

Economic Vitality Committee

**Monday, April 13, 2020
2:00 PM**

if needed will continue meeting to:

**Wednesday, April 15, 2020
2:00 PM**

Electronic Meeting

This meeting will be held electronically. Residents interested in listening to the meeting should visit the City's website here to access to the meeting:

<https://www.louisvilleco.gov/government/city-council/city-council-meeting-agendas-packets-minutes#EV>.

The Commission will accommodate public comments as much as possible during the meeting. Anyone may also email comments to the Commission prior to the meeting at MPierce@LouisvilleCO.gov.

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of March 6, 2020 Meeting Minutes
- V. Public Comments on Items Not on the Agenda (Limit to 3 Minutes)
- VI. Discussion/Direction/Action- Small Business Emergency Solutions Grant Program
- VII. Staff Updates: None.
- VIII. Current Articles: None.
- IX. Next Meeting:
 - a. April 13 Meeting will be continued to April 15 @ 2 PM if necessary (Electronic meeting)
- X. Adjourn

City of Louisville

City Manager's Office 749 Main Street Louisville, CO 80027
303.335.4533 (phone) 303.335.4550 (fax) www.LouisvilleCO.gov

Economic Vitality Committee

Meeting Minutes

Friday, March 6, 2020

- I. **Call to Order:** Councilmember Dickinson called the meeting to order at 10:02 AM in the Spruce Conference Room, 749 Main Street, Louisville, CO.
- II. **Roll Call:** The following members of the City Council were present: Councilmember Dickinson and Mayor Pro Tem Maloney; the following member was absent: Mayor Stolzmann. Also present were City Manager Heather Balsler and Economic Vitality Director Megan Pierce, and four members of the public.
- III. **Approval of Agenda:** Mayor Pro Tem Maloney made a motion to approve the agenda as presented; motion was seconded by Councilmember Dickinson. Motion passed.
- IV. **Approval of February 17, 2020 Meeting Minutes:** Mayor Pro Tem Maloney made a motion to approve the minutes; motion was seconded by Councilmember Dickinson. Motion passed.
- V. **Public Comments on Items Not on the Agenda:** Mr. Mark Obelhozer and Ms. Amy O'Neill noted they were present as representatives of the Business Retention and Development Committee (BRaD). Mr. Jim Candy stated that Ascent Church owns two properties in Louisville that he wants to see develop as a thriving part of the community.
- VI. **Discussion/Direction- Economic Vitality Strategy Goals & Measures:** Director Pierce reviewed the stages of the strategic planning process as well as the Vision Statement agreed-to at the last meeting. The Committee discussed that with agreement on Goals, they would be prepared to get City Council feedback and then edit to begin discussing actions. The Committee reviewed the draft Goals, which included:
 - Develop differentiated tools and programs focused on increasing retail sales and revenue generating activities;
 - Focus retention and attraction strategies on underutilized retail spaces, blighted properties, and long-term vacancies;

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- Improve our business climate through collaborative relationships and effective processes; and
- Facilitate a mix of diverse and quality job opportunities for Louisville residents.

Mayor Pro Tem Maloney suggested that the first Goal should possibly include language indicating the City is engaged in both inside and outside sales tax growth. Members discussed the different opportunities and what is actionable between sales tax generating businesses within Louisville and those outside the City that remit sales tax.

Councilmember Dickinson suggested that one of the existing goals or a fifth goal should be added to incorporate environmental sustainability. He stated that he felt it was important for this to be clearly stated in order for it to be actionable. The Committee discussed that this concept is not in the draft Vision Statement and whether the Strategic Plan document would create enough context for the goals to be clear to all readers. Ultimately they determined a fifth goal should be drafted for environmental sustainability and then it can be vetted with other City Council feedback.

The Committee also briefly discussed Measures and Key Performance Indicators (KPIs). The City is currently undertaking a separate process to review and revise the KPIs, so whatever Goals are determined for Economic Vitality will be incorporated. Members discussed different types of measures and the desire to both understand workload, but also more importantly, the outcomes of the significant investments in the long-term.

- VII. **Staff Updates:** Director Pierce shared the December 2019/Year-End 2019 Sales Tax reports from the packet, which were recently presented to the Finance Committee in February. Mayor Pro Tem Maloney had suggested the information was also relevant to the Economic Vitality Committee; he added the Finance Committee is really focused on targets and projections and less on what is actionable related to goals. The Committee briefly reviewed the reports and commented on the detailed presentation. It was agreed the information could be further evaluated as the Strategic Plan develops.
- VIII. **Current Article- Retailers and Sustainability:** Director Pierce shared recent articles from the International Council of Shopping Centers (ICSC) focused on trends in retail related to sustainability. Committee members indicated the articles have been informative and they look forward to seeing more.
- IX. **Next Meeting:** Members determined not to set a next meeting date. The agreed-to Strategic Plan information will be presented to the City Council at its April 7, 2020 meeting at 7:00 PM.

X. **Adjourn:** The meeting adjourned at 11:19 AM.

**SUBJECT: DISCUSSION/DIRECTION/ACTION- SMALL BUSINESS
EMERGENCY SOLUTIONS GRANT PROGRAM**

DATE: APRIL 13, 2020

PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

SUMMARY:

On April 7, 2020, the City Council considered financial assistance to small businesses in Louisville that have been significantly impacted by the COVID-19 pandemic. City Council directed the Economic Vitality Committee to further evaluate the Emergency Solutions Grant program, including possible structure, criteria, and administration.

DISCUSSION:

As reference for the City Council discussion, attached is the PowerPoint from April 7, including an outline of the Emergency Solutions Grant Program considerations. Council had general consensus on several factors relating to structure and eligibility, including:

- Initial program funding of \$250,000 from the General Fund;
- Applicants must be licensed brick-and-mortar businesses within Louisville;
- Applicants must be current on all City accounts at time of application (such as remittance of Sales Tax);
- Information provided should be as of or beginning on March 10, 2020, the date of Colorado's State of Emergency Declaration; and
- Business must have fewer than 50 employees (total headcount), or 25 FTEs.

The Council's dialogue focused on how an application should help determine a business is in good standing, and whether the grants should be prioritized to types of businesses that have the most impact on City revenue or that have been deemed non-critical under the public health orders. Council's conversation also frequently revolved around the appropriate balance between a simple application and efficient process and the data that may be necessary to collect to truly determine the business needs and viability to re-open.

In addition to confirming general program eligibility criteria and the application questions and requirements, there are three outstanding structure questions to be determined:

- Program timeline (specified deadline vs. rolling application period)
- Individual grant amounts (one grant level or tiered amounts)
- Review process (staff or selected committee)

The City Council briefly discussed some of the sensitive information (tax returns, revenue data, etc.) that will be gathered through the application and the possible record implications. Staff has confirmed with the City Attorney that any submissions related to the grant program application will be public records. Staff has included language in the

**SUBJECT: DISCUSSION/DIRECTION/ACTION- SMALL BUSINESS EMERGENCY
SOLUTIONS GRANT PROGRAM**

DATE: APRIL 13, 2020

PAGE 2 OF 2

application to make sure businesses understand that their applicants will be subject to potential records requests.

To better share what programs have been adopted by the surrounding communities, staff prepared a narrative summary that outlines key program criteria or eligibility factors; this is included as an attachment. Lastly, attached is a draft application, presenting the eligibility factors agreed-to by the Council as well as recommended information to be gathered from applicants. Please note that we have not finalized the formatting of this document; areas with yellow highlights indicate placeholders for content.

DIRECTION/ACTION:

The Emergency Solutions Grant program must be adopted by legislative action of the City Council. The expressed desire is for the Economic Vitality Committee to meet and work toward a recommendation on the grant program package. It is anticipated the legislative action would be taken by City Council on April 21.

Staff has scheduled two meetings for the Economic Vitality Committee to facilitate this discussion: April 13 and April 15. Once the Committee has had an opportunity to review all program components, staff will seek determination on what to prepare for Council consideration on April 21.

RECOMMENDATION:

Review the structure, criteria, and administration of the Emergency Solutions Grant program for Louisville small businesses. Provide direction to staff on next steps or take action to recommend a package to City Council.

ATTACHMENTS:

- April 7, 2020 City Council Presentation, "Economic Vitality Strategic Plan, Business Impacts from COVID-19 and Consideration of Financial Assistance"
- Summary of Other Community Programs, Criteria, and Information
- Draft Application

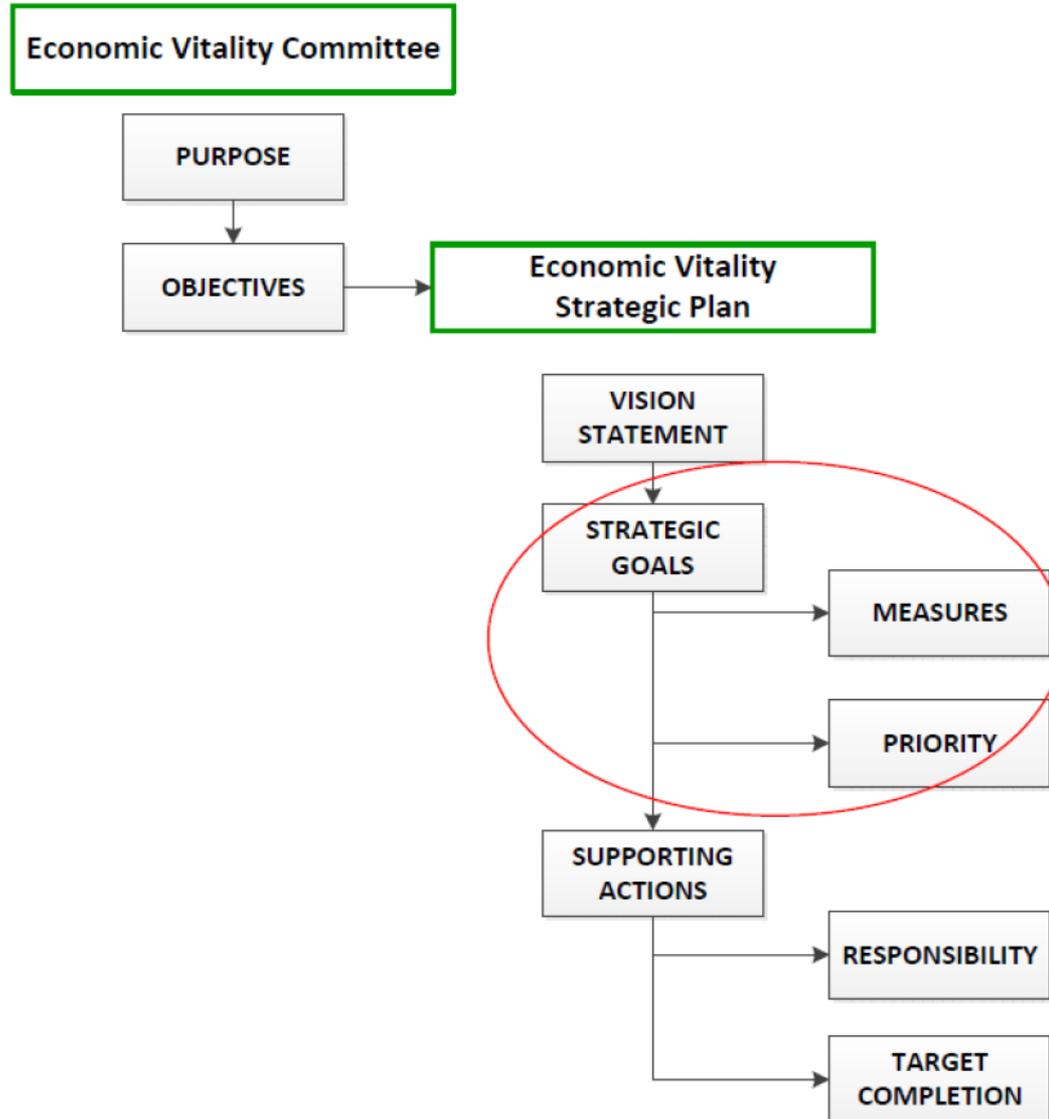
Economic Vitality Strategic Plan, Business Impacts from COVID-19 and Consideration of Financial Assistance

Megan E. Pierce
Economic Vitality Director
April 7, 2020

WORK TO-DATE

ECONOMIC VITALITY COMMITTEE

Strategic Plan Process



EVC Purpose and Objectives

- **Purpose:** The Louisville Economic Vitality Committee (EVC) provides leadership, policy recommendations, and support for the City’s programs to promote a thriving business climate that provides job opportunities, facilitates investment, and produces reliable revenue to support City services.
- **Objectives:**
 - Facilitate the development of an Economic Vitality Strategic Plan, including goals and specific supporting actions.
 - Make recommendations in support of the City’s Economic Prosperity Program by maintaining positive business relationships; assisting property owners, brokers, and companies in finding locations and/or constructing new buildings; and attracting/retaining a diverse mix of businesses that provide employment opportunities for Louisville residents.
 - Monitor progress toward the Economic Vitality Strategic Plan goals through Key Performance Indicators and annually review prioritization.

Strategic Plan- Vision Statement and Goals

- **Vision Statement:** Louisville is dedicated to producing reliable revenue to support City services which enhance our quality of life by fostering an economic environment that generates high quality jobs, innovative companies, and a diversity of businesses, employees, and customers.
- **Strategic Goals:**
 - Develop differentiated tools and programs focused on increasing total retail sales and sources of revenue generating activities;
 - Focus retention and attraction strategies on underutilized retail spaces, blighted properties, and long-term vacancies;
 - Improve our business climate through collaborative relationships and effective processes;
 - Facilitate a mix of diverse and quality job opportunities for Louisville residents; and
 - Invest in green practices and programs that enhance environmental sustainability in our business community.

COVID-19 BUSINESS SUPPORT AND IMPACTS

RESILIENT LOUISVILLE

Support Local Campaign

How to support a local business for free

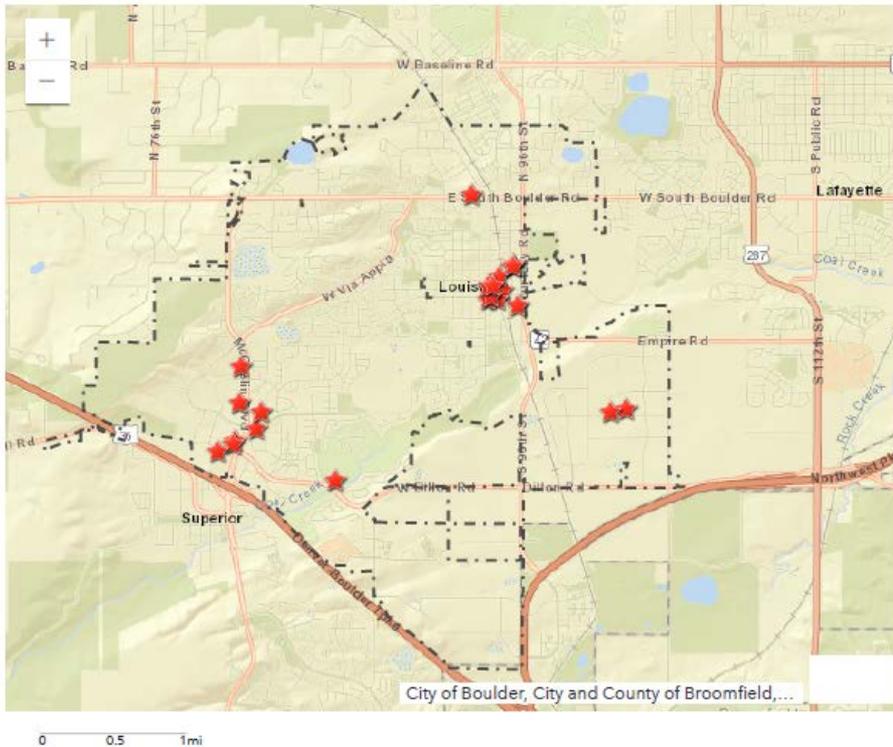
FOLLOW THEIR SOCIAL MEDIA	\$0.00
LEAVE A REVIEW ON YELP OR GOOGLE	\$0.00
SHARE A POST	\$0.00
LIKE A POST	\$0.00
TAG A FRIEND	\$0.00
COMMENT A NICE WORD	\$0.00
COMMENT AN EMOJI	\$0.00
POST A PIC	\$0.00
REFRAIN FROM NEGATIVITY	\$0.00

- Online submission form
- Promoted by City, Chamber, and DBA
- 82 participating businesses

Food and Beverage Map

Local Restaurants Open for Takeout & Delivery

More detail on listed restaurants and promotions on offer is also listed under "Food & Beverage" establishments.

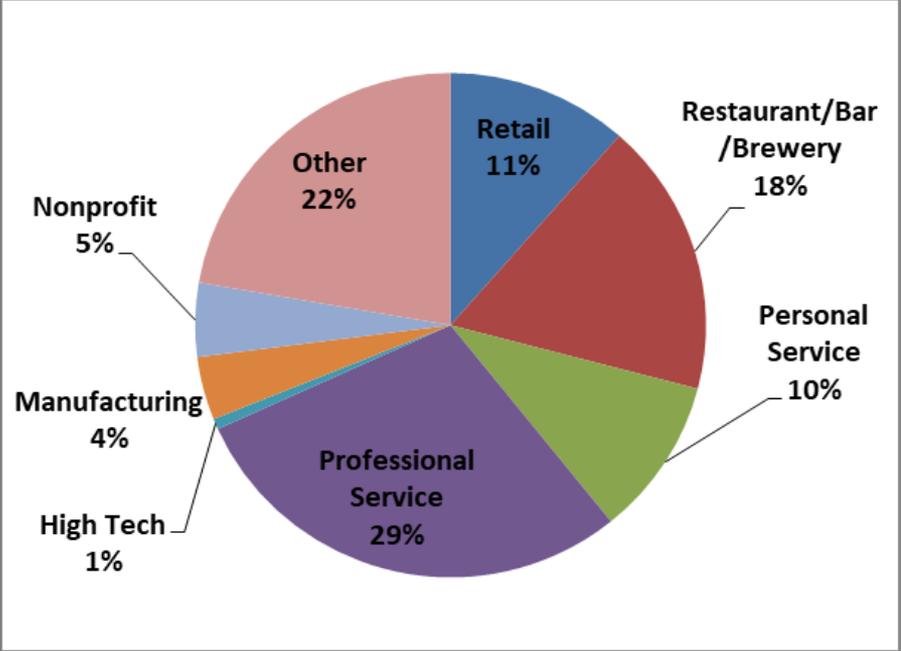


- Submit for inclusion with City or Chamber; incorporated Support Local submissions
- Those providing takeout, curbside, or delivery services
- 36 business listings

COVID-19 Impacts Survey

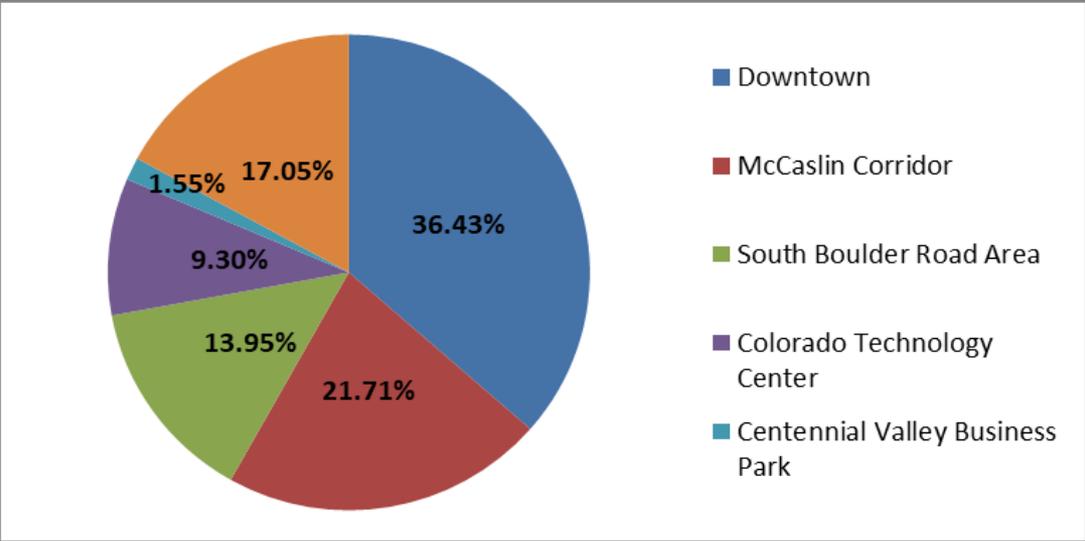
- Administered March 23; five days to respond
- Distributed via City email lists to local business owners and managers
 - Also shared by Chamber and Downtown Business Association
- 129 respondents
- Summary presentation of quantitative data and open-ended comments

Question #3: Business Type



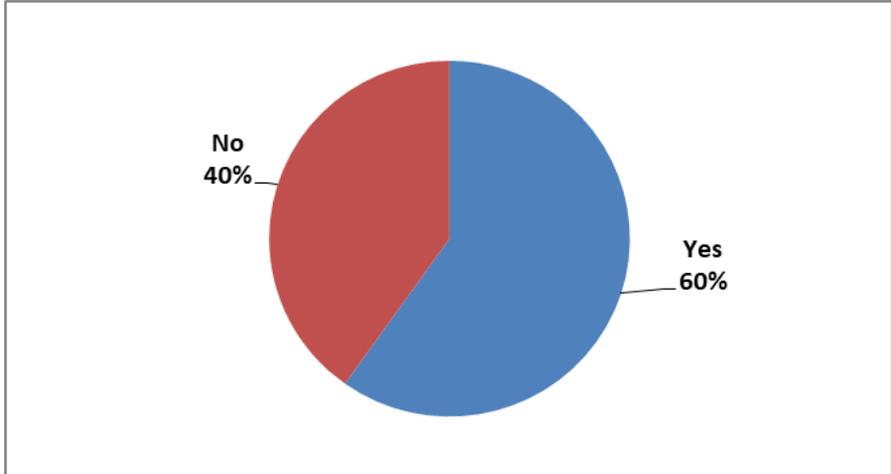
- 33.33% self-identified as “Professional Service” business
- 75% of businesses said they were a primary employer

Question #16: Business Location



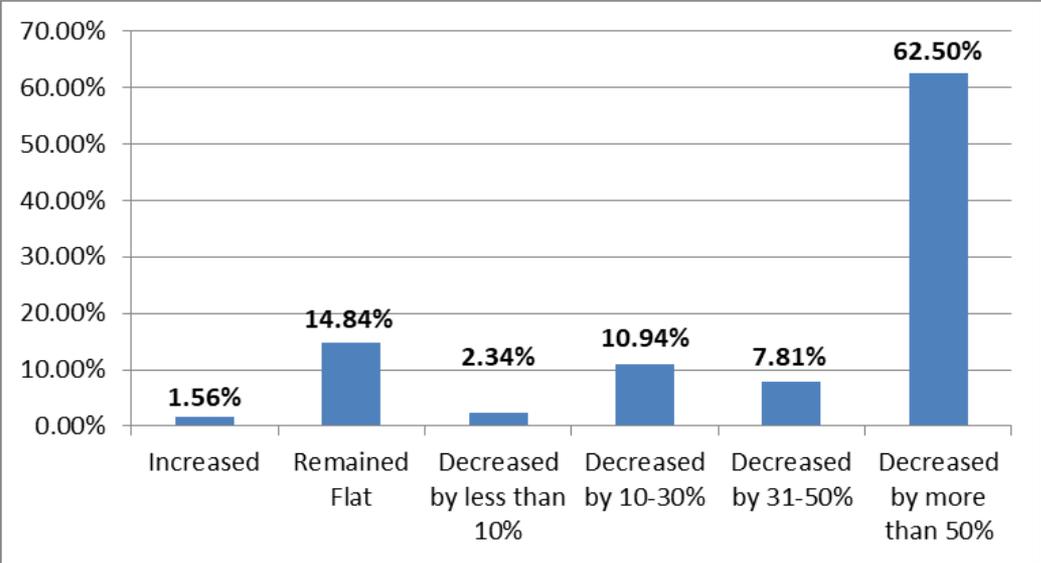
- Respondents from all of the commercial areas within Louisville
- Most respondents from Downtown
- A few respondents outside of Louisville
- Most respondents a member of Chamber (72.66%)

Question #5: Businesses Open



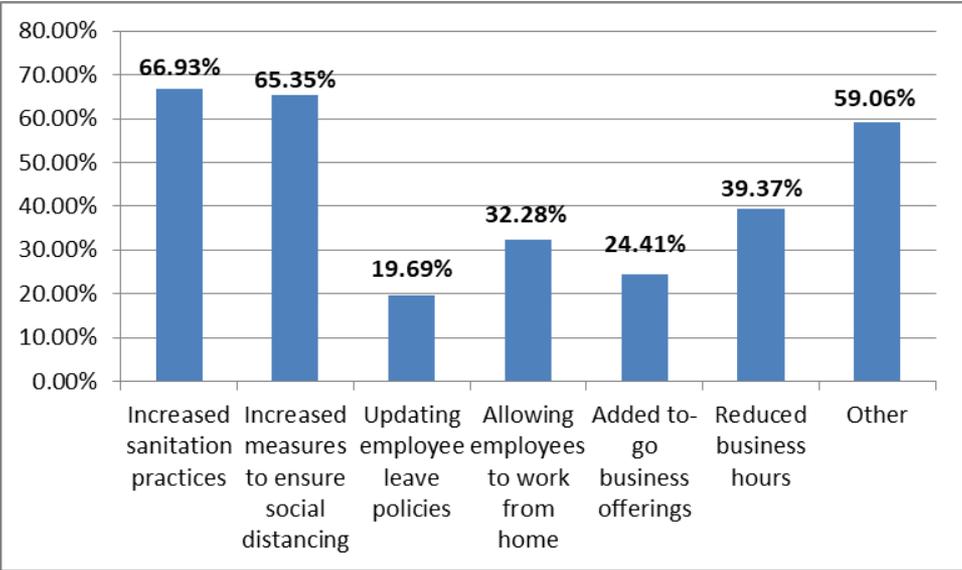
- Survey administered shortly before Governor’s Stay at Home order
- Almost 60% said they were still open
- Over 70% of respondents said they did not carry business interruption insurance

Question #8: Sales Change



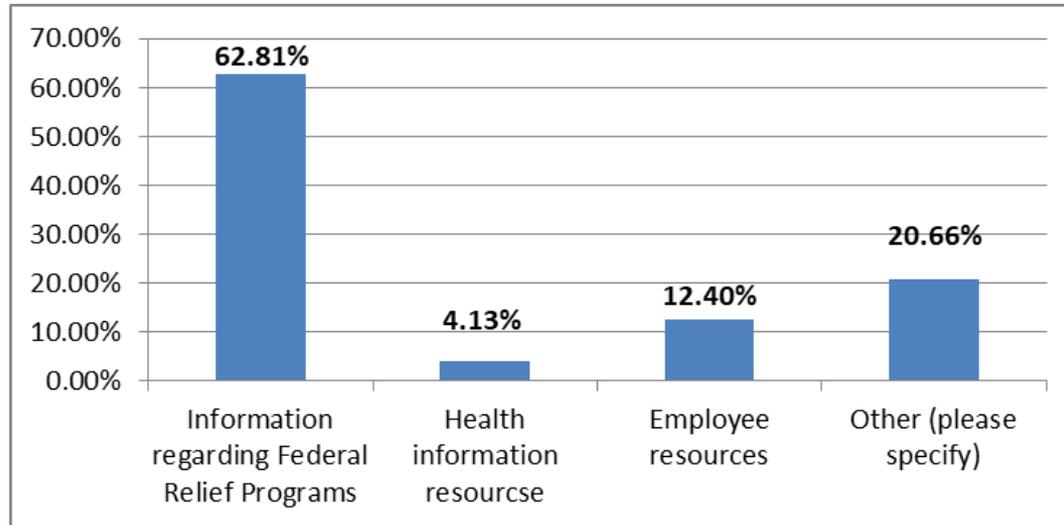
- 62.50% stated business sales have decreased by more than 50%
- Comments highlight the severe distress businesses are experiencing

Question #10: Changes to Business



- Almost 40% of respondents have reduced business hours
- “Other” comments- changes to use in technology, staff reductions, offering of delivery or curbside pick-up

Question #11: Resources and Support



- High demand for information on federal aid programs; applications for SBA loans came out just after survey distribution
- “Other” comments seeking deferred payments or rent assistance

CONSIDERATION OF FINANCIAL ASSISTANCE

EMERGENCY SOLUTIONS GRANT

Community Programs

- Town of Lyons, Revolving Loan Fund
- Town of Superior, Small Business Emergency Relief Grant Program
- City of Grand Junction, Extensions on Returns and Payments
- DEDO, Small Business Emergency Relief
- City and County of Broomfield, Enhance Broomfield Modified Grant Program

Community Programs (cont.)

- Town of Breckenridge, Small Business Rent Relief Program
- City of Englewood, COVID-19 Small Business Support and Recovery Grant
- City of Lafayette, Small Business Support Program

Louisville Businesses

- 944 in-city licensed businesses
 - 742 brick-and-mortar
 - 202 home-based
 - 60 in-city not yet renewed licenses for 2020
- In-city, brick-and-mortar businesses by area:
 - McCaslin: 238
 - South Boulder Road: 146
 - Downtown: 180
 - Colorado Technology Center: 178

Louisville Businesses (cont.)

- In-city licensed, brick-and-mortar businesses by industry category
 - Grocery: 22
 - Food/Beverage: 80
 - Communications/Utilities: 6
 - Building/Construction: 16
 - General Merchandise: 38
 - Services: 429
 - Other: 151

Federal Financial Assistance

- Paycheck Protection Program (PPP), part of the CARES Act
 - Loans administered through 7a lenders approved and registered through the US SBA
- Economic Injury Disaster Loan
 - Including Loan Advance/Grant
 - Administered through US SBA
- SBA Express Bridge Loan

Emergency Solutions Grant

- Basic Program Eligibility:
 - Business located within Louisville
 - Business is current on all City accounts
 - Submit complete application, including:
 - 2018 Tax Return (2019 if filed)
 - W-9
 - Certificate of Good Standing from Colorado Secretary of State

- Think about applicant criteria on a continuum
 - Fewer and less technical criteria will result in a high number of applications
 - But, without specific criteria and documentation, it will be difficult to evaluate the viability of businesses for the next year to 18 months
- Staff needs objective and specific criteria to fairly review applications and determine eligibility that is reasonably equitable

Potential Grant Criteria / Application Information

- Criteria:
 - Brick-and-mortar businesses (no home-based)?
 - Limit based on number of employees?
 - Preference for businesses owned by Louisville residents?
 - For franchises or businesses with multiple locations, a limit on number?
 - Tied to Sales, Lodging, and/or Use Tax generating businesses?

Potential Grant Criteria / Application Information (cont.)

- Application Information:
 - Demonstrate financial loss from February to March (or to past years)?
 - Show decline in employment (number of people or hours)?
 - Demonstrate loss of future contracts or orders?
 - Evidence of access to or commitment of other capital resources?
 - Evidence of application for Federal / State financial assistance?

Potential Grant Criteria / Application Information (cont.)

- Application Information (cont.)
 - Demonstrate efforts to reduce expenses (like obtaining rent relief)?
 - Detail on intended use of grant funds?
 - Ask for business strategy for remainder of 2020 and 2021?

Other Grant Considerations

- Determination on timeline
 - Rolling application period with applications reviewed and approved until funding allocated
 - OR
 - Specified deadline
- Amount of grant funding (General Fund)
 - Urban Renewal Area (URA) funding possibilities vs. restraints
 - Budget amendment at a later date

Recommendation

Discuss the actions of the Economic Vitality Committee as well as the impacts of COVID-19 on the local economy and business community.

Provide Direction and/or Action on potential financial assistance program for local businesses.

City of Louisville: Emergency Solutions Grant Program Other Community Programs, Criteria, and Information

Program Criteria/Eligibility

- Town of Breckenridge:
 - Business must be closed or limited service; businesses operating remotely not eligible
 - Must have a physical location in Breckenridge
 - Business must operate year round
 - Must employ 16 or fewer FTE based on 2020 license reporting
 - Provide evidence of sustainability: statement of reserve funds, application to refinance, SBA loan in process, other federal relief, statement of other support initiatives
 - Letter from landlord on rent reduction
- City of Englewood:
 - Available to all non-home based small businesses
 - Priority to those with frequent or close contact with customers: retail w/storefront, restaurant/food business, personal care, healthcare and social assistance, art and performance venues, and small manufacturing
 - Criteria:
 - 25 employees or fewer
 - Physical location in Englewood
 - Experienced or projected to experience a decline in revenue between February 1 and April 15
 - Experienced or projected to experience a decline in employment
 - In good standing w/City in regard to licensing and finance, including being current on sales and use tax payments
 - Engaged in activities that are legal under City and state law
 - Meet program technical requirements including ability to provide financial records to support grant request
 - Registered with the Colorado Secretary of State's Office
 - Ineligible: National chains and franchises, and regional businesses with more than 5 Colorado locations. Home-based businesses; non-profit organizations; and food trucks.
 - Attach documentation to support request (including W-9)
- Town of Superior:
 - Small businesses and restaurants with a brick-and-mortar presence within the Town's boundaries, including locally-owned franchises
 - Home-based businesses are not eligible
 - 40 or fewer employees on March 10, 2020
 - Submit 2018 Tax return (or 2019 if filed)
 - Certificate of Good Standing from Colorado Secretary of State
 - Copy of current lease
 - Document Disclaimer Language:
 - "All Applications will become property of the Town of Superior, and all Applications are subject to the Colorado Open Records Act, C.R.S. § 24-6-200.1, et. seq., provided that the Town will use its best efforts to maintain the confidentiality of any confidential information submitted, as permitted by law."
 - Signing Acknowledgement:

City of Louisville: Emergency Solutions Grant Program Other Community Programs, Criteria, and Information

- “I have read the program eligibility criteria for the Small Business Emergency Relief Grant Program and I certify that I am authorized to sign this application as or on behalf of the Applicant. I agree to assist the Town in verifying any of the information contained in this application from any available source as requested. By signing below, I certify that all information contained in this application, and all information furnished in support of this application, is given for the purpose of obtaining a Small Business Emergency Relief Grant and that the information provided is true and complete to the best of my knowledge. By entering my name and title below, I am electronically signing my application.”
- Review Process:
 - “The Town will review Applications as submitted. Grant awards will be determined at the discretion of the Town based on the responses provided in this Application. Submitting an application is not a guarantee of a grant award, and the Town may terminate the Program at any time, for any reason.”
- City/County of Broomfield:
 - Awards made on demonstrated financial need and potential for future business viability, as demonstrated through application and requested supporting materials
 - Assist small businesses that may have temporarily closed, having difficulty paying their rent and utilities, or have or are considering reducing staff (number or hours)
 - Review Committee
 - Eligible uses of funds: direct business expenses related to continued operation (payroll, inventory or supplies, lease rent, and utilities for the business)
 - Eligibility Guidelines:
 - Located and operating in Broomfield, with no more than 3 locations
 - Are in good standing with Broomfield and CO Secretary of State
 - Providing services to Broomfield residents or producing goods/products within Broomfield
 - Having no less than 2 FTE, of which one must be non-related person, and no more than 25 employees
 - Demonstrated business/financing need, such as documented loss of future contracts/orders, previous monthly financials (2019 and 2020), summary of accounts and financial resources on-hand
 - Application must demonstrate a business strategy for ensuring or returning to business viability through 2020, including a business plan, evidence of access to or commitment of other capital resources, and explanation of intended uses of business support funds
 - Preference given to locally-owned, operated businesses
 - Document Disclaimer Language:
 - “Only complete applications will be accepted, and all submissions will become property of the City and County of Broomfield. Applicants are encouraged to mark any and all information that is to be kept confidential as such.”
 - Signing Acknowledgement:
 - “Certification. I hereby certify that the statements contained herein are true and correct to the best of my knowledge and belief. I understand that if I knowingly

City of Louisville: Emergency Solutions Grant Program Other Community Programs, Criteria, and Information

make any false statements herein, I am subject to possible revocation of any investment awards issued as a result of my false application, and any other remedies prescribed by law.”

- Review Process:
 - “Failure to submit a complete application will delay processing, as only complete applications are reviewed for consideration of an award. Applications are reviewed on a weekly basis as long as funds are available. Award determinations may take up to 2 weeks. Following a determination of eligibility, applications will be reviewed and scored by the Review Committee composed of City and County of Broomfield staff and representatives from local financial institutions and local business. A critical criteria for evaluation of the application will be demonstration of the financial need due to impacts of COVID-19 market changes and the viability of the business to continue throughout 2020. Following evaluation by the Review Committee, the City and County Manager shall have the final action for any application of award, Approve, defer, or denial.”
- Town of Erie:
 - 2018 Tax Return (2019 if filed)
 - Certificate of Good Standing from Colorado Secretary of State
 - Copy of current lease
 - Review Committee
 - Open to small businesses and restaurants with brick-and-mortar presence within the Town’s boundaries, including locally owned franchises. Home-based businesses not eligible
 - No more than 3 locations, including at least 1 in Erie
 - No less than 2 FTE
 - Documented loss of future contracts/orders or sales declines compared to February 2020
 - Monthly financials
 - Summary of accounts and financial resources on hand
 - Demonstrated strategy for returning to business viability
 - Summary business plan
 - Evidence of access or commitment of other capital resources
 - Evidence of sustainability (such as letter of commitment from a financing lender or equity investor)
 - Explanation of intended uses of funds
 - Preference given to businesses owned by Erie residents
 - Documentation Disclaimer:
 - “All applications will become property of the Town of Erie, and all applications are subject to the Colorado Open Records Act, C.R.S. § 24-6-200.1, et seq., provided that the Town will use its best efforts to maintain the confidentiality of any confidential financial information submitted, as permitted by law.”
 - Signing Acknowledgement:
 - None; application is set-up to complete through SurveyMonkey.

City of Louisville: Emergency Solutions Grant Program Other Community Programs, Criteria, and Information

- Review Process:
 - “Applications will be reviewed first by Erie’s staff for completeness and eligibility. Following a determination of eligibility, applications will be reviewed and scored by a Review Committee composed of Town staff and representatives from the board of the Erie Chamber and the Erie Economic Development Council. The Review Committee will make recommendations on the application to the Town Administrator, who will consider the Review Committee’s recommendation and make the final determination to approve, defer, or deny a grant award.”

Emergency Solutions Grant Program Checklist

for Louisville Small Businesses Impacted by the COVID-19 Pandemic

The City of Louisville seeks to support its small business that have been significantly impacted by the COVID-19 pandemic through the Emergency Solutions Grant Program. Under this program, eligible businesses may apply for grants of \$XXXX to assist in offsetting the negative economic circumstances created by the pandemic.

Submitting an application is not a guarantee of a grant award, and the Town may terminate the Emergency Solutions Grant program at any time, for any reason.

Insert information on program timing and review process

Program Eligibility

- Brick-and-mortar business within the City of Louisville, with no more than three locations
- In operation as of March 10, 2020 (Governor's State of Emergency Declaration)
- Current on all City accounts as of date of application (Sales Tax and utilities, for example)
- 50 or fewer employee headcount (25 FTEs)

Required Documentation

Please note: Review of application will not begin until all documentation has been submitted

- Complete and signed application
- 2018 Tax Return (or 2019 if filed)
- W-9
- Certificate of Good Standing from Colorado Secretary of State

Privacy Note

All applications will become property of the City of Louisville, and all applications are subject to the Colorado Open Records Act, C.R.S. § 24-6-200.1, *et seq.*, provided that the City will use its best efforts to maintain the confidentiality of any confidential financial information submitted, as permitted by law.

Questions/Contact

Megan E. Pierce, Economic Vitality Director- City of Louisville

mpierce@louisvilleco.gov or 303-335-4531

Emergency Solutions Grant Program Checklist

for Louisville Small Businesses Impacted by the COVID-19 Pandemic

Submissions

Via email: XXX

Via mail: 749 Main Street, Louisville, CO 80027, Attn: XXX

Emergency Solutions Grant Program Application

Applicant Information

First Name:

Last Name:

Phone Number:

Email Address:

Business Information

Business Name:

Type of Business (restaurant, retail, service, etc.):

Business Address, Street:

Business Address, City, State, and Zip Code:

Business Phone Number:

What are the impacts to your business due to COVID-19? (check all that apply)

- Business closure
- Reduced hours of operation
- Employee layoffs/furloughs
- Revenue decline
- Increased operating costs (i.e. employee paid leave)
- Restricted access to capital to address increased costs
- Inability to serve customers
- Decreased customers
- Inability to respond to home-delivery requests
- Interrupted supply or delivery from vendors
- Employee absenteeism
- Lack of rent deferral or abatement
- Utilization of reserves

Please describe the above impacts on your business and attach supporting documentation that you have to support that narrative.

Business Personnel

Number of employees on March 10, 2020:

- Full-time:
- Part-time:
- Total:

Number of current employees or number anticipated through April 30, 2020:

Emergency Solutions Grant Program Application

- Full-time:
- Part-time:
- Total:

Business Revenue

Annual gross revenue before COVID-19:

- Less than \$250,000
- Between \$250,000 - \$500,000
- Between \$500,000 - \$750,000
- Between \$750,000 - \$1,000,000
- Between \$1,000,000 - \$2,000,000
- Greater than \$2,000,000

What is the percentage revenue decline comparing this month with the same month last year?
((2019 rev-2020 rev)/2019 rev)*100=% in change)

What is the anticipated revenue decline between March and April 2020 related to COVID-19 impacts?

Sustainability

How would your business use the grant funds? (check all that apply)

- Rent/mortgage payment
- Employee support (salaries, insurance, paid leave)
- Utilities
- Purchase of COVID-19 supplies for protection/cleaning
- Purchase of supplies to offer alternative services (curbside pick-up, delivery)
- Expenses associated with increased material costs from suppliers or alternate suppliers
- Expenses associated with marketing

Please provide additional information and/or supporting documentation for the intended use of grant funds and how these funds specifically assist your business related to COVID-19.

Please describe your plans to stabilize and continue your business during and after the Stay at Home Order.

Are you investing your own funds to support your business? If yes, how much?

Are there any existing financial liens against your business? If yes, please describe.

Have you applied for other funding? (check all that apply)

- Economic Injury Disaster Loan (EIDL) through the US Small Business Administration
- Paycheck Protection Program Loan (PPP) through the CARES Act

Emergency Solutions Grant Program Application

- Other, please indicate:
- Have not applied, but plan to apply
- Applied and have received funding
 - If yes, how much?

Acknowledgements/Signature

Please check each statement acknowledging that you have read and affirm the information you have submitted within this application is true and accurate to the best of your knowledge.

Business meets program eligibility and requirements laid out in the Application Checklist

Business is in good standing with the City of Louisville with respect to taxes and fees; and is in good standing with the County, State, and Federal governments

Business is engaged in activities that are legal under City and State law

Business has experienced or is projecting to experience a significant decline in employment and/or revenue as a result of the COVID-19 pandemic

Business Signature:

Business Signature Title:

Date: