



**COVID-19 Small Business Grant Program
Round 3 – Competitive Grants
Guidelines and Requirements**

Notice of Funding Availability

Please submit electronically by email at
jcarlson@cityofsierramadre.com

***Applications due October 1st, 2020 at 4:00 PM**

Introduction:

The public health emergency orders issued to combat the Coronavirus (COVID-19) pandemic and the current and expected negative economic impacts to local small businesses has presented an unprecedented challenge to Sierra Madre's small business community. The City continues to seek opportunities to help support small businesses. Utilizing approximately \$25,000 in funding, grants of up to \$10,000 are now available for Sierra Madre small businesses to apply for as outlined below. This is the third round of small business grants through the Sierra Madre Cares program, and **this round of awards will be very competitive due to the limited amount of funding available.** The purpose of this program is to provide immediate financial support to assist in sustaining existing small businesses that have been severely impacted by COVID-19 and local, State and Federal "Stay at Home" orders. **Only businesses that have been prohibited from operating due to State and Local Orders are eligible to receive funding.**

Program Requirements:

- The following businesses are eligible to receive funding:
 - Are in the category of sites currently restricted from operating their businesses (neither indoor nor outdoor) under the current LA County Health Officer Order (as of 8/20/2020). Categories of openings can be found [here](#).
 - Can operate outdoor services only, but have been denied authority to do so by licensing and permitting agencies.
- "Brick and Mortar" small business with no more than 50 full-time equivalent (FTE) employees¹, located at a commercial or manufacturing zoned property, or 561 Woodland Dr., and have a bona fide commercial storefront, including public access, in the city limits of Sierra Madre².
- Business has an active City of Sierra Madre business license.
- Grant must be utilized to help retain the job of at least one low-moderate income full time or equivalent employee.
- Grant recipient must certify that they will remain open for a period of 60 days following the grant award, unless ordered to close under State or local orders.
- Grant recipient must provide documentation requested by the City including, but not limited to Income Certification (see questionnaire at end of Guidelines).
- Grant recipient must demonstrate how the COVID-19 pandemic and the Safer at Home Order has impacted their business.
- Businesses that received funding in Round 1 and Round 2 of the Sierra Madre Cares Initiative - Small Business Grant are eligible to apply.

¹ On an annual basis, a full-time equivalent (FTE) employee is considered a single full-time employee or multiple part-time employees and/or independent contractors that cumulatively work 2,080 hours annually at the place of business, calculated at 8 hours per day and 5 workdays per week. Business owners who work at their place of business are to be included in the FTE calculation.

² Bona fide commercial storefront is defined as a direct public entrance to the outside of the building.

- Awardees and funding amount will be determined by demonstration of severe impact and selected by the City of Sierra Madre's Administrative Department. All decisions are final.

Eligibility Exclusions:

- Businesses with active City of Sierra Madre municipal code violations (open, unresolved code cases, etc.).
- Adult businesses, pawn shops, bail bond services, home-based businesses, businesses with no bona fide commercial storefront.

Funds under this Program may not be used to:

- Reimburse expenses incurred prior to Applicant approval of grant.
- Pay off non-business debt, such as personal credit cards for purchases not associated with the business.
- Purchase personal expenses such as buying a new family car or making repairs to a participant's home.
- Direct financing to political activities or paying off taxes and fines.
- Purchase personal items, or support other businesses in which the recipient may have an interest.

Recommended Uses of Funds³:

- Offsetting costs for updating and/or expanding online order processing
- Offsetting costs for establishing safe distance indoor and outdoor dining
- Offsetting payroll support for low and moderate income employees
- Expanding marketing efforts (signage, mailers, coupons, etc.)
- Rental assistance

Criteria and Process of Awarding of Grants:

Applications will need affirmative answers to the qualifying questions, and will then be comprised of questions designed to provide an opportunity for the applicant to explain the severity of the "Safer at Home" mandates.

³ Uses are recommended but are not limited to these examples. Applicants must provide intended use to ensure grant funds are eligible.

2020 INCOME CERTIFICATION

(effective as of April 1, 2020)

Name: _____

Address: _____

I hereby certify that I am (Check the applicable statement below):

A *Public Housing* resident (Specify the Name of the Public Housing site);

A low-income resident of the metropolitan area of *Los Angeles/Orange County*, based on the following:

Check **Family Size** and the gross annual **Income** from all sources below;

FAMILY SIZE

INCOME LIMITS

1 <input type="checkbox"/>	\$23,700 or less <input type="checkbox"/>	\$23,701 to \$39,450 <input type="checkbox"/>	\$39,451 to \$63,100 <input type="checkbox"/>
2 <input type="checkbox"/>	\$27,050 or less <input type="checkbox"/>	\$27,051 to \$45,050 <input type="checkbox"/>	\$45,051 to \$72,100 <input type="checkbox"/>
3 <input type="checkbox"/>	\$30,450 or less <input type="checkbox"/>	\$30,251 to \$50,700 <input type="checkbox"/>	\$50,701 to \$81,100 <input type="checkbox"/>
4 <input type="checkbox"/>	\$33,800 or less <input type="checkbox"/>	\$33,801 to \$56,300 <input type="checkbox"/>	\$56,301 to \$90,100 <input type="checkbox"/>
5 <input type="checkbox"/>	\$36,550 or less <input type="checkbox"/>	\$36,551 to \$60,850 <input type="checkbox"/>	\$60,851 to \$97,350 <input type="checkbox"/>
6 <input type="checkbox"/>	\$39,250 or less <input type="checkbox"/>	\$39,251 to \$65,350 <input type="checkbox"/>	\$65,351 to \$104,550 <input type="checkbox"/>
7 <input type="checkbox"/>	\$41,950 or less <input type="checkbox"/>	\$41,951 to \$69,850 <input type="checkbox"/>	\$69,851 to \$111,750 <input type="checkbox"/>
8 <input type="checkbox"/>	\$44,650 or less <input type="checkbox"/>	\$44,651 to \$74,350 <input type="checkbox"/>	\$74,351 to \$118,950 <input type="checkbox"/>

Not a public housing or low-income resident of the metropolitan area of *Los Angeles/Orange County*.

Certified by signature below, under penalty of perjury under the laws of the State of California; that the foregoing is true and correct.

Print Full Name

Signature

Date

