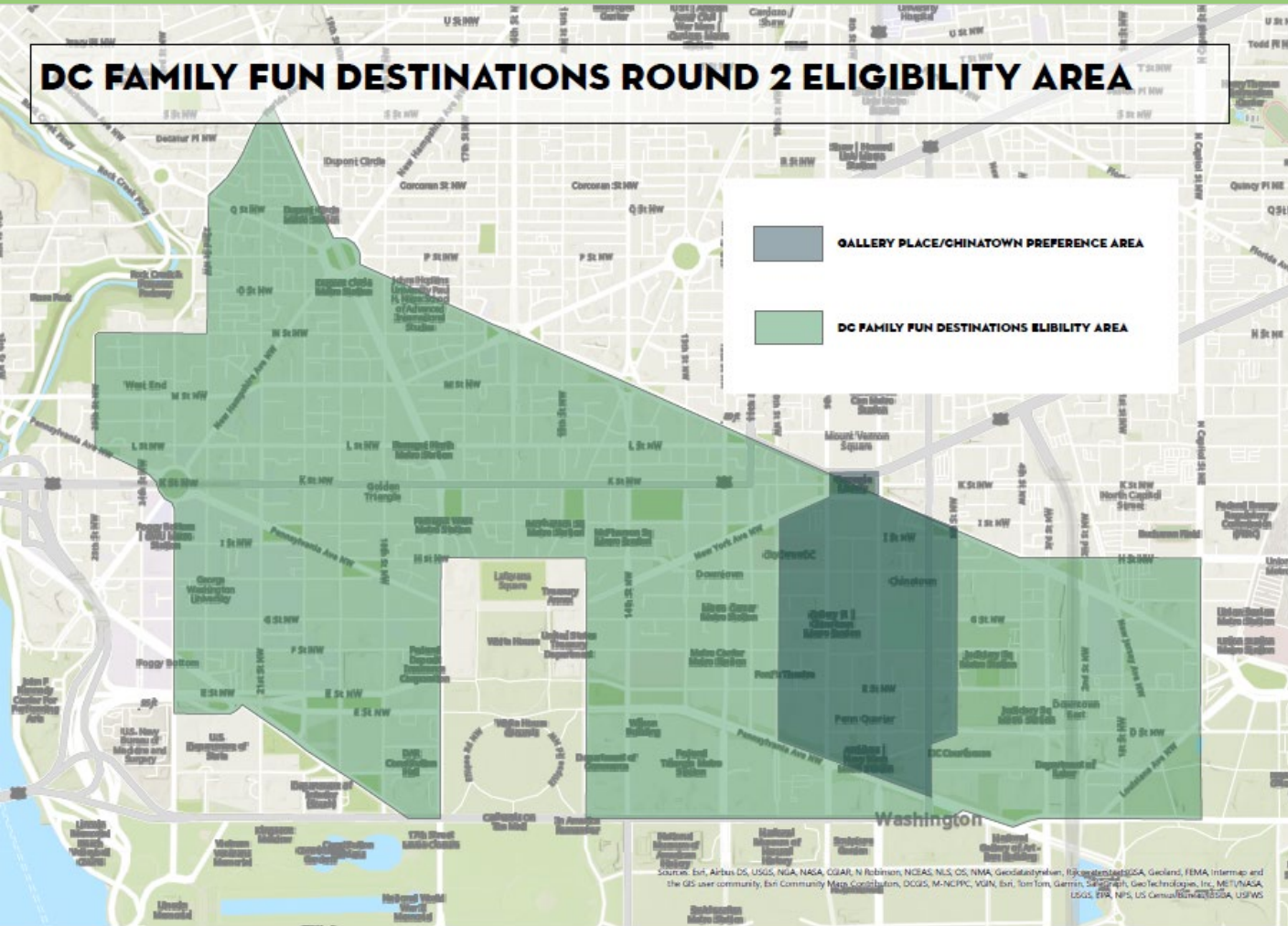
- Contract of Sale
- Executed Letter of Intent
- Deed
- Executed contract or lease with the property owner
- Cooperative management agreement
- Permit to use public space from the District or federal agency with authority to permit use of the Project site

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Eligible Geography

DC FAMILY FUN DESTINATIONS ROUND 2 ELIGIBILITY AREA



Projects must be located Downtown, with a preference for Projects located in Gallery Place/Chinatown

Visit obviouslydc.com/fy24-business-funding-opportunities for an interactive map to verify eligible Project location

FOR MORE INFORMATION: GRANTANDGROWEXPO@DC.GOV

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Project Expenses

ELIGIBLE EXPENSES

- Rental or lease payments
- Design and construction services, including architectural and engineering services, new construction or renovation costs, and tenant improvement
- Improvement of accessibility services
- Leasing of equipment (vehicles, audiovisual equipment, etc.)
- Personnel costs directly related to the implementation of the Project
- Purchase of permanent event amenities/fixed assets (ex. permanent staging, etc.)
- Marketing and promotion (up to 30% of award) - including entrance fee discounts for target age groups

INELIGIBLE EXPENSES

- Acquisition/Purchase of real property
- Acquisition/Purchase of vehicles
- Federal and District taxes
- Any costs to satisfy liens and related penalties
- Government impositions
- Organizational overhead
- Food and beverage
- Organizational capacity building
- Debt service
- General operating expenses or developers' fees
- To subsidize or defray the operating costs of for-profit businesses

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Scoring

SCORING CRITERIA

- Project Description (20)
- Capacity of the Team (15)
- Budget and Timeline (20)
- Estimated Economic Impact (20)
- Appeal and Accessibility to Families (15)
- Responsiveness to Community Needs (10)

APPLICATION PROCESS



Applying

Phase 1



Prequalification Period

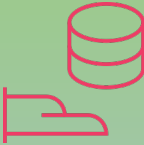
(RFA: Jan 26, 2024 – March 15, 2024)



Applicants must complete all eligibility compliance documents and submit a complete Project application.

Once completed and approved, applicants will receive notification to complete the second portion of the application and schedule their Live Technical Review.

Phase 2



LIVE Technical Review Appt

(March 18, 2024 – April 19, 2024)



Each applicant will have a virtual LIVE Technical Review panel comprising District government representatives across multiple agencies. Applicants will be provided with template documents to use for the Technical Review panel.

Phase 3



Award/Compliance

(April 1, 2024 – April 30, 2024)



Applicants will receive a conditional award notification and additional compliance requirements from the procurement team within two weeks of the technical review

WHAT'S NEXT



Compliance Documents

COMPLIANCE DOCUMENTS for PREQUALIFICATION

- Business License (DLCP)
- Clean Hands Certificate from the District Office of Tax and Revenue (OTR)
- Most recent audited annual financials (2022 or later)
- Certificate of Good Standing (DLCP)
- OTR Tax Certification Affidavit
- Articles of Incorporation
- Signed By-laws
- Evidence of Site Control
- Organization Chart of Applicant Team
- Sources and Uses
- ANC Letter of Support
- Statement of Financial Position (last 3 years: 2023, 2022, 2021)
- Landlord Affidavit
- Debarment Affidavit
- Arrest and Convictions Statement
- Ethics and Accountability Statement
- Statement of Certification
- SAM.gov Entity Registration
- Form W9
- IRS Tax Exemption Affirmation Letter

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Questions

Specific RFA questions
grantandgrowexpo@dc.gov

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