

## **Draft Guidelines: Salem Small Business COVID Assistance Grant**

**Funding Available:** An estimated \$188,000 in Phase I, and \$200,000 in Phase II

**Grant amount:** Up to \$5,000 per business (Up to \$3,000 for businesses with five or fewer employees; up to \$5,000 for businesses with six or more employees)

**Eligible business:** small businesses within the Salem City limits that engage and interact with the public, with less than 40 full-time employees. (Due to the funding source, Phase II grants will only be available to businesses with five or fewer employees.) Funding is for businesses that have been under a mandatory change in service or closure order and experiencing revenue loss as a result of the closure and/or need re-tooling or assistance to become a critical material supplier of protective equipment. Priority will be given to businesses that have not accessed other COVID financial assistance programs and need assistance preparing to re-open.

Businesses need to have been in operation since January 2019 and be registered with the State of Oregon. Non-profits are not eligible. Only locally owned franchise operations are eligible.

**Evidence of need:** business must demonstrate that it has experienced a loss in revenue as a result of COVID-19 social distancing/ stay at home requirements. Must identify what the grant will be used for and how the funding will help them prepare to meet the expected re-opening guidelines and stay in business, post COVID. Businesses that recently received COVID grant funds from Marion County, the Willamette Workforce Partnership, and/or other organizations are not eligible for the City's grant.

**Eligible expenses:** payroll, inventory, rent, utilities, and related expenses, including related to changing business strategy or operations to meet the Governor's Emergency Order, and protecting workers and customers from COVID-19 exposure.

**Application process:** an online application is expected to be used, along with provisions for businesses that do not have internet/computer access. Applications will be available in Spanish and English. Applications can be submitted during a 48-72-hour period, after which complete applications will be selected via a lottery system.

**Outreach process:** significant steps will be taken to ensure a diverse representation of businesses owners are made aware of the grant program. The City will rely on partnerships with cultural organizations, neighborhood and business groups to share information broadly, including with Latino, Russian, and Pacific Islander business owners. The City hopes to partner with Radio Poder (Spanish language radio), Enlace, Salem Capitol Connections, the Latino Business Alliance, the Oregon Marshallese Community, and others, to share information. At least one virtual information session on the grant program will be held for interested applicants. A press release, social media posts, email, and radio announcements will be planned.