



## Small Business COVID-19 Pandemic Relief Grant Guidelines

FY2020 (July 1, 2019 – June 30, 2020)

Grant cycle will open April 27, 2020

Applications must be submitted in ZoomGrants

Grant Due Date: June 30, 2020 by 11:59p.m.

### Program Description

In response to community needs related to the ongoing COVID-19 public health crisis, Richland County Council has allocated \$500,000 of the General Operating Fund for the COVID-19 Pandemic Relief grant to provide necessary support to small businesses in three major sectors: retail trade; foodservice; and arts, entertainment, and recreation whose needs are not likely to be addressed by the federally funded C.A.R.E.S Act. While the aforementioned business sectors have been established as priority by the County, this is not an all-inclusive list of business sectors, and all are encouraged to apply. Funds will provide immediate economic relief for up to a four-week period.

### Program Eligibility and Design

Eligibility is limited and/or determined as detailed below:

Businesses with 50 or less employees that are physically located within Richland County and have been in business for at least one year are eligible to apply for this program. Priority consideration will be given to businesses that:

- Are in unincorporated Richland County
- Can demonstrate losses of 50% or more in average revenue
- Demonstrate plans to sustain business operations
- Exhibit a commitment to retaining their employees as long as possible
- Need working capital to support payroll expenses, rent, mortgage payments, insurance payments, utility expenses, or similar expenses that occur in the ordinary course of business
- Exhibit adaptability, innovation, and responsiveness to COVID-19
- Are unable to access capital through alternative sources.



### **Eligible Applicants by Industry/Type of Business**

- Bakery/Coffee Shops
- Catering/Restaurants
- Daycare/Adult Care
- Landscaping
- Retail (to include service industry)
- Sales
- Salons/Barber Shops
- Professional Services (i.e. legal services, consultants, architects, engineers, certified accountants)
- Photography

This list is not all-inclusive as other types of businesses not accounted for above may be considered eligible.

### **Ineligible Applicants**

- Franchises
- Hotels or Motels
- Liquor Stores
- National/Regional Chain Businesses
- Financial/Lending Institutions
- Private Membership Businesses
- Businesses with 51% or More of Revenue from Alcohol Sales; and Adult Oriented Businesses
- Businesses owned in part or fully by Richland County staff, administration, or leadership.

This list is not all-inclusive as other types of businesses not accounted for above may be considered ineligible.

Grantee organizations may not re-grant or sub-grant County funds to other organizations. All funds must be spent on direct program expenditures, as detailed in the grant application, by the organization who is granted the allocation.



## Program Definitions

**Small Business:** As defined by Section 2-639 of the Richland County Code of Ordinances, effective May 06, 2016, a small business shall have the following size limitations:

- No more than **fifty(50)** full-time employees

## Program Requirements

- Organizations must apply to be considered for funding.
- Richland County Council shall make all awards pursuant to this grant program.
- Richland County business license issued before January 01, 2020

## Program Criteria (proposed request must address one of the following)

Priority given to businesses with 50 or less employees demonstrating losses of 50% or more in average revenue;

- Demonstrate plans to sustain business operations;
- Exhibits a commitment to retaining their employees as long as possible;
- Businesses that need working capital to support payroll expenses, rent, mortgage payments, utility expenses, or similar expenses that occur in the ordinary course of business;
- Adaptability, innovation and responsiveness to COVID-19; and
- Unable to access capital through alternative sources.

## The Program Will Not Fund (however, not limited to)

- Fundraising Projects
- Debt Reduction
- Endowment Development
- Medical Research/Health Related Research
- Conference Travel
- Conference Underwriting or Sponsorship
- Gift Cards

Richland County may deny any request for grant funding which it deems inappropriate or not contributing to the purpose COVID-19 Pandemic Relief Grant program.



## Grant Application

The grant application must be submitted in ZoomGrants through Richland County's website. Make sure all fields are completed as incomplete applications will not be reviewed by the Committee. Contact the Grants Manager if you have any difficulties completing the application. Once complete, save and/or print a copy for your records.

## Program Budget

A budget section is provided for you as part of the application. This section applies only to the project outlined in the application. Please note that all grant funds must be expended by the recipient organization. Grant funds may only be applied to activities, services and programs identified in and approved as a part of the application. Re-granting or sub-granting of funds is not allowed.

Expenditures must be consistent with the application budget. Only goods and services that comply with the COVID-19 Relief Grant Guidelines are permitted. The budget should reflect, in financial terms, the actual costs of achieving the objectives of the use(s) you propose in your application.

Amounts listed in the COVID-19 Pandemic Relief grant Request column should total the amount of funds requested in the application. Please make sure that all expenses in COVID-19 Pandemic Relief grant column relate to the proposed use outlined in the Relief Description.

Note that there are blank spaces in the budget section of the application to provide additional expense categories as all budgets are not the same. Feel free to use these additional blank spaces for other categories not listed. You can add a budget category for these types of expenses.

Under anticipated revenues, list known and anticipated funding sources, including any that are pending. Also include any in-kind contributions under anticipated revenues. This section shows the Committee if your organization or others are contributing to the relief outlined in the application. Attach copies of pending grants and/or forgivable loans documentation (award letters) in the documents section of the grant application.

Budget Narrative (Grant Funds Only) - Please include a brief 1-2 sentence description for each category included in the program budget. Make sure expenses are reflected in the project description. For example:

*Contractual – 2 consultants to work 10 hours at \$25/hour to conduct 5 financial training workshops*

*Program expenses - \$500 for financial training workshop curriculum, \$500 rental fee for training space*



## Application Package

In order to be considered for funding, applicants must submit a complete application package for the COVID-19 Pandemic Relief grant program in ZoomGrants. Incomplete applications will not be considered. Complete applications include:

1. Completed and electronically initialed application. You can complete the application at:  
<http://www.richlandonline.com/Government/Departments/Grants/DiscretionaryGrants.aspx>
  - a. Answer all questions and complete each section. "N/A" and "See Attached" are not valid responses.
  - b. Electronic Initials by board chair or the executive director is requested in ZoomGrants. If your organization does not have an executive director, please note this in the application.
2. Proposed Use Budget and Narrative (form included with the application)
3. Required Attachments:
  - a. **For Businesses:**
    - i. Each Owner's Driver's License or State Issued ID
    - ii. SC Secretary of State Certificate of Existence
    - iii. 3 Most Current & Consecutive, Executed Federal Tax Returns
    - iv. Richland County Business License (or BL Status Form & applicable municipality license)
    - v. Proof of employee headcount of 50 employees or less via a copy of the business payroll to include all staff's names, addresses, and salaries
    - vi. Proof of business operation for at least one year
    - vii. Proof of a physical establishment within Richland County
    - viii. Documented loss of income/revenue due to COVID-19
    - ix. Profit & loss statements and balance sheets for past 6 months

Attachments **MUST** be submitted in ZoomGrants along with the proposal in order to be considered complete.



## Application Evaluation

Grant applications are reviewed by the COVID-19 Pandemic Relief grant Committee. The Committee will use the following evaluation criteria to evaluate applications and proposed projects. The individual factors are important in project evaluation, as they are an indication of the degree to which the funding will contribute to economic relief for small businesses in Richland County. Priority will be given to those businesses in unincorporated Richland County. Make sure these factors are incorporated into your application. These factors, with their corresponding point values, are:

### *Project Summary: (Up to 35 Points)*

- Does the proposal provide a strong sense of need for economic relief?
- Does the proposal address what expenses and/or activities will be paid with grants funds?
- Does the proposal provide an explanation of the adverse economic impact of COVID-19 on business operations?
- Does the proposal state how the grant is necessary to retain or rehire employees?
- Does the proposal state how the business is ineligible for relief via the federal C.A.R.E.S. Act?

### *Project Impact: (Up to 30 Points)*

- Does the business demonstrate losses of 50% or more in average revenue?
- Does the business exhibit a commitment to retaining their employees as long as possible?
- Does the business exhibit adaptability, innovation, and responsiveness to COVID-19?

### *Business Background: (Up to 20 Points)*

- Business has been in operation for at least one year.
- Business has a physical establishment in Richland County.

### *Budget: (Up to 15 Points)*

- Is the budget detailed and understandable?
- Is there another confirmed source of revenue to assist with the business?
- Does budget incorporate any in-kind cost participation?
- Does the budget expense detail section include detailed cost calculation data (e.g., specific cost/quantity for personnel, supplies, travel) and information showing how County grant funds will be spent?



## Deadline

Richland County will accept proposal in ZoomGrants starting **April 27, 2020**. These applications are available at <https://zoomgrants.com/gprop.asp?donorid=2236>.

Applications will be reviewed on a first come, first served basis with interim review and award dates. The review dates are as follows:

- May 4, 2020
- May 18, 2020
- June 1, 2020
- June 15, 2020
- June 29, 2020

The grant will close on **June 30, 2020** at **11:59 p.m.** Requests received *after* this date and time will not be considered.

Fax and email transmissions **will not** be accepted.

## Award Notification

The Grants Manager will notify all applicant organizations of the funding outcome in writing in. Awards will be available for reimbursement beginning. Final reports must be received before payments are released.

## Reporting Requirements

At the completion of the grant funded project, Richland County requires grantees to complete a final report for COVID-19 Pandemic Relief grant funds. Grantees are required to show proof of grant expenditures (invoices and proof of payment). Grantees are asked to report on attendance/impact numbers, program success or failure as well as the impact on Richland County. Each grantee will receive a copy of or a link to the reporting documents with their award packet and reports will also be sent via email.

Grantees must acknowledge the receipt of COVID-19 Pandemic Relief grant funding by including the Richland County Government logo, or by listing "Funding Provided by Richland County Government" on program/project advertising, marketing and promotional materials, website or in the organization's annual report. Examples of this must be included in your final report.



## Freedom of Information Act Notice

Please be advised that all materials submitted on behalf of the COVID-19 Pandemic Relief grant program are subject to disclosure as deemed appropriate based on the Freedom of Information Act (FOIA).

- No person, based on race, color, national origin, religion, age, sex, ancestry, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, veteran status, military discharge status, citizenship status or reprisal or retaliation for prior civil rights activity should be excluded from participation in be denied the benefit of or be otherwise subjected to discrimination under the program or activity funding in whole or in part by COVID-19 Pandemic Relief grant funds.
- Employment made by or resulting from COVID-19 Pandemic Relief grant funding shall not discriminate against any employee or applicant on the basis on race, color, national origin, religion, age, sex, ancestry, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, veteran status, military discharge status, citizenship status or reprisal or retaliation for prior civil rights of handicap, age, race, color, religion, sex, or national origin.
- None of the funds, materials, property, or services provided directly or indirectly under COVID-19 Pandemic Relief grant funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.

## Questions

Please call Tyler Kirk, Grants Coordinator at (803)576-5459 or email [Kirk.Tyler@richlandcountysc.gov](mailto:Kirk.Tyler@richlandcountysc.gov).