

TOWN OF WEST HARTFORD



SMALL BUSINESS & NON-PROFIT RECOVERY GRANT PROGRAM GUIDELINES

I. Purpose

The Town of West Hartford “*Small Business and Non-Profit Recovery Grant Program*” is established to provide limited, one-time direct financial assistance to eligible Town of West Hartford Small Businesses and Non-Profits organizations that employ 50 full-time employees (FTE) or less and that have been adversely impacted by the COVID pandemic. This program is to assist the business/organizations to recover from the public health emergency and become stronger in the future.

This Program is possible with entitlement funds from the American Rescue Plan Act of 2021 (ARPA) funds established the Coronavirus State and Local Fiscal Recovery Funds (SLFRF). This program is intended to provide support in responding to the economic and public health impacts of COVID-19.

II. Eligibility

Small Business:

A small business is defined as a Sole Proprietorship, Limited Liability Corporation (LLC), Partnership or Corporation (C or S Corp) registered with the Connecticut Secretary of State or a Trade Name Certificate (DBA) with Town of West Hartford

- Must be physically based in West Hartford, CT
- Not more than 50 FTE employees (min. 35 hours week w/benefits)
- Must currently be in business and have been in operations as of January 1, 2020
- All Town licenses and permits must be current
- Must be current on taxes for the 2021 Grand List
- Must be in “Good Standing” with the Connecticut Department of Revenue Services along with being current on its federal, state and local tax obligations and have no outstanding liens or judgements. Letters of Good Standing (Status Letters) may be requested via <https://portal.ct.gov/DRS/TSC/Help-Text/Status-Letter> or via paper request (Form TPG-170). [According to the State of Connecticut website this may take up to 2 weeks] If COVID-19 affected the ability to pay local taxes then that should be indicated in the application.

A Non-Profit Organization:

Address organized and operated for a collective, public or social benefit

- Files a 501(c)3 or 503(c)19
- Fall in one of two sectors:
 - (1) Community arts, cultural, and humanities organizations; or

(2) Community based human services organizations

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- Must currently be in business and have been in operations as of January 1, 2020
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III. Eligible Projects

The “*Small Business and Nonprofit Recovery Grant Program*” is to assist Small Businesses and Non-Profit Organizations in responding to the public health emergency and/or its negative economic impacts.

Applicants may submit for grants up to \$10,000. This grant program operates on a reimbursement basis for two types of eligible projects:

A. COVID-19 Relief Assistance Grant

Business/organizations that can demonstrate negative impacts from the COVID-19 public health emergency should apply. Specific examples, but not limited to, listed below:

- Mitigate financial hardship (decreased revenue, increased costs, payroll and benefits, mortgage, rent, utility and other operating costs)
- Prevention or mitigation tactics (physical plant changes to enable social distancing, barriers and/or partitions, enhanced cleaning efforts)
- Technical assistance, counseling or other services to assist with business planning needs
- Support recovery programs
- Costs associated with outdoor dining areas

- Costs associated with compliance of public health measures related to COVID-19
- Innovative business or business community marketing program
- Workforce training or recruitment program

All supporting documents must be dated March 3, 2021 through December 31, 2022.

B. New or Enhanced Program Assistance Grant

A new or enhanced program must meet the criteria of directly responding to the negative impact of COVID-19. Business/organizations interested in implementing a new program or enhancing an existing program that would benefit the community should apply. Specific examples, but not limited to, are listed below:

- Supporting recovery programs
 - Mental health services
 - Crisis intervention
 - Substance use treatment
 - Housing
- Marketing Campaigns:
 - Inform the public how to get help from area nonprofits

For an enhanced listing of eligibility, please see Appendix 'A' **or** review the U.S. Treasury final rule:

<https://www.govinfo.gov/content/pkg/FR-2022-01-27/pdf/2022-00292.pdf>

The business/organizations are eligible to apply for both grants. If applying for both grants, please submit two separate applications and indicate on application which one should take priority. However, the Town shall only provide funding for more than one grant if all other eligible entities that applied for these grants have been awarded and funding is still available.

The business/organizations are required to disclose any financial assistance received during the pandemic. The business/organizations are not allowed to receive grants for the same purpose (duplication of benefits). The Town must document that there is no duplication of benefits with the use of Federal Funds.

IV. Application Workshop

Town staff will provide a virtual overview of the grant program on Wednesday, July 6, 2022 at 9:00 a.m. and July 12, 2022 at 6:00 p.m. The grant program and application process will be discussed. Staff will be available to offer assistance and answer questions.

Please register in advance for this meeting at ARPAGrants@westhartfordct.gov. Once the registration is received, you will receive notification with a link to join the meeting.

V. Application Deadlines

Application period is 8:30 a.m. July 20, 2022 through 4:30 p.m. August 10, 2022. **Applications submitted prior to or after this date will not be considered.** Please note that if the Town has not awarded the entire allocated amount for small businesses and non-profit organizations then the application period will extend until all the allocated monies are awarded.

Applications are available on the Town's website: <https://www.westhartfordct.gov/>

Applications (and all required documentation) are to be submitted via email to: ARPAGrants@westhartfordct.gov, with "Grant Submission – Name of Business/Organization" in the subject line by 4:30 p.m. on August 10, 2022. No applications will be accepted by mail. If an issue arises and cannot submit via email please contact ARPAGrants@westhartfordct.gov for assistance.

VI. Evaluation Criteria and Approvals

The review committee consists of Town staff (with addition of two external individuals appointed by the Town Manager, one for the Small Businesses and one for Non-Profit Organizations).

The review committee will evaluate applications and rank them on the criteria based in the table below. It will be at the discretion of the review committee as to whether or not a project expenses qualify as eligible expenditures of ARPA Funds.

Criteria	Weight
Applicant has no outstanding taxes or other obligations to the Town	REQUIRED
Applicant demonstrated economic harm due to COVID-19 health crisis	30%
Compliance with grant requirements	30%
Completeness of Application (reasonable, understandable)	20%

Supported documentation for the amount being requested	10%
Prior financial assistance	10%

Funding requests are expected to exceed available monies. If support of a program is declined, this decision does not reflect the value of the project/applicant, but rather on the need to be selective due to limited resources.

Once all the applications have been evaluated and ranked, a Resolution will be prepared to make recommendations to the Town Council for approval.

Approved Grants

Upon approval, a Grant Acceptance Award letter will be prepared for each grantee (sub-recipient) specifying the amount of funding, the duration of such funding, specific documentation and any other conditions that may be placed on the grant award. Once signed by both parties, this document will serve as a formal agreement between the grantee (sub-recipient) and the Town.

As mentioned earlier, this grant program operates on a reimbursement basis. For the COVID-19 Relief Assistance Grant, payment will be made within 30 days after receiving the signed Grant Acceptance Award providing all required documentation is received. For the New or Enhanced Program Assistance Grant, payment will be made in phases as the program progresses, the grantee (sub-recipient) will submit a payment request for the Town's review and providing all required documentation is received the Town will issue payment with 30 days of receiving the payment request.

VII. Contact Information

Any questions regarding the “*Small Business and Nonprofit Recovery Grant Program*” or the application process, please email: ARPAGrants@westhartfordct.gov.

APPENDIX A

SMALL BUSINESS

Assistance to Small Businesses (those impacted)

- Grants to mitigate financial hardship:
 - Decline in revenue (decreased revenue or gross receipts)
 - Financial insecurity
 - Increased costs
 - Capacity to weather financial hardship
 - Impacts of periods of business closure (i.e. supporting payroll and benefits, costs to retain employees, and mortgage, rent, utility and any other operating costs)
- Technical assistance, counseling, or other services to assist with business planning needs
- Implement COVID-19 prevention or mitigation tactics:
 - Physical plant changes to enable social distancing or greater use of outdoor space
 - Enhanced cleaning efforts
 - Barriers or partitions
 - COVID-19 vaccination, testing or contact tracing programs
 - Necessary actions taken to control the spread
- Design a program that responds to the negative economic impact of the COVID-19 (identify the need or impact faced by small business):
 - Adopt safer operating procedures
 - Weather periods of closure
 - Marketing programs to increase business and employee recruitment
- Assisting businesses:
 - Increased costs to starting the business due to the pandemic, or that the small business had lost expected startup capital due to the pandemic
 - Funds can be used for job training for unemployed individuals
 - Initiatives to support small business startups and individuals seeking to start small businesses

Assistance to Businesses (those disproportionately impacted) [Operating in Qualified Census Tracts (QCT)]

- Rehabilitation of commercial properties, storefront improvements & façade improvements
- Technical assistance, business incubators & grants for start-up or expansion costs for small businesses
- Support for microbusinesses, including financial, childcare and transportation costs
- Investments in parks, public plazas, and other public outdoor recreation spaces may be responsive to the needs of disproportionately impacted communities by promoting healthier living environments and outdoor recreation and socialization to mitigate the spread of COVID-19

NON-PROFIT

Assistance to Non-Profit (those impacted)

- Grants to mitigate financial hardship:
 - Decreased revenue (i.e. lower donations or fees)
 - Financial insecurity
 - Increased costs (i.e. uncompensated increases in service need)
 - Capacity to weather financial hardship
 - Challenges in covering payroll and benefits, mortgage, rent, utility and any other operating costs)
- Technical assistance, counseling, or other services to assist with business planning needs
- Implement COVID-19 prevention or mitigation tactics:
 - Physical plant changes to enable social distancing
 - Enhanced cleaning efforts
 - Barriers or partitions
 - COVID-19 vaccination, medical care testing or contact tracing programs, isolation and quarantine
 - Capital Investments such as physical plant improvements
 - Necessary actions taken to control the spread
- Supporting recovery programs:
 - Mental health services
 - Crisis intervention
 - Substance use treatment
 - Housing
- Marketing Campaigns:
 - Inform the public how to get help from area nonprofits
 - Funding can also support other forms of engagement with residents and communities
- Capital Projects:
 - The pandemic has drained many nonprofits of resources, including funding they may have saved for capital projects that would increase the efficiency of their programs. Investments in these projects – one-time expenditures – frees up nonprofit dollars that can be used for services and to improve the community in which they work
- Transportation:
 - In some parts of the state it is difficult for people to get to programs that can help them. This is especially important in times of peak stress, such as the pandemic and its aftermath
- Grief counseling:
 - For people who have lost loved ones due to COVID-19 (or other reasons during the pandemic)
- Arts venues:
 - Often need to make structural changes and, having been closed, need funding to make those improvements. They may also need funds to subsidize performances and exhibits which, due to social distancing, cannot draw large enough crowds to support all the related costs

Non-Profit Eligibility Continued:

- Funding for existing mobile crisis teams designated by DMHAS and DCF (Emergency Mobile Psychiatric Services):
 - Add crisis clinicians to respond to community needs and which could be imbedded with police
- Programs for Substance Abuse Prevention and Treatment:
 - People with substance use disorders are more likely to catch COVID, get seriously ill or die from COVID and are more likely to become homeless. Substance use has been increasing during the pandemic
- Mental Health First Aid:
 - Similar in concept to CPR, Mental Health First Aid trains people in the community in ways to respond to mental health and substance abuse crises, e.g., training for trauma care
- Funding is needed for Triage Therapists in outpatient clinics:
 - To handle increased caseloads and for psychiatrists and APRNs for medication management in clinics. Funding for regular clinical services will be needed due to the increased stresses brought by the pandemic
- School-based Mental Health Clinics:
 - The mental health clinics can serve mental health and substance use needs of students and families that are growing as the pandemic continues (note that these are different from school-based health clinics that are in many communities)

Assistance to Non-Profit (presumed disproportionately impacted) [Operating in Qualified Census Tracts (QCT)]

- Recipients may identify appropriate responses that are related and reasonably proportional to addressing these disproportionate impacts