

City of Hercules

Small Business Assistance Grant

Program Guidelines

draft

1. OVERVIEW

The City of Hercules is providing direct financial assistance to small businesses using \$150,000 of the funding that it received from the Federal American Rescue Plan Act (ARPA). The program provides funding of up to \$10,000 per business located in Hercules that need assistance recovering from the negative economic impact of the COVID-19 pandemic. These grant programs are administered by HdL ECONsolutions, the Economic Development Consultant for the City of Hercules and is offered on a first come, first served basis for eligible businesses. Program information can also be found on the City's website at: (to be developed by HdL).

2. GRANT AMOUNT

The City has set aside \$150,000 of ARPA funding to provide grants up to \$10,000 each for the Small Business Assistance program.

3. USE OF GRANT FUNDS

The Small Business Assistance Grant program funds can be used to provide individualized assistance to businesses in a variety of areas including employee training, rehiring, COVID-19 grant and loan application processing and financial training.

ELIGIBILITY CRITERIA

A small business must satisfy the following criteria to be eligible to receive a Small Business Assistance grant award:

- Eligible businesses must be located within incorporated Hercules.
- The business must demonstrate a reduction in workforce and/or loss of business revenue from March 16, 2020, to December 31, 2021, and that they received little to no financial assistance in response to the pandemic.
- Some business types, including corporate-owned chains or non-local based franchises are not eligible for the program.

4. APPLICATION AND GRANT AWARD PROCESS

Required Documentation

For an application to be considered, the following documents must be submitted:

- Completed and signed application form
- IRS Form W-9

Application

Businesses that meet the eligibility requirements and are interested in applying for a grant must submit a completed application form with required supporting documentation. The City will accept applications from > to >, 2022 by 5:00 p.m. Applications can be submitted through any of the following ways:

- Email at: > (Subject: Small Business Assistance Grant Program);
- Online at: >

Eligibility Confirmation

HdL will screen each application to confirm the applicant's eligibility. Note that this will include verification with the City's Police Department and Code Enforcement Division records that the applicant is currently in compliance with City laws and has a current business license. The City will communicate to each applicant whether they were confirmed to be eligible or not. The City expects to review all applications for eligibility and let all applicants know whether they are eligible by > , 2022.

Award of Grants

The City has set aside \$150,000 of ARPA funding to provide grants of up to \$10,000 each for the Small Business Assistance program.

Disbursement

The City expects to disburse grants to recipients, in the form of a check. Recipients will need to have a City of Hercules business license for 2022 to receive their disbursement.

5. ADDITIONAL INFORMATION

For additional information, please visit the City of Hercules Small Business Assistance Grant Program webpage at : (to be developed by HdL)