



# **DOWNTOWN DEVELOPMENT AUTHORITY**

Quality Services for a Quality Community

## **East Lansing Downtown Development Authority**

### **Business Relief Program (ELDDABRP) – Grants**

#### **Round Two**

*East Lansing Downtown Development Authority District*

### **Business Eligibility, Application Scoring Criteria & Review Process**

The intent of this program is to assist business who have experienced hardships due to the COVID-19 pandemic or Executive Order (EO) No. 2020-9 and/or subsequent EO's.

#### **Business Eligibility:**

Requirements – All businesses seeking funds must meet *all* requirements:

1. A business must be physically (brick and mortar) located within the East Lansing Downtown Development Authority District (DDA) (boundary map attached). Virtual tenants and home-based businesses are not eligible. Businesses that received a grant in the first round of the ELDDABRP are not eligible.
  - If applying for multiple locations, one application is required for each desired brick and mortar location
2. Business must be directly affected by and listed in Executive Order (EO) No. [2020-9](#) and/or subsequent related EOs:
  - i. Ex. Restaurants, cafes, bars, breweries, distilleries, wineries, performance venues, libraries, museums, gyms, sports facilities, exercise studios, spas, amusement venues, non-essential manufacturers, retailers
3. Business must not be delinquent on any accounts, fees, assessment, i.e., real estate, personal property taxes, water bills, license fees, prior to the City's emergency order related to COVID-19. Delinquent accounts must be paid in full by 5 p.m. June 1, 2020. Contact the City of East Lansing Finance Department (517) 319-6826 and the City of East Lansing Department of Public Works, (517) 337-9459 to determine if you have any delinquent accounts.

## **Application Scoring Criteria:**

The DDA has created a multi-entity and multi-stage review committee and process consisting of LEAP staff, representatives from the Capital Region Michigan Small Business Development Center (SBDC), and Capital Area Michigan Works! (CAMW!), who will score applications on the following criteria:

### **Economic Distress: 40 points**

The business must attempt to quantify the financial burden *caused by the outbreak*. The application asks numerous financially driven questions to portray the hardship endured. Examples include detailing the difference in full-time employees (FTE) from March 1 to April 30 and revenue comparisons from previous periods to current state.

### **Community Impact/History In Downtown: 30 points**

Small businesses are integral to the economy in a myriad of ways, such as how they engage with the community through philanthropy, events, programming and more. Does your business have a long history in downtown East Lansing? Does the business engage with the local community based organizations and event? Does the business engage with community organizations like Rotary or Lions Club? Is the business beloved by its community with a proven track record? How does the community relate to the business's brand? Briefly describe the intangible impact the business has on the residents of the community. Does the business have partnerships with other local businesses or organizations that would be affected by the business closing?

### **Uniqueness of Product/Service/Offering: 30 points**

Many communities have businesses that uniquely contribute to the community and are likely difficult to replace, impacting the community's character. Is the business the community's only grocery store or hair salon or coffee shop? Is the business the only information technology consultant in the community? What differentiates this business from others and its competitors? Provide a compelling narrative why the community needs this business.

**Other Grants/Funds:** The business must disclose any grants that have been received, or have been approved to receive, through any other entity, related to COVID-19 relief.

## **Review Process**

### **Panel**

A multi-entity panel made up of the Lansing Economic Area Partnership (LEAP) as administrator and Capital Region Small Business Development Center (SBDC) and Capital Area Michigan Works! (CAMW!) as key regional partner organizations will be involved at each stage.

### **1<sup>st</sup> Stage**

A 4-person application scoring panel consisting of 2 LEAP staff (from different departments), one SBDC staff and one CAMW! staff. There will be 2 scoring teams.

Each scoring team will be 2 persons. With 2 total scoring teams, each team will be responsible for review and scoring of approximately 50% of grant applications. Before scoring, conflicts of interest will be identified, and

no reviewer will review an application for which there may be a conflict. Applications will be scored individually, with the two scores then combined for review by each scoring team. Each team will elevate their top 25-30 applications for 2<sup>nd</sup> stage consideration. Note that the number of reviewers may change depending on the number of applications received.

## **2<sup>nd</sup> Stage**

5-person deliberation panel consisting of three LEAP staff, one SBDC staff and one CAMW! staff. Panel represents a diverse background and brings unique perspectives to the review process. Panel has strong experience, working with hundreds of small businesses throughout their careers.

Panel will deliberate on approximately 60 applications as elevated by the scoring teams and will recommend the top 43 businesses to the DDA for review and final vote for a \$2,500 grant award.

## **Next Steps for Awarded Businesses**

Awarded businesses will be required to submit a W9 form within 24 hours of grant award acknowledgement in order to expedite fund processing.

Awarded businesses will also be required to sign a simple grant agreement that specifies 6 months of simple reporting requirements and eligible use of funds.