



MI Small Business Relief Program (MSBRP) – Grants

Lansing tri-county region: Ingham, Eaton & Clinton counties

Business Eligibility, Application Scoring Criteria & Review Process

Business Eligibility:

Minimum Requirements – All businesses seeking funds must meet *all* minimum requirements:

1. A Michigan business with 50 employees or less, company-wide, both full-time and part-time
 - Corporate franchise operations are eligible, though priority leans towards Michigan-owned small businesses. If applying for multiple locations, one application is required for each desired brick and mortar location
2. Business must demonstrate income loss *specifically related* to the COVID-19 pandemic or Executive Order (EO) No. [2020-9](#) or subsequent EOs, rather than financial hardship in general
3. Business must demonstrate need for working capital
 - Ex. support payroll expenses, rent, mortgage payments, utility expenses or other similar expenses that occur in the ordinary course of business

Additional Requirements – Businesses seeking funds must meet *at least one* of the following criteria:

1. Business must be directly affected by and listed in Executive Order (EO) No. [2020-9](#) and/or subsequent related EOs:
 - Ex. Restaurants, cafes, bars, breweries, distilleries, wineries, clubs, hookah/cigar/vaping lounges, theaters, performance venues, libraries, museums, gyms, sports facilities, exercise studios, spas, casinos, amusement venues, non-essential manufacturers
2. If not listed in Additional Requirements #1 or in COVID-19-related EOs, business must still meet the Minimum Requirements *and* one of the following criteria (2a - 2c):

- Business provides services directly to business types detailed in EOs and requires additional employees to support companies or employees impacted by EOs
- Business is providing support to impacted employees
 - Ex. Is the business still paying its employees? Is the business waiving Paid-Time-Off use for sick days? Is the business assisting with increased childcare costs?
- Business is located in a downtown district or high impact corridor:
 - Ex. Downtown Lansing or East Lansing, traditional small-town main street / downtown of DeWitt, St. Johns, Grand Ledge, Charlotte, Mason, Leslie, etc., commercial corridors including Grand River Ave, Michigan Ave, Saginaw St/Hwy, Cedar St, MLK Jr Blvd, etc.

Application Scoring Criteria:

LEAP has created a multi-entity and multi-stage review committee and process consisting of LEAP staff, representatives from the Capital Region Michigan Small Business Development Center (SBDC), Capital Area Michigan Works! (CAMW!), as well as stakeholders from a variety of additional organization and larger businesses in the community, who will score applications on the following criteria:

Economic Distress: 30 points

The business must attempt to quantify the financial burden *caused by the outbreak*. The application asks numerous financially driven questions to portray the hardship endured. Examples include detailing the difference in full-time employees (FTE) from March 1 to March 27 and revenue comparisons from previous periods to current state.

Working Capital Need: 20 points

The business must detail its immediate business needs to operate in this time of crisis. Examples include payroll expenses, rent, mortgage payments, utility expenses or other expenses incurred during ordinary business. The business can also describe other resources it has sought or is currently utilizing during this time, such as an SBA Disaster Loan or other grant funding, in an effort to meet working capital needs. A business should attempt to allocate its grant request to its most pressing and distinct working capital needs.

Uniqueness of Product/Service/Offering: 20 points

Many communities have businesses that uniquely contribute to the community and are likely difficult to replace, impacting the community's character. Is the business the community's only grocery store or hair salon or coffee shop? Is the business the only information technology consultant in the community? What differentiates this business from others and its competitors? Provide a compelling narrative why the community needs this business.

Supply Chain Repercussions of Bankruptcy/Closing: 20 points

Understanding the ripple effect a company has on the local economy is integral to mitigating the community's economic distress. What would happen to the local and regional economy if the business closed? Does the business utilize local and regional suppliers, or does it supply local and regional companies? What other businesses would be affected by the business closing? Attempt to describe the immediate economic impact of the business closing.

Strategic Location: 5 points

Each community holds a strategic location, such as a downtown or commercial corridor where most business activity occurs. As seen with historic main streets over time, it is imperative to ensure their vitality for small business success and community identity. With that said, the business location does not need to be in a downtown or commercial corridor; rather, what makes the business' location special? Does it draw large quantities of vehicle and/or foot traffic? Is it integral to local neighborhoods? Is the business located in a historic building that would otherwise be vacant? In summary, describe how the business's location contributes to the local community character.

#LoveLansing Community Impact: 5 points

Small businesses are integral to the economy in a myriad of ways, such as how they engage with the community through philanthropy, events, programming and more. Does the business engage with the local main street program or chamber of commerce for holiday festivals and parades? Does the business engage with community organizations like Rotary or Lions Club? Is the business beloved by its community with a proven track record? How does the community relate to the business's brand? Briefly describe the intangible impact the business has on the residents of the community.

Review Process

Panel

A multi-entity panel made up of the Lansing Economic Area Partnership (LEAP) as administrator and Capital Region Small Business Development Center (SBDC) and Capital Area Michigan Works! (CAMW!) as key regional partner organizations will be involved at each stage

1st Stage

Initially intended as an 8-person application scoring panel consisting of four LEAP staff (all from different departments), two SBDC staff and two CAMW! staff. Due to the incredibly large amount of applications received, the number of 1st stage reviewers on the scoring panel has been increased to 30, representing various organizations and larger businesses in the community. Thus, there will now be 15 scoring teams.

Each scoring team will be 2 persons. With 15 total scoring teams, each team will be responsible for review and scoring of approximately 7% of grant applications. Applications will be scored individually, with the two scores then combined for review by each scoring team. Each team will elevate their top 8-10 applications for 2nd stage consideration.

2nd Stage

5-person deliberation panel consisting of three LEAP staff, one SBDC staff and one CAMW! staff.

Panel represents a diverse background and brings unique perspectives to the review process. Panel has strong experience, working with hundreds of small businesses throughout their careers.

Panel will deliberate on approximately 120 top applications as elevated by the scoring teams and select top 60 businesses to receive a \$10,000 grant.

Next Steps for Awarded Businesses

Awarded businesses will be required to submit an updated W9 form and bank account information within 24 hours of grant award acknowledgement in order to expedite fund processing.

Awarded businesses will also be required to sign a simple grant agreement that specifies 6 months of simple reporting requirements and eligible use of funds.