

NYS CDBG-CV: CARES ACT

GRANTS FOR SMALL BUSINESSES



Basic Requirements

Only units of local government (UGLG) may apply (i.e. Town, Village, City, County). Businesses will be required to demonstrate job retention or creation to access funds, as well as to demonstrate how proposed use of funds will enable the business to prepare, prevent, or respond to impacts of COVID-19 or future pandemics.



A minimum of fifty-one percent (51%) of the jobs that are created or retained as a result of an economic development award must be either held by and/or made available to persons from low- and moderate-income (LMI) households.



Examples of Eligible Activities

- Purchase new equipment, fixtures, or PPE to guide social distancing.
- Provide working capital to assist with payroll costs, rent, utilities, marketing, inventory...
- Procure professional digital marketing services to adapt to online and e-commerce platforms
- Purchase touchless point of sale equipment and signage to encourage safety practices



COVID Connection Examples

- Prepare businesses to re-open safely or increase capacity in response to the pandemic
- Build business resiliency by developing and implementing digital strategies to adapt to increasing online market demand
- Increase customer and staff safety by adhering to COVID health protocols
- Assist with replacing lost revenue due to the pandemic that will help retain its workforce or create jobs



National Objective Compliance

Job Creation

- Income Self Certification (ex. Family Income Form)

Job Retention

- Income Self Certification (ex. Family Income Form)
- Clear and objective evidence jobs will be lost w/o CDBG Assistance

LMI Business Owner

- *Microenterprise only (<5 employees including owner)*
- Latest Tax Returns



12 Month Deadline

All activities must be completed within 12 months from the date project is awarded.



Contact Us

Email questions about CDBG CARES funding to cdbgcares@nyshcr.org.



Homes and
Community Renewal



Project Example 1: Small Business Only

Activity Description

City will assist at least 40 businesses with reopening expenses such as marketing to announce reopening/new hours, an increase in payroll to bring staff back or increase hours, an increase in inventory

Project Amount

\$1,000,000 (includes program admin and delivery)

COVID Connection

Funds will be used to help businesses to reopen, respond to the demands of a post-pandemic business environment, and become more resilient in the case of another future public health challenges

National Objective

Job Creation: 40 Full Time Equivalent (FTE) positions
Public Benefit: \$25,000 per/job

Documentation

Job Creation: Family income forms (filled out at time of hire)
Tax Returns (Microenterprise - LMCMC only)

12 Month Deadline

All project tasks can be completed within 12 months from date awarded



Project Example 2: Small Business + Broadband Expansion

Activity Description

County will assist businesses that were directly impacted by pandemic and need funds to continue operations and hiring. Provide and install broadband equipment for LMI eligible households.

Project Amount

\$1,770,000 (includes program admin and delivery)

COVID Connection

Funds will cover expenses related to re-opening, marketing a safe and healthy environment, and expanding broadband access in the County.

National Objective

Job Creation and/or Retention: 56 Full Time Equivalent (FTE) positions.
LMI Housing: 2,795 persons

Documentation

Job Creation: Family income forms, Tax Returns ; Job Retention: Financial Analysis
Broadband: Household Income Documentation

12 Month Deadline

All project tasks can be completed within 12 months from date awarded



To Access Funding

Step 1: Assess all COVID-19 needs in your community.

- Evaluate small business community needs by speaking with potential partners such as: *Chamber of Commerce, Small Business Development Organization, and/or IDAs/LDCs*
- Conduct an online survey to small businesses to assess need

Step 2: Project Proposal

- Only units of local government may apply directly for funding
- Fill out consultation form and submit to cdbgcares@nyshscr.org
- If sufficient information is given, OCR will give official authorization to submit a full application

Step 3: Application Submission

- With OCR authorization, submit a full application directly to cdbgcares@nyshscr.org

Step 4: Application Award

- Applications will be accepted and awarded on a rolling basis and will be reviewed against threshold eligibility criterion

All CDBG CARES materials, including the consultation form and application materials can be found on:

<https://hcr.ny.gov/community-development-block-grant#cdbg-cares-funding>