



# **DOWNTOWN DEVELOPMENT AUTHORITY**

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Quality Services for a Quality Community

## **East Lansing Downtown Development Authority (DDA)**

### **Business Relief Program – Grants**

#### **ROUND 2**

#### **Frequently Asked Questions (FAQ)**

**1. How did this new business grant program come to be?**

East Lansing DDA approved the allocation of \$250,000 from its discretionary fund to business relief initiatives on April 23 in response to the COVID-19 pandemic. DDA intends to provide working capital grants to help alleviate the economic distress placed upon its businesses. During Round One, 57 business received grants.

**2. Where are the boundaries of the DDA district?**

A map of the DDA district can be [found here](#).

**3. What amount of funds were reallocated for this grant program?**

\$250,000 in total. \$142,500 was awarded during round one. \$107,500 is available for round two.

**4. What amount is available for individual applicants?**

Grant of \$2,500 will be made to awardees

**6. What are the key determinants of eligibility?**

To be eligible, applicant must be a physical (brick and mortar) business within the DDA district that was negatively affected by the COVID-19 pandemic and related Executive Orders (EOs).

Applicants must not be delinquent on any accounts, fees or tax assessments prior to the City's [emergency order](#) related to COVID-19.

Businesses that received a grant through the first round of the program are not eligible for the second round of grant funding.



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## 7. Are sole proprietors or home-based businesses eligible?

Sole proprietors are eligible, adhering to the same eligibility determination requirements noted in the application and [Business Eligibility, Application Scoring Criteria & Review Process](#). However, home-based businesses are ineligible.

## 8. Are nonprofits eligible businesses?

Yes, nonprofits are eligible if they meet the application requirements. Nonprofits still need to answer all business-oriented questions and will be scored on the same criteria as for-profit businesses.

## 9. If my business has multiple locations, do I need to submit a separate application for each?

Yes, every business location requires its own application. The applicant must use company-wide metrics during the process (i.e. total number of employees, financial data, etc.) for eligibility determination and review purposes.

The applicant must specify in the application when prompted which brick and mortar business location the requested grant funds will be exclusively deployed at.

## 10. Is my franchise-owned business eligible?

Yes, franchise operations are eligible, adhering to the same eligibility determination requirements noted in the application and [Business Eligibility, Application Scoring Criteria & Review Process](#) document. They will be scored on the same criteria as every other applicant.

## 11. Will I need to submit financial documents as part of Questions 22-25 on the application?

No, DDA is not requiring the applicant to submit financial documents. The applicant must acknowledge and agree to answer all questions truthfully in order to be eligible for grant funds.

Gross sales receipts for questions pertaining to revenue suffices.

## Will there be a defined application period?

Yes, we anticipate the grant application for this program to be open 8 a.m. Tuesday, June 2 through 11:59PM on Friday, June 5.



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## **12. Where would an interested small business owner go to apply?**

The application will be available in web form via [cityofeastlansing.com/businessrelief](http://cityofeastlansing.com/businessrelief). If a business owner is unable to complete the web-based application form for any reason, they are encouraged to contact their local business support organizations for assistance.

## **13. How extensive will the application be?**

The purpose of this grant program is to quickly provide financial relief to businesses affected by the COVID-19 pandemic and related Executive Orders here in Michigan. Thus, we are designing the application not to be burdensome – we expect it will take a typical respondent around 15-20 minutes to complete, with the large majority of requested information expected to be readily known or accessible to most business owners.

## **14. Who can I talk to about Questions, Clarifications and Scoring Criteria on the application?**

Applicants are encouraged to review the Business Eligibility Application Scoring Criteria and Review Process document, FAQ document, or ask a question through the online tool at [cityofeastlansing.com/businessrelief](http://cityofeastlansing.com/businessrelief). Applicants can also consult with LEAP Staff by sending an email to [businessrelief@purelansing.com](mailto:businessrelief@purelansing.com).

## **15. When will applications be due?**

Applications will be due by 11:59PM on Friday, June 5.

## **16. How will any conflict of interest be addressed in the consideration of grant applicants?**

The 4-person review committee will acknowledge all actual or perceived conflicts of interest and will not be scoring any business for which a conflict could exist.

## **17. Board members of the DDA may own eligible businesses. How are you removing favoritism and selection bias from the grant applicant selection process?**

All DDA board members with an eligible business who are applying for the grant will recuse him or herself from all voting matters.



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**18. When will successful applicant businesses be notified and what is expected from them in order to receive grant funds?**

We intend to inform successful applicant businesses following DDA board approval on June 11, 2020. DDA will require an executed W9 form, along with a simple grant contract agreement that speaks to fund use and reporting requirements.

**19. When will grant funds be received by successful applicant businesses?**

It is our goal to have all funds delivered to grant recipients by close of business on Friday, June 19.