

# City of Roanoke Small Business Recovery Grant Guidelines



The City of Roanoke has established a \$1 million Grant Fund to support small business recovery following the COVID-19 pandemic. One-time grants of up to \$12,000 are being provided to offset business impacts during the pandemic for businesses not receiving EIDL or PPP. The grant program will be administered by the City of Roanoke Department of Economic Development.

**Applications will be accepted until September 30, 2020.**

## FUNDING SOURCE

The CARES Act established the \$150 billion Coronavirus Relief Fund.

Treasury has made payments from the Fund to States and eligible units of local government; the District of Columbia and U.S. Territories (the Commonwealth of Puerto Rico, the United States Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands); and Tribal governments (collectively “governments”).

The CARES Act requires that the payments from the Coronavirus Relief Fund only be used to cover expenses that—

1. are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID–19);
2. were not accounted for in the budget most recently approved as of March 27, 2020 (the date of enactment of the CARES Act) for the State or government; and
3. were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020.

The City of Roanoke has elected to use part of the City of Roanoke allocation to help preserve small business in Roanoke by providing grants to eligible businesses.

# City of Roanoke Small Business Recovery Grant Guidelines



## ELIGIBLE GRANT USES

Grant funds must be expended in compliance with state and federal law. Funds may be used to reimburse the cost of business interruption caused by required closures and do not cover expenses included in PPP or EIDL funding you may have already received. Expenses may include:

- Operations (i.e., payroll, rent, supplies, utilities, working capital, insurance, or other)
- Pivot to respond to new market conditions (the development or expansion of online sales/e-commerce, delivery or take out; development of new product lines, or other)
- Equipment and inventory purchases
- Rent or mortgage expenses
- Deep cleaning services, purchase of PPE, installation of protective barriers, or other
- Additional critical operating expenses

## How to Apply:

Electronic applications are being accepted beginning August XX, 2020 and will be available on the City of Roanoke Department of Economic Development Website at [www.bizroanoke.com](http://www.bizroanoke.com).

## For More Information:

Email [econdevl@roanokeva.gov](mailto:econdevl@roanokeva.gov) or call 540-853-2715.

## ELIGIBILITY CRITERIA

Roanoke City businesses meeting all of the following eligibility criteria are encouraged to apply:

- A business must demonstrate that they were operational pre-COVID-19 (March 1, 2020) and are realizing a direct negative impact from COVID
- Must be an existing for-profit business located in the City of Roanoke
- Must have been in business as of January 1, 2020
- Must have at least one (1) employee (including owner)
- Must possess a valid City of Roanoke business license and certification by the Virginia State Corporation Commission
- Must demonstrate impacts due to COVID-19, (revenue loss, reduced sales, closure or suspended operation, employment decline, business interruption or other)

- Must demonstrate a sustainability plan for maintaining the business(es) in the City of Roanoke

## **GRANT GUIDELINES**

1. Completion of Grant Application outlining the use of funds
2. Maximum amount of grant ranges from \$1,250 up to \$12,000
3. One (1) grant per business establishment
4. Funds are available on a first-come, first-served basis and businesses not utilizing PPP/EIDL and SWaM businesses receive priority funding

Grant award levels are based upon the number of FTE employees, the availability of funds and number of applications received. Grant awards are based on pre-COVID, full time equivalent (FTE) employment level as follows:

1-3 employees	\$1,250
4-20 employees	\$7,500
20+ employees	up to \$12,000

The following businesses are not eligible:

- Businesses not currently in operation
- Banks and financial services
- Seasonal businesses, which only operate part of the year
- Franchise businesses, except those franchises which are locally owned and operated
- Businesses permanently closed or engaged in illegal activities
- Non-profit organizations

***Use of funds restrictions: Funds cannot be used to pay taxes, fees or any other payments due to the City of Roanoke.***

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City of Roanoke Department of Economic Development  
117 Church Avenue, SW  
Roanoke, VA 24011  
[econdevl@roanokeva.gov](mailto:econdevl@roanokeva.gov)  
540-853-2715



## City of Roanoke Small Business Recovery Grant Application

**(Note: This application is used by the City of Roanoke to determine eligibility for the City's CARES Act/COVID-19 small business grant. Please consult the accompanying COR Grant guidelines for additional information.)**

### Contact Information

_____
Date of Application
_____
Business Name ( <i>above</i> )
_____
Physical Business Address City, State, Zip
_____
Mailing Address (if different) City, State, Zip
_____
Primary Business Contact Name and Title
_____
Contact Phone Number
_____
Contact Email Address
_____
Website address (if available)
_____

*Full-time equivalent (FTE) employees on February 29, 2020 (including owner) - *FTE defined as employees that work at least 30 hours/week or 130 hours/month are counted as one full-time employee)	Maximum Grant Amount Available
1-3 FTEs	\$1,250
4 – 20 FTEs	\$7,500
Over 20 FTEs	\$12,000
Requested Grant Amount _____	

**Business Function**

**Primary business type:** (select one)

Arts, Entertainment, Recreation

Child Care, Education, Instruction

Construction, Engineering, Design Services

Distribution, Logistics, Warehousing

Finance, Insurance, Real Estate

Health and Medical Services

Hotel and Accommodations

Information Technology, Broadcasting, Publishing

Manufacturing

Personal Services (barber shop, nail salon, fitness, dry cleaner, etc.)

Private Household Services

Professional, Technical, Business Services

Repair and Maintenance Services

Restaurant, Food Services

Retail—please specify \_\_\_\_\_

Social Services

Small, Women-owned and Minority-owned Business (certification required)  
 Transportation  
 Other \_\_\_\_\_

**Business Function - Continued**

Is your business home based?  YES  NO

Entity Type:

Sole Proprietor  LLC  Franchise  Partnership  Corporation  Other

What year was your business established in the City of Roanoke? \_\_\_\_\_

Have you received an EIDL or PPP loan?  Yes  No

If yes, what was the loan amount? \_\_\_\_\_

(Note: Preference will be given to certified SWaM businesses and to organizations that have not previously accepted funding from PPP, EIDL or other related federal programs)

**Business Operations**

# of full-time employees in the City of Roanoke as of: 2/29/2020 \_\_\_\_\_ 8/2020 \_\_\_\_\_

# of part-time employees in the City of Roanoke as of: 2/29/2020 \_\_\_\_\_ 8/2020 \_\_\_\_\_

If fewer employees in the City of Roanoke as of 8/2020, was this due to

Layoffs # of employees \_\_\_\_\_ timeframe \_\_\_\_\_

Temporary furlough # of employees \_\_\_\_\_ timeframe \_\_\_\_\_

Why did the demand for the business slow (fully or partially) during the COVID-19 health emergency?

(check all that apply)

State mandate

Not enough customer demand

Supply chain disruption

Workforce availability

Health and safety concerns

Other \_\_\_\_\_

What is the current status of the business? (check all that apply)

Open with normal operations

Open with limited operations (e.g., fewer employees, reduced hours/shifts, etc.) }

**Business Operations - Continued**

Operating online

Delivery/take out only

Closed temporarily

Other \_\_\_\_\_

Is the primary location of the business owned or rented? \_\_\_\_\_

Own outright

Own with mortgage: monthly mortgage amount \_\_\_\_\_

Rent: monthly rent amount \_\_\_\_\_

Does the business have any capital reserves or available credit? \_\_\_Yes \_\_\_No

If yes, how many months can reserves or credit cover business operations? \_\_\_\_\_

**GRANT NARRATIVE - Attach additional pages if needed.**

Describe business operations and financial well-being prior to COVID-19

Describe how COVID-19 has affected your business, including impacts on workforce, revenue and profits, space modifications, etc.

Describe uses of grant funds and estimated cost of each (e.g., payroll, rent, other)

Describe how grant funds will help the business sustain operations in the City of Roanoke:

recovery

What would you need for your business to resume full operations? (check all that apply)

- State authorization to re-open
- Rehiring employees
- Creating new marketing campaign
- Working capital
- Revising business plan to new circumstances
- Opening of adjacent businesses
- Resumption of essential supply chain
- Relaxing of social distance guidelines since successful operation necessitates crowds

Other \_\_\_\_\_

#### Final Application Check List

**Please include these attachments with your application:**

- Copy of your City of Roanoke 2020 Business License
- IRS Form W-9 Request for Taxpayer Identification Number and Certification
- Signed and completed Application

#### Eligibility

**Ineligible businesses:** businesses that are permanently closed, engaged in illegal activities, banking and financial services, seasonal businesses, franchises except those that are locally owned and operated.

**I certify that my business:**

- Is a for-profit enterprise located in the City of Roanoke with fewer than 500 employees
- Is a non-profit enterprise located in the City of Roanoke with fewer than 500 employees
- Suffered negative impacts from closure (mandated or voluntary, full or partial) in response



to the COVID-19 public health emergency.

Was operational as of January 1, 2020

Had at least one full-time equivalent (FTE) employee (including owner) prior to March 1, 2020

Is current on all fees, taxes and permits with the City of Roanoke

### **Applicant Signature and Certification**

The Applicant covenants to save, defend, hold harmless and indemnify the City of Roanoke, and all of its officers, departments, agencies, agents and employees (Collectively the "City") from and against any and all claims, losses, damages, injuries, fines, penalties, costs (including court costs and attorney's fees, charges, liability or exposure, however caused, resulting from, arising out of, or in any way connected with this application.

The Applicant provides a waiver of confidential information provided to the Commissioner of the Revenue and Treasurer of City of Roanoke, and authorizes the internal use of this information for the grant analysis. The Applicant acknowledges that the City of Roanoke will keep all proprietary information voluntarily provided by the Applicant confidential to the extent permitted by the Virginia Freedom of Information Act and other applicable laws and regulations pertaining to the disclosure of records in its possession, and acknowledges that all grant award decisions are final and are not subject to appeal.

I certify that I have read and understand and am authorized to complete and submit this application on behalf of the Applicant. I verify that the statements contained herein are true, accurate and complete. I acknowledge that false and inaccurate statements made on the application are grounds for immediate rejection of the application.

\_\_\_\_\_  
Contact Name and Title

\_\_\_\_\_  
Date

### **For Internal Use Only**

Approved Amount \_\_\_\_\_

Reason for Denial \_\_\_\_\_