

Citywide Small Business Assistance Grant Program Frequently Asked Questions (update on November 24, 2020)

Update: On November 23, 2020, the Livermore City Council has approved changes to the grant amount and eligibility requirements for the grant program. The City Council has also authorized \$1M of the \$2M allotted to this program to be used as matching grant for the Alameda County CARES Grant Program.

How does the program work?

Our Livermore Citywide Small Business Assistance Grant Program funds up to 50 percent of a small businesses' eligible expenses to acquire services or equipment needed to remain competitive throughout the COVID-19 pandemic.

On November 23, the Council lowered the minimum grant from \$2,000 to \$500 to allow applicants that have at least \$1,000 in eligible expenses qualify. The Program now provides 50% matching grants of \$500 to \$20,000 to eligible small businesses to help them adapt to new conditions or pursue new markets. Applicants who have In other words, for every \$2 a small business spends on eligible expenses, the City's grant program will reimburse \$1.

How much is the maximum grant?

A small business is eligible for up to \$20,000 from the grant program.

How much should I show in expenses to receive the minimum grant of \$500?

The program reimburses up to 50% of a small business' eligible expenses. Effective November 23, 2020, applicant must show a minimum expenditure of \$1,000 spent on eligible expenses to receive the grant.

Who are eligible to participate?

To be eligible to participate in the program, a small business must:

- Hold an active City of Livermore business license in good standing and be prepared to show proof of insurance covering business operations;
- Not apply for more than \$20,000 per owner/ownership group/franchisee regardless of number of locations;
- Be a small business as defined by having a minimum of one employee and a maximum of \$10 million in annual gross receipts;
- Provide at least 50% of their business from a physical location or to a customer within the city of Livermore; and,
- Provide receipts for all adaptation expenditures.

What is the deadline for the program? Qualified applications will be funded on a first-come, first-served basis until all are funded or funds are exhausted. We are initially setting the deadline for December 31, 2020, but there is a possibility that funds will be exhausted by then.

The program will close when all qualified small businesses have been funded or funds are exhausted, whichever comes first.

What types of information or documents will I need to submit?

The following are the types of information and documents you will need in completing the online application form. You would need to have these documents ready in electronic format to upload into the online application system:

- Your Business Name, Description, Type of Business and Business Address
- Your Livermore Business License Number
- A List of Your Eligible expenses and an explanation of how these items have helped your business adapt to new conditions and pursue new markets during this pandemic.
- The Total Amount of Eligible Expenses and the copies of Receipts showing that you have incurred these expenses.
- A copy of your Certificate of Insurance showing that you have insurance covering your business operations. You can request a copy from your insurance provider.
- A completed copy of your IRS Form W-9. This form can be downloaded from the Internal Revenue Service (IRS) website.

What are the eligible expenses that can be reimbursed under this grant program?

Program grants are limited to reimbursing small businesses for expenses actually paid for the following eligible types of services and/or equipment the businesses acquired AFTER March 16, 2020, to remain competitive during the COVID-19 pandemic:

- Equipment purchased to make a product or provide a service that is now in-demand as a result of COVID-19;
- Services helping a brick-and-mortar retailer open an e-commerce store;
- The rental or purchase of equipment for outdoor dining, exercise, or professional services, contactless payment, ventilation upgrades, or infrastructure to meet social distancing requirements that protect staff and customers; or,
- Services helping a new business start a new endeavor in a viable market during the term of the pandemic.

How long will the application process take?

That would depend on a variety of factors, including the completeness of your application. That is why we recommend that you have your information and supporting documents ready in electronic format when you start the online application, which consists of about 11 questions. Once you have completed and submitted your application, a member of our staff will contact you within 10 days. You will also be able to check on the status of your application online.

When will the application form become available?

The online application went live on Monday, August 31, 2020 at 9am. On November 23, 2020 the City Council lowered the minimum grant from \$2,000 to \$500 and the number of employees

from 2 to 1. All applicants previously disqualified because of these requirements will receive notice if they have qualified under the new eligibility requirements. Applicants do not need to restart their application.

Can I request for additional funds after I have received the grant? Only applicants that have received grant funding and have not reached the maximum grant amount may submit a one-time request for additional funding. The additional funding request must meet the minimum requirement for the grant. In other words, additional eligible expenses must be at least \$1,000 to be considered for additional funding.

How will I receive the grant funds? Approved applicants will receive their grant via check at their business location, unless otherwise specified or if electronic payment is requested. Approved applicants are encouraged to contact Lynn Carpenter at lccarpenter@cityoflivermore.net or 925-960-4346 as soon as they get notified via Zoom Grants that their application has been approved for grant funding.

Who should I contact for questions?

For content and program-related questions, you can email our Office at oied@cityoflivermore.net.

Is there a tutorial video that can help me through the online application process? Yes, we have a video tutorial that is designed to help you with the application process. To access the video, visit Livermore Innovation channel on YouTube or type in: <https://youtu.be/sn2-tkSzHhk>

Where can I find updates about the program? The OIED.net website will have updated FAQs and details about the program

What if I do not have any eligible expenses, but am a Livermore small business with at least 1 full time employee? There are other grant resources available. On November 23, 2020, the Livermore City Council has also authorized \$1M matching grant to be used for the Alameda County CARES Grant program, which covers operating and other expenses that are not eligible under this grant program. The deadline to submit an application with the County is on November 30, 2020. The link to the online application is <https://eastbayeda.org/grants/>