

# CLEARWATER'S BACK TO BUSINESS GRANT AND PROFESSIONAL SERVICES PROGRAM

A COVID-19 RESPONSE PROGRAM FOR  
CLEARWATER'S HARDEST-HIT SMALL  
BUSINESSES



# PROGRAM BASICS

- “Brick & Mortar” Businesses who Qualify will Receive:
  - \$3000 Grant to Cover Business Expenses, **and**
  - Professional Services (Up to \$1000) Including
    - Business Counseling,
    - Accounting,
    - Legal,
    - Marketing,
    - Web Design and Related Services, **and**
  - \$2000 Grant Upon Completion of Professional Services
- Home-Based Businesses who Qualify will Receive:
  - Professional Services (Up to \$1000) as described above, **and**
  - Up to \$2000 Grant Upon Completion of Professional Services



# PROGRAM SOURCES & USES OF FUNDS

- \$3.5M General Fund Reserve
  - Will be Allocated to Eligible **Brick & Mortar** Businesses Only
  - Will be Reimbursed to Maximum Extent Possible
    - CRA – Up to \$225K
    - DDB – Up to \$75K
    - Other Funds, if Available
- \$.5M CDBG-CV (CARES Act \$)
  - Will be Prioritized for **Home-Based Businesses**
  - Any Remaining Funds will be Allocated to Brick & Mortar Businesses

# ELIGIBILITY\*

- Qualifying Business:
  - Has a Clearwater Business Tax Receipt for Current Year\*
  - Business Operation is Located within the Incorporated Limits of City of Clearwater
  - Has 1-25 Full-Time Equivalent Employees, including Owner
  - Operating Since at Least October 1, 2019; Still Open on February 29, 2020
  - Expects to Return to Full Operation within Reasonable Period of Time Following Crisis
- Businesses that have Already Applied for or Received Funding from County, State or Federal Programs are Still eligible
  - Grant Funds must Cover Expenses not Already Covered by Other Programs

\* Additional conditions apply. See Program Guidelines

# ELIGIBLE BUSINESS TYPES



**Public Food Service  
Establishments**  
(Chapters 500 & 509 F.S.)



**Bars, Pubs and  
Nightclubs**  
(Governor's Order 20-68)



**Non-Essential  
Businesses**  
(Section 5, "Safer at Home")



**Short-Term Lodging  
and Vacation Rental  
Management**  
(Collect and Remit Tourist  
Development Taxes)



**Places of Public  
Assembly (Section 2,  
"Safer at Home")**

# INELIGIBLE BUSINESS TYPES

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Publicly Traded Companies

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Non-Profit Corporations

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Businesses with Code Enforcement Liens

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Active Sentence for Financial Mismanagement

# APPLICATION PROCESS



Submit Application  
using Digital Online  
Portal



Document Business  
Location, Status, and  
Employee Count



Demonstrate  
Recent Business  
Income and  
Expenses



Select Professional  
Services (optional  
for Brick & Mortar)



Digitally Sign and  
Attest that All  
Information is  
Truthful



Process Should Take  
15-20 Minutes

# PROCESS FOR RECEIVING \$3000 GRANT

- Submits Complete Application
- City Staff Reviews for Eligibility within 5 Business Days
- \$3000 Check is Issued

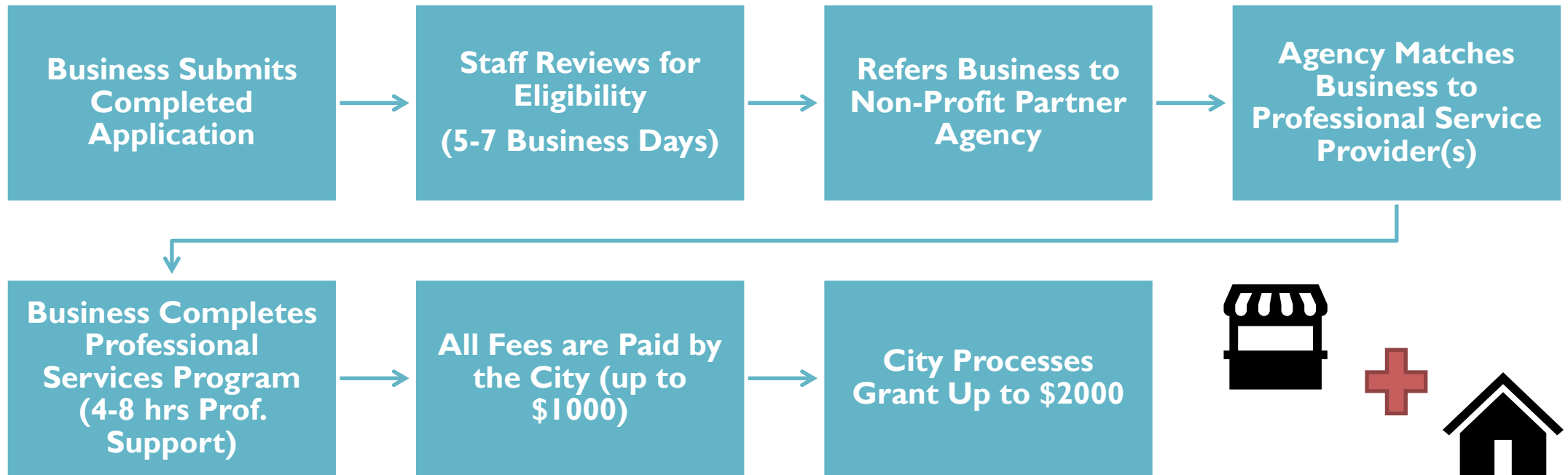
**Brick & Mortar Only**





# PROCESS FOR RECEIVING PROFESSIONAL SERVICES & GRANT\*

## All Eligible Businesses



\*This program is intended to support long-term business recovery. Applicants should not expect immediate payment of funds. Staff and Partner Agencies will endeavor to expedite processes and services.

# LET'S GET BACK TO BUSINESS!

## BRICK & MORTAR

\$3000 Grant For Business Expenses  
+ \$1000 Professional Services (Max.Value)  
+ \$2000 Grant (Max.,After Prof Svcs)  
**\$6000** Total Grant & Services

## HOME-BASED

\$1000 Professional Services (Max.Value)  
+ \$2000 Grant (Max.,After Prof Svcs)  
**\$3000** Total Grant & Services

# FUNDING DISTRIBUTION<sup>1</sup>

- Applications will be reviewed on a “first-completed application, first-served basis” until all funds are expended.
- Once Applicant is deemed eligible for Professional Services, City will reserve subsequent grant funds.
- Professional Services must be completed by December 31, 2020.

PROGRAM	ELIGIBLE BUSINESSES	# BUSINESSES	TOTAL: \$4,000,000
\$3000 Grant	Brick & Mortar	750	\$2,250,000
Professional Services (incl. 10% Admin Fee)	Brick & Mortar, Home-Based	600	\$660,000
\$2000 Grant (Max) <sup>2</sup>	Brick & Mortar, Home-Based	600	\$1,090,000

<sup>1</sup> Estimates. Funds will be allocated based on eligibility.

<sup>2</sup> Actual grant award may vary for Home-Based businesses.

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