



City of Azusa

SMALL BUSINESS SUPPORT GRANT PROGRAM

Grant Application Deadline: July 28, 2022 at 5:30 p.m.





GUIDELINES

PROGRAM OVERVIEW

To further support small businesses in Azusa that have experienced negative financial impacts of COVID-19 pandemic, the City of Azusa has created the Azusa Small Business Support Grant Program. Through this program, eligible small businesses operating in the City of Azusa will have the opportunity to apply for one-time cash assistance for a list of approved uses aimed at supporting business recovery and longer-term resiliency. The goal of this program is to encourage broad private-sector reinvestment into existing facilities and infrastructure, public-facing enhancements and amenities, and critical technology and business systems that may have been deferred due to impacts of the pandemic.

Participation in the Program will be based on availability of funds and submission of an application and supporting documentation which meet the program guidelines. **Individual grants shall be awarded on a competitive basis, and shall range between \$10,000 - \$50,000 to certain eligible businesses commensurate with fiscal impact to the business and justifiable need.** There is a limited allocation of funds available for the Program; therefore, depending on the number of businesses that apply and qualify, it is possible that not all eligible businesses can be assisted. Applying is not a guarantee of funding. Selection of applicants for grant receipt shall be based upon the recommendations of the Program Administrators under the City Manager's discretion, including final decisions on program eligibility, business categorization, qualification of project requests, and grant amounts.

Applications will be accepted beginning July 1, 2022 with a submission deadline of July 28, 2022 at 5:30 p.m. Applications may be submitted via email to sbsgp@azusaca.gov or delivered in person by the submission deadline to:

Small Business Support Grant Program
City Clerk's Office
Attn: City Manager's Office
213 E. Foothill Blvd.
Azusa, CA 91702

BUSINESS ELIGIBILITY

Outlined below are the eligibility criteria and grant categories for a business to receive a grant.

Small Business Eligibility Criteria:

- Applicant must be a commercial business located and licensed in Azusa.
- Business was operational as of March 1, 2020, is still in business at the time of application submittal, and intends to remain open indefinitely.
- Business must be in good standing with the City (i.e. proper and current licensing; no outstanding violations or balance with the City; in full compliance with the Azusa Municipal Code).
- Business must be located in a ground-floor commercial space.
- Business employed 20 full-time equivalent (FTE) employees or less as of March 1, 2020.
- Business entity earned \$3 million in gross annual revenue or less in calendar year 2019.



- Business must have experienced mandatory shutdown or substantial (and demonstrable) change in business operations due to the COVID-19 pandemic.
- Businesses must be able to demonstrate financial hardship due to COVID-19 and that the amount of lost revenue exceeds the amount of requested assistance.
- Business experienced a net revenue loss (gross revenue net of operating expenses) of at least 20% for the calendar year 2020 OR calendar year 2021 compared to calendar year 2019. A business cannot receive more in grant funding than total revenue loss.
- For businesses with multiple locations, only employment and revenue figures for the Azusa location(s) can be used to qualify for a grant under this program. Multiple locations within Azusa operating under a single business entity will be considered one business for purposes of the Program.
- Businesses in the hardest hit sectors including: restaurant/dining, retail, hospitality, arts and entertainment, and other service sector businesses may be prioritized for funding.

Ineligible Businesses (Partial List)

- Businesses that are restricted (limited) in providing goods and services to patrons over the age of 18.
- Passive businesses. These include rental properties or any business in which the owner does not actively participate and/or occupy the assets improved or operated with the grant proceeds.
- Home-based businesses.
- **Businesses which have previously received alternative sources of funding in the form of the Economic Injury Disaster Loan (EIDL), Paycheck Protection Program (PPP) Loan, or COVID-19 Emergency Rental Assistance.** Priority consideration shall be given to businesses that have not received other COVID-19 related assistance.
- City employees, elected and appointed officials are not eligible to participate in this program.
- **View a full list of ineligible businesses on Page 6.**

USE OF FUNDS

Grant funds may be used to offset costs to the business for certain eligible grant categories which are outlined below. Grant funds may only be applied to new/prospective expenses. No reimbursements for previously expended projects.

Eligible Use of Funds:

- Building Façade Improvements to resolve blight and/or improve the general appearance of the business*
- Expenses to enhance outdoor operations, such as outdoor dining or for other public/consumer gathering areas*
- Exterior and interior facility built-improvements and amenities aimed at enhancing business operations, the customer experience, and/or public health measures*
- Business systems, such as point-of-sale software and other technology needs
- Safety and security measures (e.g. security cameras, alarm systems, IT cybersecurity software)
- Personal Protective Equipment (PPE) and/or sanitation supplies and equipment
- Improvements to business parking, open spaces and plazas*
- Business signage, design and branding efforts*

(Continued on next page)



- Exterior cleanliness and beautification (e.g. such as professional cleaning and landscaping services)
- Training, workforce development, and technical assistance to assist with business planning needs

**May require property owner and/or city approval. It is the responsibility of the applicant to obtain all necessary approvals and/or permits associated with their respective project. The Grant Award is subject to City/County Approvals including but not limited to Planning, Building, Utilities, Engineering, LA County Public Health Department and LA County Fire Department. If approvals are not granted or permits are not obtained the Grant Award may be revoked.*

APPLICATION, REVIEW, AND APPROVAL PROCESS

Applications will be accepted beginning July 1, 2022 with a submission deadline of July 28, 2022 at 5:30 p.m. Applications may be submitted via email to sbsgp@azusaca.gov or delivered in person by the submission deadline to:

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The City will not accept applications after the application period closes. The City is not responsible for any applications that are not received by deadline. The City reserves the right to reject any or all applications. Only complete applications will be eligible. Incomplete applications will not be considered.

Basis For Selection

Applying is not a guarantee of funding. Individual grants shall be awarded on a competitive basis to certain eligible businesses only. As there is a limited allocation of funds available for the Program, it is possible that not all eligible businesses will be assisted. Selection of qualified applicants for final grant award shall be based upon the following key measures:

- Justifiable financial need
- Scope and impact of project
- Broader community benefit

Important Dates

| Date | Program Activities |
|----------------------------|---|
| July 28, 2022 at 5:30 p.m. | Deadline to submit a completed Grant Application with supporting documents |
| August 2022 | City review of comprehensive application and supporting materials (additional follow up may be necessary) |
| August 2022 | City determination of overall application ranking and grant award amount |
| August/September 2022 | Grant recipients are notified |
| September 2022 (Estimate) | Approved Grant Agreements are executed and checks are issued to businesses |



The application process will include:

- City review of comprehensive application and supporting materials based on need and intended project request. Grant Program Administrators may contact applicants directly with follow-up questions/review.
- Additional documents may be requested and must be submitted to the City within a reasonable amount of time to ensure the program moves forward otherwise the City reserves the right to move on to the next candidate.
- A discretionary administrative level review process may be used if the program is oversubscribed.
- The City Manager or his designee will make final decisions on Grant Program eligibility and adherence and any related interpretations necessary to make a grant decision.
- Small Business Support Grant Program awardees shall be notified by email of their selection and grant amount, along with further instructions prior to grant disbursement.
- Businesses will be required to sign a Grant Agreement acknowledging and agreeing to comply with the grant terms.
- The City will award grant funds in a single disbursement.
- A Grant Award does not constitute approval of proposed project. If applicable, all necessary project approvals/permits must be obtained prior to beginning project.
- Business must expend all grant funds on eligible expenses within one (1) year of the effective date of Grant Agreement. Any portion of the grant funds not expended on eligible expenses shall be returned to the City within thirty (30) days of written notice.
- Businesses may be required to submit a report, including invoices, canceled checks or bank statements demonstrating that the funds were spent in compliance with the eligible expense. In the event a business does not expend the funds in a manner consistent with program guidelines or does not expend the entire grant amount, the business may be required to return funds to the City.

APPLICATION ASSISTANCE OR QUESTIONS

If you have questions about the grant application, please read the Frequently Asked Questions (FAQs). You may also contact Carina Campos, Economic Development Specialist at sbsgp@azusaca.gov or (626) 812-5102.

PUBLIC RECORD

Unless otherwise exempt under applicable law, applications and application materials are public records. All information received from an applicant, whether received in connection with a grant application or in connection with any grant-funded activities performed, are subject to disclosure pursuant to the California Public Records Act, unless otherwise exempt. Examples of potential exemptions include social security numbers, tax identification numbers, or other security-related information.

Businesses that are awarded grant funding through this Program shall maintain all documentation related to the grant program, award, use of funds for a period of seven (7) years after project completion.

AFFIDAVIT, WAIVER, AND RELEASE FORM

All businesses offered a grant who choose to accept grant funding will be required to sign a non-negotiable affidavit, waiver, and release form prior to payment being made. The affidavit will



require the applicant to declare that all information contained in the application is true and correct and can be used as admissible evidence in any legal proceeding against the business if the City must recoup any grant funds provided under false pretenses.

PAYMENT METHOD

Grant payments will be made by check in the business' name. The City anticipates that qualified, selected small businesses will be issued payments by the end of September 2022 (estimate).

GENERAL SMALL BUSINESS SUPPORT GRANT PROGRAM CONDITIONS

- a. The City reserves the right to withdraw or cancel the SBSG Program at any time without prior notice.
- b. The City reserves the right to postpone the SBSG Program at any time.
- c. The City reserves the right to seek clarification of information submitted in response to the SBSG Program Application.
- d. The City reserves the right to modify the SBSG Program as it deems necessary.
- e. Any material misrepresentations made by the applicant(s) will void the application and eliminate the applicant from further consideration.
- f. The City reserves the right to take all reasonable and appropriate steps to recover diverted funds.



INELIGIBLE BUSINESSES

The following businesses are not eligible to participate in the City's Small Business Support Grant Program:

- Businesses restricted in providing goods and services to patrons over the age of 18
- Passive businesses. These include rental properties or any business in which the owner does not actively participate and/or occupy the assets improved or operated with the grant proceeds
- Home-based businesses
- Businesses which have previously received alternative sources of funding in the form of the Economic Injury Disaster Loan (EIDL) or Paycheck Protection Program (PPP) Loan, or COVID-19 Emergency Rental Assistance
- Non-profit organizations
- Pyramid sale distribution plans (i.e. Amway, Herbalife, Mary Kay)
- Businesses engaged in any illegal activity
- Private clubs and businesses which limit the number of memberships for reasons other than capacity
- Businesses principally engaged in teaching, instructing, counseling or indoctrinating religion or religious beliefs, whether in a religious or secular setting
- City employees, elected and appointed officials
- Any national chain that is not locally franchised
- Massage parlors, bail bond services, businesses with no bona fide ground floor commercial storefront
- Check cashing, bars, liquor stores, smoke/cannabis shops, firearms retailers, pawnshops
- Non-profit organizations
- Real estate salespersons
- Financial businesses primarily engaged in the business of lending, such as banks, finance companies, and factors
- Businesses deriving more than one-third of gross annual revenue from legal gambling activities
- Government-owned entities (except for businesses owned or controlled by a Native American tribe)
- Multinational or publicly traded businesses
- Adult businesses which present live performances of a prurient sexual nature; or derive directly or indirectly more than *de minimis* gross revenue through the sale of products or services, or the presentation of any depictions or displays, of a prurient sexual nature.



BUSINESS ELIGIBILITY

To be eligible for this program your business **MUST** be located within City boundaries.

| | | | | |
|----|---|--|------------|-----------|
| | | | Yes | No |
| 1. | Is your business located within the boundaries of the City? | | | |

2. Business Address:

| | | | | |
|----|---|--|------------|-----------|
| | | | Yes | No |
| 3. | Does your business have a ground-floor commercial storefront? | | | |
| 4. | Does the business have an active business license? | | | |

5. Business License Number:

6. Business License Expiration Date:

| | | | | |
|----|--|--|------------|-----------|
| | | | Yes | No |
| 7. | Was your business operational as of March 1, 2022, is currently operational and intends to remain open indefinitely? | | | |

8. Date your business was established MM/DD/YYYY

| | | | | |
|-----|---|--|------------|-----------|
| | | | Yes | No |
| 9. | Does the business have any active City, municipal or health code violations (open, unresolved code cases, building permits etc.)? | | | |
| 10. | As of March 1, 2020, did your business have 20 full-time equivalent (FTE) employees or less including the business owner? | | | |
| 11. | As of Calendar/Tax Year 2019, did your business earn less than \$3 million in gross annual revenue? | | | |
| 12. | Did your business experience a mandatory shutdown or substantial (and demonstrable) change in business operations due to COVID-19 pandemic? | | | |
| 13. | Did your business experience a net revenue loss (gross revenue net of operating expenses) of at least 20% for the calendar/tax year 2020 or calendar/tax year 2021 compared to calendar/tax year 2019? | | | |
| 14. | Has your business received assistance from other Federal, State, or local COVID-19 Pandemic Funding (such as Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL)) as of the date of this application? | | | |



I hereby certify that my business is NOT one of the business types below:

- Businesses restricted in providing goods and services to patrons over the age of 18.
- Passive businesses. These include rental properties or any business in which the owner does not actively participate and/or occupy the assets improved or operated with the grant proceeds.
- Home-based business
- Businesses which have previously received alternative sources of funding in the form of the Economic Injury Disaster Loan (EIDL) or Paycheck Protection Program (PPP) Loan
- Non-profit organizations
- Pyramid sale distribution plans (i.e. Amway, Herbalife, Mary Kay)
- Financial businesses primarily engaged in the business of lending, such as banks and finance companies
- Businesses engaged in any illegal activity
- Private clubs and businesses which limit the number of memberships for reasons other than capacity
- Businesses principally engaged in teaching, instructing, counseling or indoctrinating religion or religious beliefs, whether in a religious or secular setting
- City employees, elected and appointed officials
- Or any other business listed in the **Ineligible Businesses List**.

APPLICANT

First Name: Last Name:

Position Title:

Email: Phone Number:

Signature Date:



APPLICATION

Section I: Business Information

1. Business Name *(must match IRS documents and City Business License)*:

2. List all trade names, DBA, fictitious business names and former names by the Business

3. Tax Identification Number:

4. Is your business in operation as of the date on this grant application?

| Yes | No |
|-----|----|
| | |

5. Is the intent for your business to remain open?

| Yes | No |
|-----|----|
| | |

6. What is the nature of your business?

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Professional, Scientific and Technical Services (Legal, Architecture, Engineering, Consulting, Research & Development, Marketing, etc.) <input type="checkbox"/> Retail <input type="checkbox"/> Health and Wellness (Medical, Nursing, Dental, Diagnostic, Home Health Care, Mental Health, Chiropractic, Homeopathy, Full Day Spa, etc.) <input type="checkbox"/> Recreation (Sports, Fitness and/or Recreation Center, Sports Club, Golf Course, etc.) <input type="checkbox"/> Hospitality (Resort, Hotel, Motel) <input type="checkbox"/> Food Service (Restaurant, Take-out, Bar/Tavern) <input type="checkbox"/> Educational Services (Schools, Colleges, Trade Schools, Specialized Training, Tutoring, etc.) | <ul style="list-style-type: none"> <input type="checkbox"/> Entertainment, Arts, (Theater, Museums, Musical Groups, Amusement Parks, etc.) <input type="checkbox"/> Information (Telecommunications, Data Processing, Broadcasting, Internet Publishing, Software, Music, Video, Books, Periodicals, etc.) <input type="checkbox"/> Personal Services (Auto Repair, Appliance Repair, Pet Care, Hair/Nail Salon, Laundry/Dry Cleaning, Photo Finishing, Equipment Maintenance etc.) <input type="checkbox"/> Other: _____ |
|--|---|



7. Please briefly describe your business and the products/services provided in the City of Azusa. If you have a website for your business, please include.

8.

| | Number of Employees on March 1, 2020 | Number of Employees Currently |
|--|--|---|
|--|--|---|

Full Time

Part Time

Section II: Economic Hardship Due to COVID-19

9. Please describe how your business has been negatively impacted by the COVID-19 pandemic, including but not limited to extent of economic impact, reduction in revenue, closures, employee reduction, business operations etc.



10. Please describe how your business has adapted to the impacts of the COVID-19 pandemic.

11. Provide your Gross Business Revenue for calendar/tax year 2019, 2020 and 2021

| Gross Business Revenue | | |
|-------------------------------|--------------------|--------------------|
| Calendar Year 2019 | Calendar Year 2020 | Calendar Year 2021 |
| | | |

12. Have you received or benefited from any alternative sources of funding?

- Yes
- No

13. If "Yes" to the question above, please list all resources received including but not limited to Federal, State or Local (County or City) government? If "No", write "not applicable".



Section III: Grant Spending Plan

Eligible small businesses operating in the City of Azusa will have the opportunity to apply for one-time cash assistance for a list of approved uses aimed at supporting business recovery and long-term resiliency. The goal of this program is to encourage broad private-sector reinvestment into existing facilities and infrastructure, public-facing enhancements and amenities, and critical technology and business systems

14. How do you plan to utilize the Grant Funds? (Check all that apply)

- Existing facilities and infrastructure
- Public-facing enhancements and amenities
- Critical technology and business systems
- Safety and security measures
- Personal protective equipment (PPE)
- Cleanliness and beautification
- Training and workforce development

15. Grant Request Amount: (*maximum allowed is \$50,000*)

16. Please describe in as much detail as possible how the Small Business Support Grant Program funds will be used. If you have supporting documents to showcase your proposed project, please include in your application. (*Ex. Sketched drawings, plans, photographs, additional brochures on products/services etc.*)

Grant Award is subject to City/County Approvals and associated permits including but not limited to Planning, Building, Utilities, Engineering, LA County Public Health Department and LA County Fire Department.



17. How will the use of funds benefit your business in recovery and long-term resiliency?

18. How will the use of funds benefit the broader community?

19. Provide an estimated cost breakdown and explanation/justification for the project(s) you are proposing.



Section IV: Supporting Documentation

In order for your grant application to be considered, all of the following documents must be submitted, in addition to submitting this application.

1. Please submit a copy of the following documents
 - Federal and State Income Tax Returns including all attachments for Tax Years 2019, 2020 and 2021
 - City of Azusa Business License
 - [W-9 Taxpayer Identification Number and Certification](#)

Section V: Acknowledgement and Certification

I/We understand that this Small Business Support Grant application will be considered based upon the information and documentation provided.

- Yes.
- No, and I understand that by selecting "No," my business is ineligible for this grant.

I have used all reasonable diligence in preparing this Grant Application. I have reviewed this Grant Application and to the best of my knowledge the information contained herein is true and complete. I further certify that all information that I provide or which is provided on my behalf in furtherance of this Grant Application shall be the best of my knowledge true and complete. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Signature

Date:



Section VI: Applicant Checklist

- Submit completed and signed Small Business Support Grant Application
- If available provide additional supporting documentation to support your proposed project(s).
- Submit a copy of your Federal and State Income Tax Returns including all attachments for Tax Years 2019, 2020 and 2021
- Submit a copy of your City of Azusa Business License
- Submit a completed W-9 Taxpayer Identification Number and Certification

I hereby certify that I have reviewed, signed and provided all requested documentation.

Signature Date:

Applications will be accepted beginning **July 1, 2022 to July 28, 2022 at 5:30 p.m.** Applications may be submitted by emailing completed grant application and supporting documents to sbsgp@azusaca.gov or delivered in person to:

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FREQUENTLY ASKED QUESTIONS (FAQs)

My business is located in unincorporated Azusa, am I eligible to apply?

No, the Grant Program is open to commercial businesses located and licensed in the City of Azusa.

Are businesses with pending business licenses, outstanding building permits or outstanding code violations eligible for a grant award?

No, businesses must be in good standing with the City and in full compliance of the Azusa Municipal Code.

What documents do I need to submit as part of my application?

Businesses will need to submit a complete application. Incomplete applications will not be considered. Refer to Section VI Applicant Checklist for a list of items that must be submitted by the application deadline.

What format do I email my documents?

The preferred electronic format for documents is PDF.

How much can my business apply for?

Grant amounts will range from \$10,000 to \$50,000. The grant amount cannot exceed the total revenue loss. There is no guarantee the total Grant Request Amount will be fully funded. The project cost breakdown will be considered.

I own multiple businesses. Can I apply for each business?

Owners of multiple businesses, franchises, locations, etc. will only be considered for the Azusa location(s). Multiple locations within Azusa operating under a single business entity will be considered one business for the purpose of this Program.

Am I eligible for the Grant Program if my business earned more than \$3 million in gross annual revenue?

No, businesses must earn \$3 million in gross annual revenue or less in calendar year 2019. In addition, the business must demonstrate they experienced a net revenue loss of at least 20% for calendar year 2020 or calendar year 2021 compared to calendar year 2019.

Are recipients of county/federal relief funds eligible to apply?

No, businesses which have previously received alternative sources of funding in the form of the Economic Injury Disaster Loan (EIDL), Paycheck Protection Program (PPP) Loan or COVID-19 Emergency Rental Assistance are not eligible to apply.

If a business receives a grant award, will they have to pay it back?

No. The award is grant and is not a loan that is required to be paid. However, the City may require award recipient to submit a report demonstrating funds were spent in compliance with eligible expenses. In the event the business does not expend the funds in a manner consistent with program guidelines or does not expend the entire grant amount, the business may be required to return grant funds to the City.



Does a Grant Award deem approval of my project?

No, the Business is responsible for obtaining all necessary project approvals and/or permits. The project is subject to property owner approval and City/County approvals including but not limited to Planning, Building, Utilities, Engineering, LA County Public Health Department and LA County Fire Department. If approvals are not granted or permits are not obtained the Grant Award may be revoked.

How will I be contacted or know if I will receive a grant?

The City will primarily utilize email to communicate with all applicants. Be sure to check email regularly, including spam folders.