

EVANSTON ILLINOIS

COVID-19 Small Business Assistance Program

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September 1, 2020



City of
Evanston™

Economic Development

Program Components



COVID-19 Micro-Enterprise Grant

The City of Evanston is providing much needed financial relief for income-eligible micro-enterprises that were impacted by the coronavirus pandemic.



"Going Digital" Webinar Series

From getting started online to digital marketing, this webinar series will help take your business to the next level online! Join industry experts as they provide tips for creating or enhancing your online presence.



Mentorship

Get the tools you need to help your business thrive. Choose from a wide range of mentors offering free strategic consulting support to Evanston's small businesses.

COVID-19 Micro-Enterprise Grant

- Provide financial assistance to income-eligible micro-businesses impacted by COVID-19
 - The City has allocated \$70,000 of CARES ACT CDBG-CV funding to this grant program
 - Offers up to \$2,500 in assistance per applicant.
 - Two week open application period September 1 through September 15
 - Applications will be reviewed by staff for eligibility within five business days.

Grant Eligibility Criteria

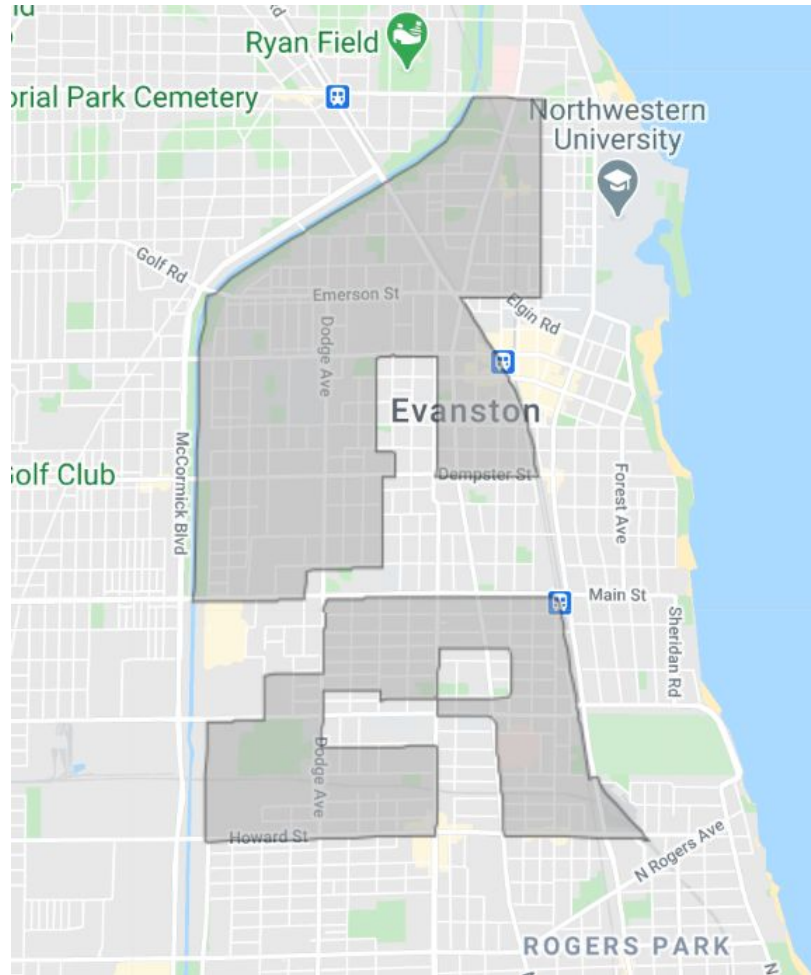
- For-profit business located in Evanston (including home-based) that was in existence on or before March 1, 2020
- Registered or licensed with City of Evanston
- Five or fewer employees on payroll including owner(s)
- Projected family income does not exceed 80% AMI:

	1 PERSON	2 PERSON	3 PERSON	4 PERSON	5 PERSON	6 PERSON	7 PERSON	8 PERSON
% AMI	<u>LIMIT</u>	<u>LIMIT</u>	<u>LIMIT</u>	<u>LIMIT</u>	<u>LIMIT</u>	<u>LIMIT</u>	<u>LIMIT</u>	<u>LIMIT</u>
80%	\$51,000	\$58,250	\$65,550	\$72,800	\$78,650	\$84,450	\$90,300	\$96,100

Funding Priority Criteria

- Business is located in a [CDBG target area](#)
- Business has not received any other funding
- Minority or women-owned business
- 2019 Family income did not exceed 80% AMI

CDBG Map



Eligible Grant Expenses

- Day-to-day operating expenses (rent, mortgage, utility bills, etc.)
- Professional services (accounting, tax, insurance, legal)
- Tools and equipment
- Technology
- Protective equipment
- Marketing

APPLICATION

Applicant Information

Applicant Name *

First Name

Last Name

Applicant Address *

Address Line 1

Address Line 2

City

State

ZIP Code

Applicant Email

Applicant Phone *

Family size *

2019 annual family income *



APPLICATION

+ Anticipated 2020 annual family income

+ Current monthly family income (August)

Business Information

+ Business Name



+ Business address

Address Line 1

Address Line 2



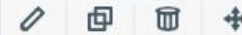
APPLICATION

*** Please provide a description of your business (500 words max)**

*** Business Type**

- Home-based
- Brick and mortar location
- Other

*** Number of employees (including owner)**



*** This is a woman or minority owned business.**

- Yes
- No

*** This business was in existence on or before March 1, 2020.**

- Yes
- No

APPLICATION

+ LOGIC

Please describe how this business was created as a direct result of employment or income loss related to COVID-19 or is meeting a need originating from COVID-19.

+ Have you or your business received any financial assistance related to COVID-19? Check all that apply



- Paycheck Protection Program (PPP)
- Economic Injury Disaster Loan or Advance (EIDL)
- City of Evanston Entrepreneurship Support Grant
- LEND or bank loan
- I have not received any funding
- Other grant or loan
- Other:

+ Please describe how your business and/or family income has been negatively impacted by COVID-19



APPLICATION

*** Services to be funded**

- Operating Expenses (rent, mortgage, utility bills, payroll, etc.)
- Professional Services (tax, legal, accounting, insurance)
- Tools / Equipment
- Developing or enhancing an online platform
- Protective Equipment
- Marketing
- Research & Development
- Other:

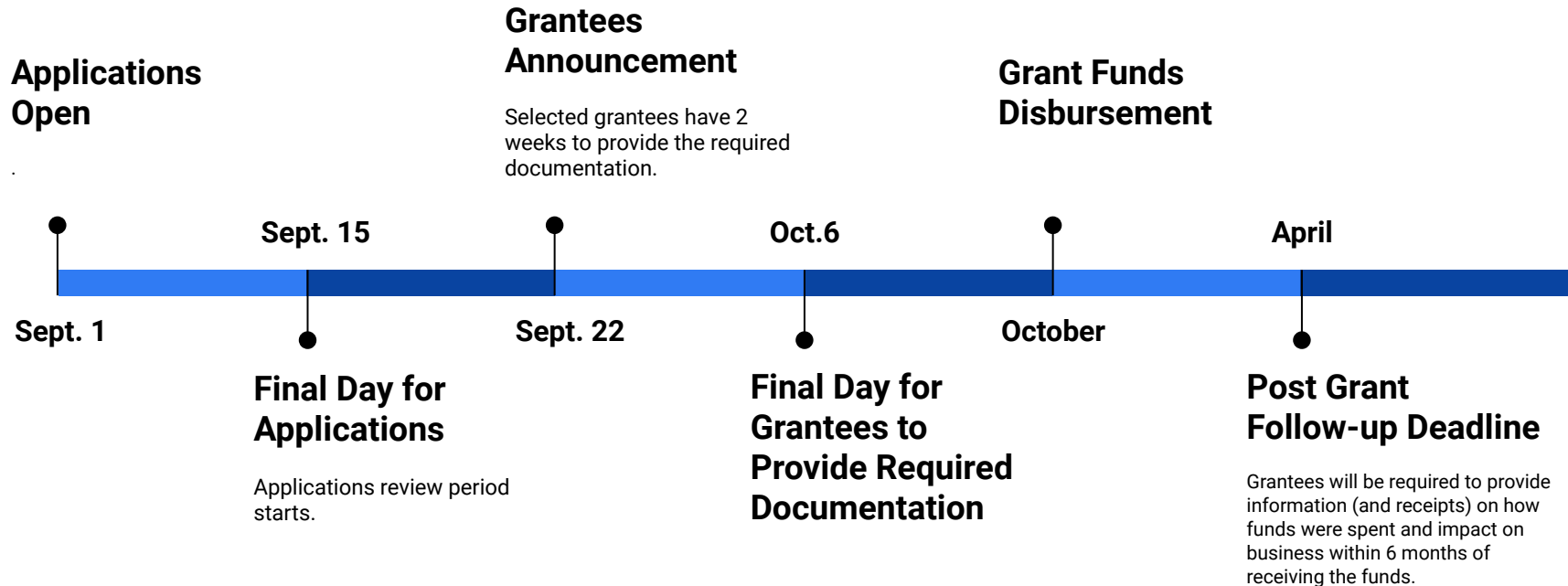
   

Please describe how you intend to use the City of Evanston's COVID-19 Micro-Enterprise Grant funding to help your business (500 words max)

I certify that all of the information contained in this document, all statements, information, and exhibits that I am submitting are true and accurate and to the best of my knowledge. I certify that I have reviewed the program guidelines associated with the City of Evanston's COVID-19 Micro-Enterprise Grant program. (Type name below for signature).

Submit Form

Grant Approval Timeline



Documentation

- Proof of income eligibility
 - 2019 family tax returns
 - documentation of current family monthly income
- Proof of residency
- Proof of COVID-19 financial impact on business
- Copy of most recent bill/statement/receipts/quote you are requesting funds for
- Signed Duplication of Benefits affidavit
- Signed Program Agreement

To Apply

Review guidelines and application process:

[COVID-19 Micro-Enterprise Grant Guidelines & Application Process](#)

Application link:

[**https://arts.formstack.com/forms/cbgcv_small_business_assistance_grant_program**](https://arts.formstack.com/forms/cbgcv_small_business_assistance_grant_program)

“Going Digital” Webinar Series

- In collaboration with local digital experts, the City of Evanston is launching a series of weekly webinars to provide local businesses with insights on how to use digital tools to help boost their online presence
- These sessions will provide an opportunity to learn about various digital topics, ask questions to industry experts, and network with other local businesses.
- The webinars are free, however registration is required.

Webinar Schedule

Getting Started Online 101

Thursday, Sept. 3, 2020, 12-1 p.m.

[Register Now](#)

Looking to get your business online? Or maybe your website needs an update so you can more effectively communicate your message and your brand. Industry experts (Keith Glantz of [Glantz Design](#) and [Marc Zarefsky](#)) will go over the basics of setting up your website including choosing a platform, visual design, and content strategy.

Social Media Strategy

Thursday, Sept. 10, 2020, 2-3 p.m.

[Register Now](#)

Do you ever stare at your computer and wonder what to write about on your social media pages? Or do you write one post and share it across all of your pages without considering the unique audience on each page? Jen Peterson of JPeterson Marketing (<https://www.jpeteronmarketing.com/>) will show you how to develop a content calendar and how to customize your content for your social media pages so that they engage your online audiences.

Digital Marketing: Paid Media 101

Tuesday, Sept. 15, 2020, 12-1 p.m.

[Register Now](#)

Should I run ads? Where? What'll it cost? Come learn the basics of digital marketing for small businesses with Spencer Bryson, brand manager for Funyuns and Rold Gold and Kellogg MBA. Understand what digital marketing is, talk through if it would work for you, get perspective on what good/better/best looks like, and plan out practical details of how to get started.

Using Data to Target Your Audience

Tuesday, Sept. 22, 2020, 12-1 p.m.

[Register Now](#)

This webinar hosted by Kelly Cutler, instructor of Digital Strategy in the Medill IMC Master's Program, will provide an overview of how to leverage data to better understand your audience and how to target your customers. It will cover Search Engine Optimization (SEO) basics and using Google Analytics to understand how your customers interact with your website.

Small Business Mentorship

- Provided through Northwestern's Kellogg School of Management's Small Business Advisory Initiative
- Free consulting sessions for local business owners in areas like digital marketing, public relations, financial planning and analysis, and human resources management
- Use the StartUpTree platform to create a profile and schedule time with industry experts (guide on website)
- Mentors specializing in digital topics can be found at:
<http://www.evanstonedge.com/covid-19-small-business-program>

Small Business Mentorship

How to Access the mentorship program

1. Sign on to [StartUpTree](#)
2. Create a profile
3. Search mentors
4. Schedule an appointment

StartUpTree platform:

<https://evanstonnu.startuptree.co>

[Guide for getting started](#)

QUESTIONS?

- **Email us at**
economicdevelopment@cityofevanston.org
- **For more information visit:**
<http://www.evanstonedge.com/covid-19-small-business-program>
- **Find additional resources:**
<http://www.evanstonedge.com/business-resources>
[Economic Development Newsletter](#)