Denver Business Impact Opportunity Fund 2022

Grant Application
Technical Assistance Session
Virtual Meeting Housekeeping Notes

• Your video is turned off and your microphone is muted
• Questions specific to your business application will not be addressed in this session, but you can reach out to our team for technical assistance
• Throughout the presentation, you may submit a question using the Q&A function in the bottom center of the Zoom window.
• At the end of the presentation, we will answer as many questions as possible
Welcome!

Presenter: Joanne Greek, City & County of Denver
Denver Economic Development & Opportunity (DEDO), Small Business Program Manager
Host: Dom Williams, DEDO, Business Development Intern

Mile High United Way Team
Tricia Allen, Cindy Ambs, Michael Burke, Kevin Coffey, Gloria Dube, Abril Fuentes, Portia Washington
Contact: UFB@unitedwaydenver.org | 303-561-2118
Today’s Presentation & Agenda

• This session does not cover all sections of the application but focuses on those parts of the application where businesses have told us they need more assistance.

• This session also only focuses on the two grants where revenue loss must be demonstrated: Stabilization grant (pandemic impact) or Anti-Displacement grant (construction impact).

• Eligibility requirements- 15 min

• Review of online application- Specific areas- 30 mins

• Q&A- Remaining time
Overview

• City and County of Denver and Mile High United Way
• The program is designed to address the challenges faced by small businesses that have been negatively impacted by the COVID-19 public health crisis and more severely experienced certain challenges and systemic barriers such as:
  o **Involuntary business displacement:** This includes both the immediate risk of displacement where mitigation is still possible or assisting businesses facing involuntary business displacement resulting from new development where a business is left with no option but to relocate.
  o **Mitigation of construction impacts:** Business readiness for construction and revenue loss resulting from publicly funded construction impacts.
  o **Operating challenges:** Challenges to a business’s operations attributed to or aggravated by the COVID-19 public health crisis and systemic barriers that prevent a small business from withstanding economic shocks and/or increasing sales
  o **Community activation and safety:** Safety concerns and space activation activities in designated commercial corridors with high vacancies or significant service gaps
Overview

• The program offers a combination of grants and technical assistance.

• Grant amounts are based on annual gross revenue tiers:
  o Equal to or less than $100,000: $7,500
  o Equal to or greater than $100,001: $15,000

• Businesses may apply for a one-time grant in only one of the following categories.
  o **Stabilization Grants:** Mitigate specific operating challenges exacerbated by the pandemic.
  o **Activation Grants:** Establish/renew leases in designated commercial corridor; also under this category, existing or new businesses in these designated commercial corridors may apply for reimbursement of eligible expenses such as security measures and equipment to provide building and surrounding security.
  o **Anti-Displacement Grants:** Alleviate revenue losses resulting from publicly funded construction projects or partial relocation assistance in cases where a business has no option but to relocate because of impending new development.
Eligibility

Business is located in a pre-qualified area as identified on the Denver Recovery Index Map. These are areas of the city identified at high-risk of recovering from the economic impacts of the pandemic.

Business is in one of the following eligible NAICS codes [https://www.census.gov/naics/](https://www.census.gov/naics/). These NAICS codes have been identified as experiencing at least 8% employment loss from pre-pandemic levels.

- 23 - Construction
- 32 – Manufacturing (lumber focused)
- 33 – Manufacturing (mechanical or chemical)
- 442 -- Furniture and Home Furnishings Stores
- 443 -- Electronics and Appliance Stores
- 448 -- Clothing and Clothing Accessories Stores
- 451 -- Sporting Goods, Hobby, Musical Instrument, and Book Stores
- 4522 -- Department Stores
- 4543 – Direct Selling Establishments
- 48 – Transportation and Warehousing
- 56 -- Administrative and Support and Waste Management and Remediation Services
- 61 -- Educational Services
- 71 -- Arts, Entertainment, and Recreation
- 72 -- Accommodation and Food Services
- 81 -- Other Services (except Public Administration)
Determining Your Business Location with the Recovery Index Map

- Click on the magnifying glass icon and enter the address of the business in the search field
- As you type the address, the search function will auto-populate
- Once the address appears, select it.
- Double click the area that the business is located within
- Click the arrows on the pop-up window until the Full Index Score appears
- If the Full Index Score is equal to or less than 0.89, your business meets one of the either/or criteria. You may be eligible to apply based on NAICS if not in one of these areas.
Additional Eligibility

• Operating in the City & County of Denver – unincorporated Adams, Arapahoe or Jeffco (even with a Denver mailing address) will be disqualified

• In good standing with the Colorado Secretary of State’s office – delinquent or expired will be disqualified

• Compliant with all city, state and federal licensing and taxing authorities

• 2021 annual gross revenue at a minimum of $30,000 and a maximum of $5 million

• Legal business under both state and federal law – no cannabis retail or wholesale

• See the application for detailed requirements for each type of grant

Get these things right as they are grounds for immediate disqualification.
Helpful Tips for a Successful Application

1. If applying for the Stabilization or Anti-Displacement grant (impacts from the pandemic or construction), gather your financial documents first.
   • Know what your true revenue decline is – it must be 10% or greater comparing pre-pandemic/construction with during-pandemic/construction.

2. You’ll need to gather these documents before you start the application:
   • Certificate of Good Standing or Fact of Trade Name from the Colorado Secretary of State
   • Evidence of your 2021 annual gross revenue/sales/receipts (e.g., P&L, federal tax return)
   • Financial documents comparing pre-pandemic/construction & during-pandemic/construction – 90 days for each year. Examples: P&L, income statement, sales reports, sales tax reports, etc.
Helpful Tips for a Successful Application

3. Leave it in draft status if you’re not done. Once you hit “Mark Complete” & “Submit” you cannot go back and modify or upload documents.

4. Hit “Mark Complete” when finished—do not leave in draft status or your application will not be submitted or reviewed.

ONE MORE STEP: Hit Submit. (it’s green & clickable)
Helpful Tips for a Successful Application

5. Secretary of State (SOS) registration
   • If expired, delinquent or you’ve never registered, 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 that you enter in the application and what you would put on a W9 or tax return.
   • 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
Colorado Secretary of State Registration

Acceptable:

What you must upload should look like this.

<table>
<thead>
<tr>
<th>Details</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Marvala LLC</td>
</tr>
<tr>
<td>Status</td>
<td>Good Standing</td>
</tr>
<tr>
<td>ID number</td>
<td>20171860330</td>
</tr>
<tr>
<td>Form</td>
<td>Limited Liability Company</td>
</tr>
<tr>
<td>Periodic report month</td>
<td>November</td>
</tr>
<tr>
<td>Jurisdiction</td>
<td>Colorado</td>
</tr>
<tr>
<td>Principal office street address</td>
<td>3550 W 38th Ave, Ste 82, Denver, CO 80211, United States</td>
</tr>
<tr>
<td>Principal office mailing address</td>
<td>n/a</td>
</tr>
<tr>
<td>Registered Agent</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Valerie A Mares</td>
</tr>
<tr>
<td>Street address</td>
<td>4673 W 50th Pl, Denver, CO 80212, United States</td>
</tr>
<tr>
<td>Mailing address</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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

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 BLVD CHIROPRACTIC CENTER
The date you download the certificate from the SOS site must be within the past 12 months.

- If the date is older than 12 months, it means you haven’t filed your annual report, your business is noncompliant, and your registration has expired or is delinquent.
- The grant application has links where you can bring your registration current.

The business name entered in the application should match the certificate.
Colorado Secretary of State Registration

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
6. Enter the physical location of the business address; a PO Box will be disqualified. **If you have more than one location, complete an application for each location** because the neighborhood is a factor in evaluation.

7. If you’re a mobile business operating in Denver, you may only claim revenue decline from sales made in Denver. You may be asked to provide evidence of ownership or lease of Denver property such as a kitchen commissary (e.g., food truck) or a parking garage (e.g., pedi-cab) and your sales tax license.
Completing Your Application

• Pay attention to the instructions in the application; Watch for areas where it says not to enter commas or dollar signs or periods
• Upload PDF documents as one document (preferred)
• JPEGs or Excel spreadsheets are acceptable; use the additional upload fields if you need them
• Fields marked with a red asterisk (*) are required
• Please avoid uploading documents that are not requested
Completing Your Application

• Again, know your numbers. Enter the actual revenue from the quarter or 90-day period pre-pandemic/construction and the actual revenue for 2021 or 2022 (during-pandemic/construction).

• **Compare same periods**: Select the correct revenue reporting period. E.g., if you select Q4 of 2019 ensure you select Q4 of 2021 as the correct corresponding revenue period.

• Upload profit and loss statements, income statements or point of sales reports that match the self-reported revenues and the corresponding revenue period.

• Hand-written notebooks will be considered if supported by a federal income tax return. Consider trying the various mobile apps that can track your business activity.
Review Process

• We begin review of applications at the close of each round
• It takes about three weeks after the application round closes before we inform you of the outcome of your application. You will receive correspondence either way.
• We will focus our efforts on reviewing and processing your and other applications so we can respond in a timely manner
Online Application

Eligibility! Recall that your business must be in an area of the Recovery Index Map that is equal to or less than .89 OR in one of the pre-qualified industry NAICS. If neither, a message stating your business is not eligible will pop-up.

If you answer “Yes” to either one, you may apply. Both will be verified by the review team.
Online Application

After you answer questions about your business (ownership, years in business, etc.), you will select the grant you want to apply for:

• Stabilization
• Activation
• Anti-Displacement

Depending on your selection, the related questions will appear for you to answer.
Online Application

Things to know about the other grant categories:

**Activation** – establish/renew a lease OR buy/install security equipment
  - Existing or intended business location **must be within one quarter-mile radius** of the hotspot intersection
  - To determine this, open Google Maps in your web browser. Enter your existing or intended business address. Select “Directions” and copy and paste one of the 8 intersections Google Maps will tell you the mileage from your business address and the intersection.
  - Businesses not located or intending to locate within the one quarter-mile radius will not be considered for the grant. **Do not apply for this grant if your location or intended location is not within the one quarter-mile radius.**

**Anti-Displacement** – If relocation is mandated **must relocate within one half-mile radius** of original business location.
Online Application

• The following slides are for the Stabilization grant (pandemic impact) or the Anti-Displacement grant (construction impact) where you must demonstrate 10% or greater revenue decline

• You must provide a minimum of 90 days of revenue to compare from each year, e.g., quarter, 90-days (Dec 2019, Jan 2020, Feb 2020), or annual

• If you are applying for the Activation grant or the Anti-Displacement grant (business relocation), you will not be completing the revenue decline section. There will be different questions for these selections

• Other application questions – we’re interested in knowing who we’re assisting (e.g., other types of COVID assistance received)
### Online Application

**Stabilization Grant**
*(pandemic impact)*

In this **EXAMPLE:**

- Enter your gross revenue **pre-pandemic**: $10,000
- Select the revenue period: Quarter 4
  Select the year: 2019
- Enter your gross revenue **during-pandemic**: $9,000
- Select the revenue period: Quarter 4
  Select the year: 2021
- BTW: you can only select 2021 or 2022 for “during”

<table>
<thead>
<tr>
<th>Pre-pandemic gross revenue prior to March 2020 at this location</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 10,000</td>
</tr>
</tbody>
</table>

Select the pre-pandemic revenue period you are reporting on:

- Quarter 4

Enter the year of the revenue period above. *

- 2019

<table>
<thead>
<tr>
<th>Gross revenue in 2021 or 2022 at this location (the address you entered above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 9,000</td>
</tr>
</tbody>
</table>

Select the during-pandemic revenue period you are reporting on:

- Quarter 4

Enter the year of the revenue period above (Required):

- 2021

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If it isn’t, your business had no revenue decline and may be disqualified.
Online Application, cont.

In this EXAMPLE:
- Enter your gross revenue \textit{pre-construction}: $10,000
- Select the revenue period: Quarter 1 Select the year: 2021
- Enter your gross revenue \textit{during-construction}: $9,000
- Select the revenue period: Quarter 1
- Select the year: 2022

This number should be higher...
...than this number.

If it isn’t, your business had no revenue decline and may be disqualified.
### Online Application

**Stabilization or Anti-Displacement Grant**

Upload the financial documents that match the revenue figures you entered. If you entered Q4 2019 and Q4 2021 revenue, your financial documents should reflect those same figures.

**Upload financial documentation that supports the revenue loss you reported above.**

- A profit and loss or income statement is best.
- Point of Sale reports, sales reports or sales tax reports are acceptable too.
- Bank statements will not be accepted.
- Documentation must support the revenue periods selected, e.g. quarter, 90-day period, annual revenue)

<table>
<thead>
<tr>
<th>Financial documentation *</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Select a file" /></td>
</tr>
</tbody>
</table>

**Additional documents may be uploaded here.**

| ![Select a file](#) |

**Additional documents may be uploaded here.**

| ![Select a file](#) |

**Additional documents may be uploaded here.**

| ![Select a file](#) |
Online Application

Examples of Financial Documentation: Profit & Loss Statement comparing year

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>Dec 19</th>
<th>Jan - Dec 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Income</td>
<td>26,223.15</td>
<td>383,835.88</td>
</tr>
<tr>
<td>Bar</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Food</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Sales Income</td>
<td>26,223.15</td>
<td>383,835.88</td>
</tr>
<tr>
<td>Total Income</td>
<td>26,223.15</td>
<td>383,835.88</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>Dec 21</th>
<th>Jan - Dec 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Income</td>
<td>27,266.20</td>
<td>282,037.13</td>
</tr>
<tr>
<td>Bar</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Food</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Sales Income</td>
<td>27,266.20</td>
<td>282,037.13</td>
</tr>
<tr>
<td>Total Income</td>
<td>27,266.20</td>
<td>282,037.13</td>
</tr>
</tbody>
</table>
Online Application

Examples of Financial Documentation: Federal income tax return comparing year
Online Application

Examples of Financial Documentation: Sales report comparing Q1

<table>
<thead>
<tr>
<th>Jan - Mar 2019</th>
<th>Jan - Mar 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Devices, vs Previous 3 Months</td>
<td>All Devices, vs Previous 3 Months</td>
</tr>
<tr>
<td><strong>Gross Sales</strong></td>
<td><strong>Gross Sales</strong></td>
</tr>
<tr>
<td>$7,774.84</td>
<td>$5,747.55</td>
</tr>
<tr>
<td>$7,641.78</td>
<td>$5,575.07</td>
</tr>
</tbody>
</table>

+376% | +1% |
+389% | +1% |
Online Application

Examples of Financial Documentation: Income statement comparing year end results:

For the month ended 31 December 2019

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Dec-19</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Income: Accessories</td>
<td>-</td>
<td>30</td>
</tr>
<tr>
<td>Product Income: Clothing</td>
<td>-</td>
<td>330</td>
</tr>
<tr>
<td>Product Income: Food/Drink</td>
<td>20</td>
<td>168</td>
</tr>
<tr>
<td>Product Income: Juice Bar</td>
<td>276</td>
<td>4,796</td>
</tr>
<tr>
<td>Product Income: MyZone</td>
<td>355</td>
<td>3,376</td>
</tr>
<tr>
<td>Product Income: Supplements</td>
<td>186</td>
<td>5,151</td>
</tr>
<tr>
<td>Products: Books, Videos, Music, Other</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>Services Income: E3 Program</td>
<td>32,959</td>
<td>223,283</td>
</tr>
<tr>
<td>Services Income: Consultation</td>
<td>-</td>
<td>126</td>
</tr>
<tr>
<td>Services Income: Dance</td>
<td>240</td>
<td>5,550</td>
</tr>
<tr>
<td>Services Income: Group Fitness</td>
<td>12,821</td>
<td>154,741</td>
</tr>
<tr>
<td>Services Income: Outdoor Conditioning</td>
<td>-</td>
<td>2,444</td>
</tr>
<tr>
<td>Services Income: Private Training</td>
<td>299</td>
<td>5,749</td>
</tr>
<tr>
<td>Services Income: Testing</td>
<td>-</td>
<td>105</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>47,056</td>
<td>404,158</td>
</tr>
</tbody>
</table>

For the month ended 31 December 2021

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Dec-21</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Income: Accessories</td>
<td>-</td>
<td>31</td>
</tr>
<tr>
<td>Product Income: Clothing</td>
<td>-</td>
<td>470</td>
</tr>
<tr>
<td>Product Income: Food/Drink</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td>Product Income: Juice Bar</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Product Income: MyZone</td>
<td>105</td>
<td>1,098</td>
</tr>
<tr>
<td>Products: Books, Videos, Music, Other</td>
<td>-</td>
<td>40</td>
</tr>
<tr>
<td>Riverfront</td>
<td>199</td>
<td>13,349</td>
</tr>
<tr>
<td>Services Income: Corporate Fitness</td>
<td>-</td>
<td>500</td>
</tr>
<tr>
<td>Services Income: Cycling</td>
<td>-</td>
<td>894</td>
</tr>
<tr>
<td>Services Income: E3 Program</td>
<td>11,155</td>
<td>169,675</td>
</tr>
<tr>
<td>Services Income: Group Fitness</td>
<td>8,708</td>
<td>113,908</td>
</tr>
<tr>
<td>Services Income: Not Assigned</td>
<td>-</td>
<td>1,264</td>
</tr>
<tr>
<td>Services Income: Outdoor Conditioning</td>
<td>-</td>
<td>572</td>
</tr>
<tr>
<td>Services Income: Private Training</td>
<td>750</td>
<td>15,280</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>20,958</td>
<td>325,280</td>
</tr>
</tbody>
</table>
Online Application

Examples of Financial Documentation: Sales tax report (provide three months)
Online Application

• Review your entries carefully. As instructed in the application, once you submit the application, you cannot go back and modify it or upload additional documentation. Select “Save Draft” 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.
• Hit “Mark Complete” – when you are done. Hit Submit too! (it’s green & clickable)
• We cannot modify your application or upload additional documentation sent outside the application portal.
• 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.
1:1 Assistance

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303-561-2118