

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

Publicly Traded Companies

Non-Profit Corporations

Businesses with Code Enforcement Liens

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

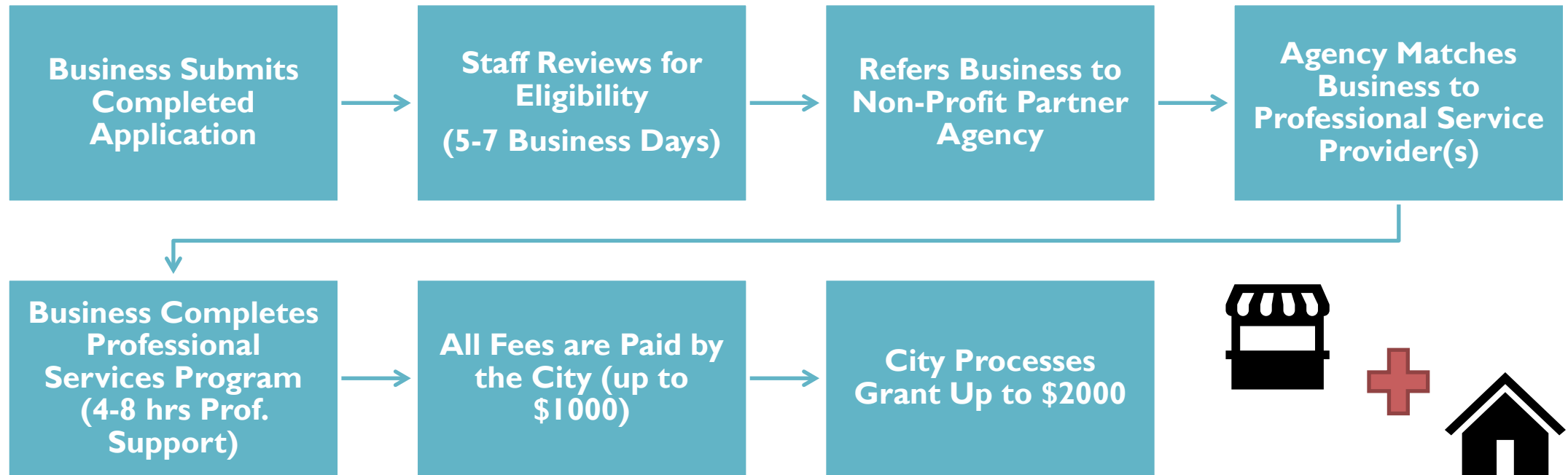
- Submits Complete Application
- City Staff Reviews for Eligibility within 5 Business Days
- \$3000 Check is Issued

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 DISTRIBUTION¹

- 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) ²	Brick & Mortar, Home-Based	600	\$1,090,000

¹ Estimates. Funds will be allocated based on eligibility.

² Actual grant award may vary for Home-Based businesses.

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