



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY



DENVER SMALL BUSINESS EMERGENCY RELIEF FUND GRANT APPLICATION GUIDANCE

Overview

- First and foremost – applying does not guarantee award.
- The City & County of Denver established the Small Business Emergency Relief Fund to award one-time stabilization grants to small businesses impacted by COVID-19.
- The grant amount is 60% of revenue loss (comparing pre-pandemic with during pandemic) up to a maximum of \$7,500.
- The award is a grant, not a loan, and does not have to be repaid. Ask your tax advisor if the grant should be reported to the IRS.
- If awarded, you may not request the amount you want. It is based on the actual revenue decline as supported by the financial documents you provide to us for your business.
- If awarded, you will need to provide a completed and signed W9 and a voided check to process your grant payment electronically.

Must meet Program Eligibility to apply

- Operating in the City & County of Denver
- If non-Denver based business, operating as a mobile businesses (e.g., food trucks) must provide additional documentation
- \$2m or less in annual income in 2019
- 25 or fewer employees in 2019
- Experienced at least a 25% revenue decline resulting from COVID-19
- Able to upload a certificate from the Colorado Secretary of State
- Legal business under both state and federal law – no marijuana retail or wholesale
- Meet program technical requirements including ability to provide financial records
- In good standing with all local, state and federal taxing and licensing authorities.



Important things to know

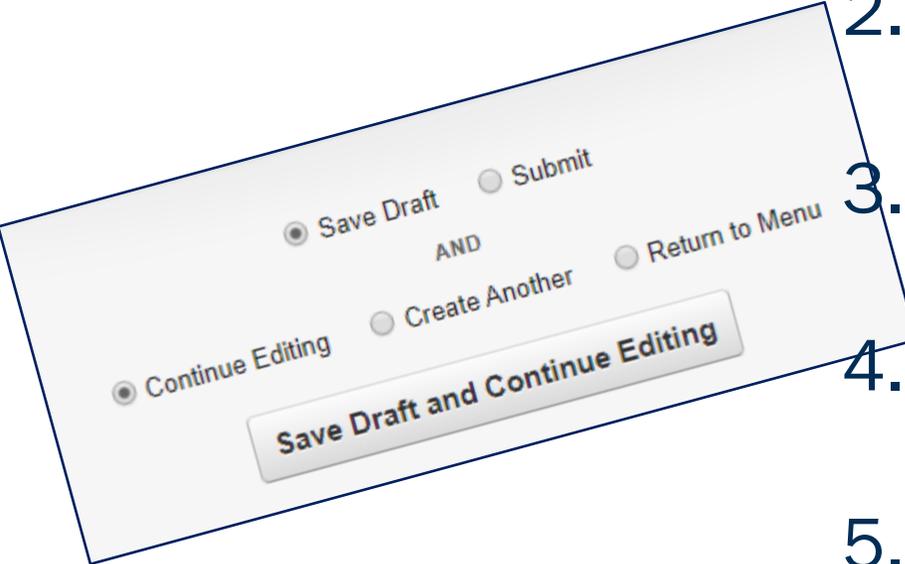
- If you applied in a previous round and were not awarded, you can apply again.
- If you were awarded in a previous round, you will not be awarded a second time.
- Grant award is maximum \$7,500 not to exceed 60% of revenue decline

Important things to know, cont.

- The online application is preferred – it is the quickest and most efficient way to apply
- PDF versions are available in English and Spanish
- Other languages available by interpreter if needed to complete the application – let us know three days in advance
- You do not have to have employees – you can be a sole-proprietor
- You must be established and operating as a business, not a 1099 independent contractor

Helpful tips

1. Gather your financial documents first. Know what your true revenue decline is – it must be 25% or greater comparing this year with last year.
2. Enter the correct email and phone number that you anticipate using in the future.
3. Hit “Submit and Checkout” – do not leave in draft status
4. If you have a duplicate you started, delete the one you don’t want
5. Leave it in draft status if you’re not done. Once you hit submit and checkout, you cannot go back and modify or upload documents



Helpful tips, cont.

6. Secretary of State (SOS) registration

- Register now because it could take a couple days before your certificate is ready for download
- SOS registration – must match the name of the legal business name or dba/Trade Name
- Why SOS registration? a) the SOS recommends it because it protects you as an individual and limits your liability; b) there are legal and tax benefits for registering your business; c) there are several business assistance programs to which you can apply, e.g., this grant program; d) if you want to apply for business assistance you must establish yourself as a business and register with the SOS.



Colorado Secretary of State Registration

Acceptable:

What you must upload should look like this.

However, the Summary is acceptable too if Status shows as "Good Standing" or "Effective".

Details			
Name			
Status	Good Standing	Formation date	11/28/2017
ID number	20171888380	Form	Limited Liability Company
Periodic report month	November	Jurisdiction	Colorado

e, Ste 82, Denver, CO 80211, United States

OFFICE OF THE SECRETARY OF STATE
OF THE STATE OF COLORADO

CERTIFICATE OF FACT OF GOOD STANDING

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that according to the records of this office,

is a
Limited Liability Company

CERTIFICATE OF FACT OF TRADE NAME

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office, a Statement of Trade Name for:



Colorado Secretary of State Registration, cont.

The date you download the certificate from the SOS site must be within the past 12 months. This is because your business must file an annual report. If the date is older than 12 months, it means you haven't filed your annual report and your business is non-compliant and your registration has expired or is delinquent.

I, John Griswold, as the Secretary of State of the State of Colorado,
records of this office,

[Redacted]

is a

Limited Liability Company

formed or registered on 11/28/2017 under the law of Colorado
requirements of this office, and is in good standing with this office
identification number 20171888380 .

This certificate reflects facts established or disclosed by documents
04/03/2020 that have been posted, and by documents delivered
04/06/2020 @ 13:41:54 .



Colorado Secretary of State Registration, cont.

Not Acceptable: Nonprofits, Expired, or Delinquent. Certificate of Doc Filed, Documentation filing or Periodic Reports

CERTIFICATE OF FACT OF GOOD STANDING

Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office,

is a
Nonprofit Corporation

Summary

Details			
Trade name			
Registrant name			
Status	Expired	Formation Date	10/28/2010
ID number	20101894269	Form	Limited Liability Company
Renewal month	n/a	Expiration Date	n/a
Primary residence or usual place of business street address	n/a		
Primary residence or usual place of			

CERTIFICATE OF DOCUMENT FILED

Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office, the attached document is a true and complete copy of the
Statement of Trade Name

Statement of Trade Name of an Individual
filed pursuant to §7-71-103 of the Colorado Revised Statutes (C.R.S)

Periodic Report
filed pursuant to §7-90-301, et seq. and §7-90-301 of the Colorado Revised Statutes (C.R.S)



Colorado Secretary of State Registration, cont.

Also not acceptable:

- Business license
- Evidence of sales tax license
- Colorado Department of Regulatory Agency license
- IRS EIN (Employer Identification Number) assignment letter

ONLY ONE DOCUMENT IS ACCEPTABLE: a Certificate from the Colorado Secretary of State's Office



Program Priorities

- Public health requirements to operate under restrictions impacting operational capacity (Click on this link <https://bit.ly/2AiJ2Jg> to understand what these restrictions are.)
- Percentage of revenue decline – know your numbers
- Number of employees – this program is about job retention of low and moderate income (LMI) workers.
- Proposed use of financial assistance with emphasis on retaining and rehiring employees, adapting to COVID19 conditions, requirements and consumer behavior changes, and on providing for employee job quality and safety

Program Priorities, cont.

- Businesses with annual revenues of \$1 million or less
- Located in Denver's NEST (Neighborhood Equity Stabilization Team) neighborhoods, neighborhoods where businesses are displacement-vulnerable, and Denver's Enterprise Zones.
- Rent instability

Completing and Submitting Your Application

- Pay attention to the instructions in the application; if it says do not enter commas or dollar signs, do not enter them.
- Upload PDFd documents as one document
- JPEGs or Excel spreadsheets are acceptable; use the additional upload fields if you need them.] 
- Hover your mouse over the  for additional instructions
- Fields marked with a red asterisk (*) are required
- Avoid uploading documents that are not requested

Eligible Uses of the Grant

- Payroll to remain open or re-open; retain and/or re-hire paid staff
- Adapt to COVID19 conditions and requirements, e.g., spacing, outdoor expansion, sneeze guards, disinfecting;
- Operating costs to protect employees and improve job quality, e.g., staggered work hours, PPE, accommodations for health considerations, career pathways;
- Implement new marketing strategies, e.g., curbside pick-up, delivery services;
- Enhance online presence and modernize telecommunications, software and hardware for better customer interaction (e.g., video conferencing/counseling)
- Fixed costs (e.g., rent, mortgage, insurance)
- Other



Online Application

Create an account in WizeHive – Denver’s online provider for the Small Business Emergency Relief Fund program.

If you’ve applied in previous rounds, you will need to create a new account.

SIGNUP

Email

Password

Confirm Password

POWERED BY
wizehive

Online Application, cont.

When you log in, you will have the option to “Create a New Submission.”

Click on this button and proceed to the application.

The next pages do not cover all steps in the application but it covers the most important!



May 2020 COVID-19 Business Grant Application

Create a New Submission

PAID ENTRIES

City County of Denver Print

[Logout](#)



 **DENVER**
ECONOMIC DEVELOPMENT
& OPPORTUNITY

[Print Logout](#)

CART Submitted: 0 Drafts: 0

May 2020 Small Business Emergency Relief Program

APPLICATIONS ARE DUE JUNE 6, 2020 at 5:00pm (1700 hrs) MDT FOR THIS FUNDING ROUND. Additional rounds for applications are anticipated [with the next due](#) date scheduled for July 6, 2020.

Online Application, cont.

Enter the legal name of your business. If you have multiple locations, submit a separate application for each. If you have a DBA or “Doing Business As,” enter that also.

Enter the legal name of the business. If you are applying on behalf of several businesses (e.g., same FEIN but at different street addresses), submit a separate application for each.

Legal business name *

DBA or "Doing Business As"
name (if applicable)



Online Application, cont.

Enter the physical street address of your business location. If you enter a P.O. Box, the application will be disqualified. Remember, only businesses within the City & County of Denver are eligible to apply. If you are a non-Denver mobile business, enter the city where your home business is based.

Street Address of Business Location (P.O. Box is not acceptable) *

City (This program is only for businesses registered and operating in Denver Colorado). If you're mobile biz, enter the City where your business is based.

Online Application, cont.

Enter your business annual gross revenue and number of full time and part time employees (not FTE) from year-end 2019.

Annual gross revenue 2019 (or applicable tax period)? *



Number of full time and part time employees at the end of 2019? *



Online Application, cont.

This is the most important part of the application! The next set of questions asks you to compare gross revenue in the same timeframe last year (2019) with this year (2020). Correct: April 2019 and April 2020; Incorrect: April 2019 and May 2020. **Enter numerals only, no dollar signs or commas, and enter correctly so we may understand and process your information correctly.**

If you are a new business without financial records from **12 months ago**, enter the revenue, the corresponding revenue period as best you can and upload financial documentation comparing month-to-month information (from the start of operations through April) to **demonstrate your revenue loss**. Your uploaded financial documentation must represent the exact same revenue and periods you entered in "Other Revenue Period."

Complete this section carefully, to give your application the best chance of success.



Online Application, cont.

In this section, enter your gross revenue pre-pandemic or, for example, April 2019. Select the April 2019 revenue period. (Remember, no \$ signs, no commas, no periods!) Enter the gross revenue during the pandemic or, for example, April 2020.

If your business has been in operation in Denver less than 12 months, explain your revenue periods.

Gross Revenue at current location last year for revenue period selected below. *

5000

Select the corresponding revenue period you are reporting above. *

April 2019

Gross Revenue at current location this year for revenue period selected below. *

0

Select the corresponding revenue period you are reporting above. *

April 2020

This number should be higher...

...than this number.

If it isn't, your business had no revenue decline and may be disqualified.

Other Revenue Period: NEW BUSINESSES ONLY!

Online Application, cont.

Upload the financial documents that best demonstrate your revenue decline comparing pre-pandemic with during pandemic. If April was your worse month, select April. This may be the “September application round,” but you can use any month.

Internally prepared financial statements (Profit & loss statements, income statements, point of sale printouts, etc.)

(maximum size 100MB) ?

Select a file

Bank statements (Combine as one document)

(maximum size 100MB) ?

Select a file

Additional space to upload financial documents if needed.

(maximum size 100MB)

Select a file

Additional space to upload financial documents if needed.

(maximum size 100MB)

Select a file



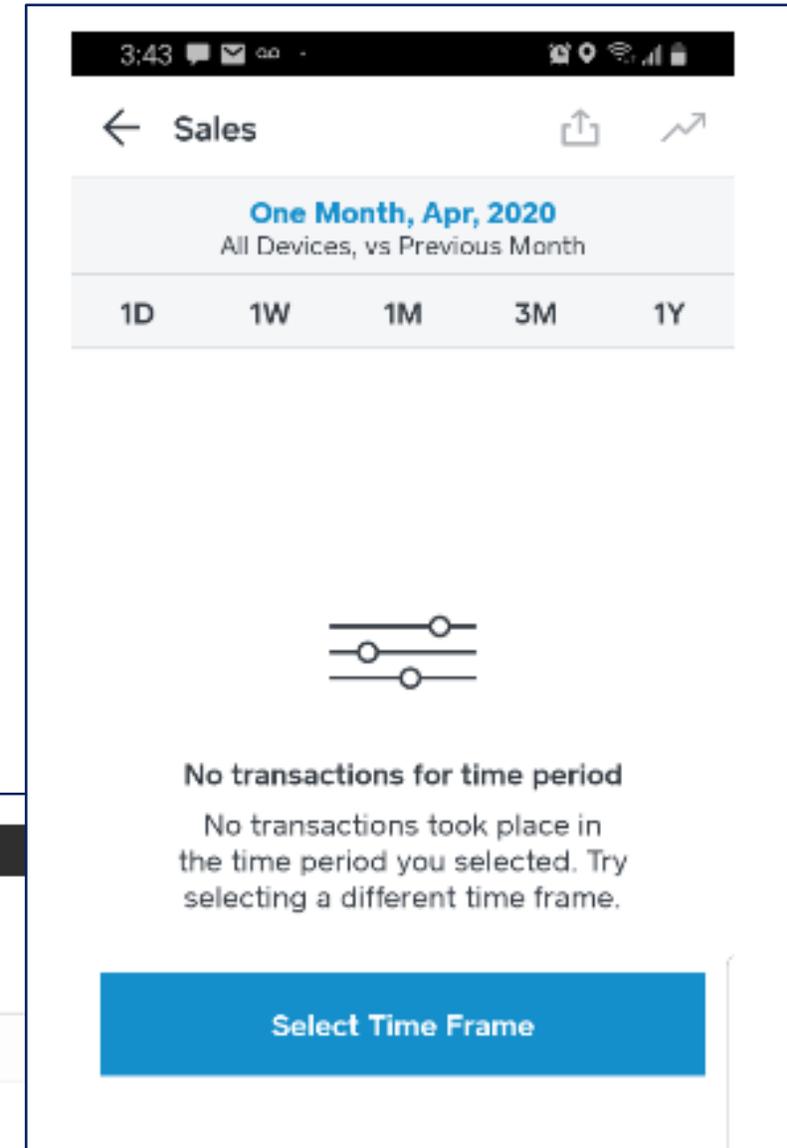
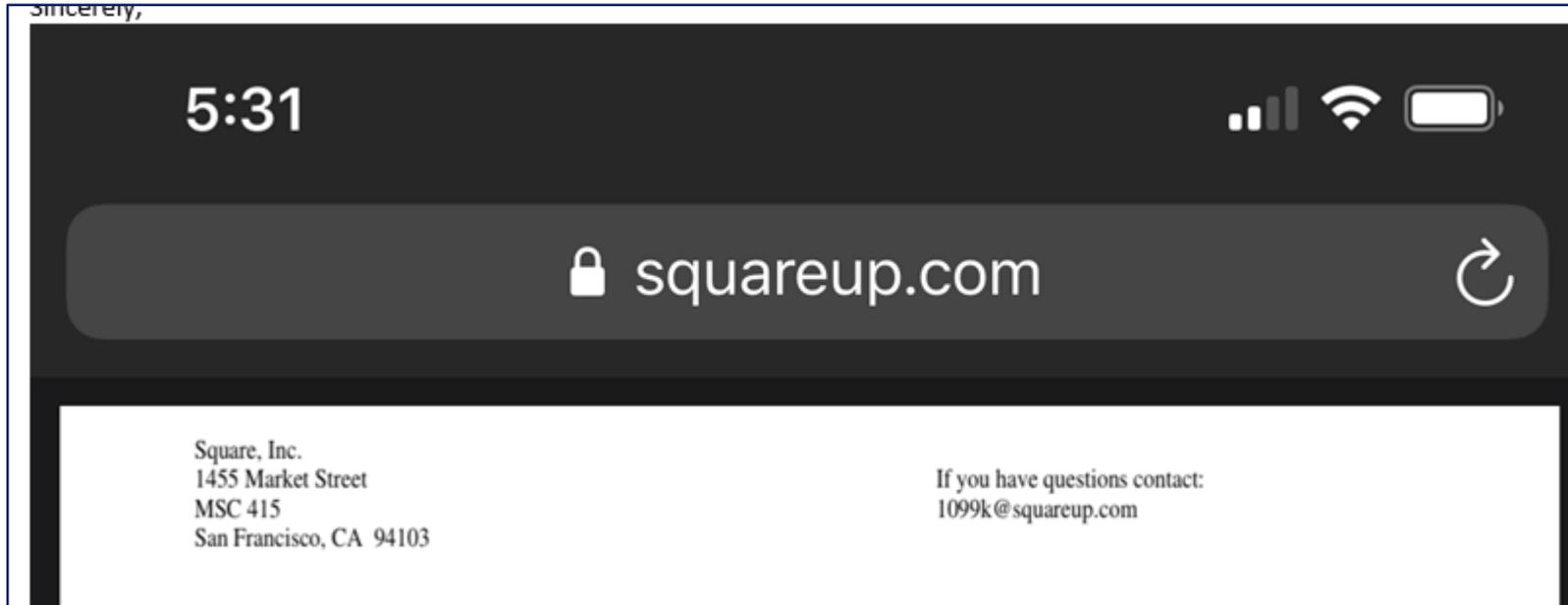
Online Application, cont.

- Your application will be more competitive, if you provide financial documentation that supports the revenue loss you reported above.
- A profit and loss statement comparing last year and this year (same month) is best.
- Point of Sale reports are good such as Square, Toast or Zero and many others.
- Bank statements are acceptable if the account is in the name of the business, deposits are clearly labeled as business-related and personal funds are not co-mingled.



Online Application, cont.

More examples: Square, Toast, Zero



Net Sales	Discounts	Gross Sales	Tax Amount	Gratuity	Tips	Void Amount	Refund Amount	Deferred Amount
\$55,295.78	\$4,759.38	\$60,055.16	\$4,595.66	\$2,108.64	\$10,623.28	\$703.46	\$0.00	\$0.00

Online Application, cont.

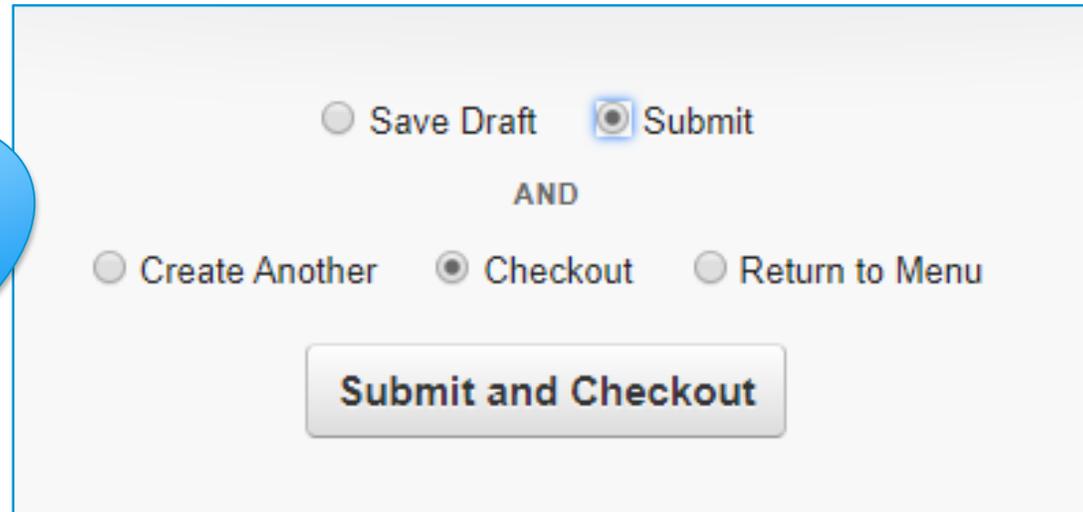
- Review your entries above carefully. As instructed in the application, once you submit the application, you cannot go back and modify it or upload additional documentation. Leave it in Draft status if you anticipate going back and adding information.
- If you leave it in Draft status, you must complete and submit the application before the round closes, otherwise, it stays in Draft status and will be disqualified.
- We cannot modify your application or upload additional documentation sent outside the application portal. However, if you are having technical issues uploading documents, you may email those to us at InvestInDenver@denvergov.org.



Online Application, cont.

- Once the application is closed, you cannot log in to see the status of your application, i.e., if it was accepted or if your business was awarded. Program staff will communicate the outcome of your application by email once our application review has been completed for all applications.
- We will contact you if we believe additional information is needed to make our decision.

Make sure you hit Submit and Checkout!



Save Draft Submit

AND

Create Another Checkout Return to Menu

Submit and Checkout



Keep Calm & Denver On
THANK YOU!

InvestInDenver@denvergov.org
720-913-1721