



Application Review Process and Criteria

The Lansing Economic Area Partnership (LEAP) has created a multi-entity and multi-stage review process consisting of LEAP staff, Diversity Equity & Inclusion (DEI) partner organizations, the Lansing Regional Chamber of Commerce (LRCC), the Capital Region Michigan Small Business Development Center (SBDC), Capital Area Michigan Works! (CAMW!), Greater Lansing Convention and Visitors Bureau (GLCVB) and stakeholders from a diverse array of organizations and larger businesses in the community to review grant applications of businesses in Clinton County based on criteria developed by LEAP with Clinton County's direction and guidance.

Pre-Stage: Eligibility

Applications will be vetted for eligibility based on the following requirements:

1. Must have a physical business location (including home-based) in Clinton County that generates revenue and employment (including self-employment / sole proprietor),
2. Must be a legal for-profit entity,
3. Have 1 to 100 workers on payroll (including full-time, part-time and owner-employees) working from the specific business location tied to application as of October 15, 2021,
4. Have under 250 workers business-wide across all locations,
5. Have at least 50% of worldwide workforce employed in Michigan,
6. Franchises are eligible only if majority-owned locally (Michigan, not necessarily residents of Clinton County),
7. Be a business directly and negatively affected by the COVID-19 pandemic and resulting economic crisis,
8. Must be able to demonstrate a need for working capital to support payroll, rent, mortgage payments, utility bills or other similar expenses currently and/or into future to recover, sustain or grow operations,
9. Must be able to demonstrate financial harm in the form of revenue loss as a result of COVID-19 pandemic and any related public health restrictions and orders,
10. Must have remained in compliance with all state and local governmental and public health orders related to COVID-19 since March 2020,
11. Cannot be involved in the growing, manufacturing, distribution or sale of cannabis products,
12. Can provide required documentation (grant agreement, W-9 and other tax or financial documentation as necessary) if awarded.
13. The application is submitted by an authorized representative of the applying business.

Applications that do not meet the eligibility requirements will not be able to be submitted via platform and thus will not be reviewed.

Stage One: Application Scoring

Applications will be scored by dozens of individual volunteer reviewers including LEAP staff, DEI partner organizations, LRCC, SBDC, CAMW!, GLCVB and more. Past programs have required 30-60 reviewers and the exact number of reviewers needed for the Clinton County Small Business Relief Program will be determined based on the size of the applicant pool. The intent is to have at least three reviewers assigned to each application to review auto-scored question values and score open response questions. Multiple reviews for each application help reduce any prospective bias, while also increasing accuracy in scoring.

Each applicant will complete the Uniform Application in addition to a set of category-specific questions with 50 total points associated. The Uniform Application is worth up to 100 points, broken down as follows:

- LONGEVITY & OWNERSHIP – up to 25 points
- EMPLOYMENT IMPACT – up to 20 points
- REVENUE IMPACT – up to 25 points
- LOCAL COMMUNITY IMPACT – up to 5 points
- PREVIOUS RELIEF FUNDING – up to 25 points

Standard grant amounts range from \$10,000-\$25,000, based on employment level, for the following business types:

1. **Retail / Goods / Services (non-food):** Traditional retail, goods and services businesses including shops, boutiques, bookstores, hardware, health & personal care services, exercise facilities, professional services, events, entertainment, lodging & transportation providers and venues, childcare providers, and other goods and services providers that are not prepared food or drink providers that fall into restaurants/eateries/taverns category. This category's questions constitute 50 scoring points for consideration in combination with the Uniform Application, providing weighting toward Uniform Application responses.
2. **Sole Proprietors:** Single worker business firms with 0-1 individuals on payroll; self-employed individuals. This category's questions constitute 50 scoring points for consideration in combination with the Uniform Application, providing weighting toward Uniform Application responses.
3. **Restaurants / Eateries / Taverns:** restaurants, bars, food trucks, eateries, coffee shops, bakeries, catering, breweries, distilleries, wineries, tea shops, banquet facilities and other food and beverage service providers. This category's questions constitute 50 scoring points for consideration in combination with the Uniform Application, providing weighting toward Uniform Application responses.
4. **Discretionary Critical Emergency:** Additional funds have been budgeted to support extraordinary instances of businesses experiencing the most severe economic hardship caused by the pandemic in terms of drastic employment and revenue effects. These entities likely hold a uniquely critical role in Clinton County within the business community. Funds awarded through this category will likely be supplemental to standard grants allotted in other categories and fund use will depend upon the applicant pool and critical need demonstrated in application data.

Stage Two: Finalist Deliberation

Small group deliberation panels consisting of LEAP staff, DEI partner organization representatives, SBDC staff, CAMW! staff and other relevant category area experts will be built for each category.

Each review panel will include a diversity of backgrounds, and each reviewer will bring a unique perspective and strong experience working with grant work and small businesses throughout their careers.

Note: If the applicant pool and resulting finalist pool for any given category is insufficient to accommodate the intended use of funds, LEAP, with Clinton County's guidance, will reallocate remaining funds to other categories with more demand in the form of larger applicant pool, as deemed most appropriate.

Stage Three: Grantee Finalization & Distribution of Funds

Awarded businesses will be required to submit an updated W9 form, a simple grant agreement that specifies eligible use of funds and basic reporting requirements for 3-6 months following receipt of grant funds. The email address provided in the application will be the main source of communication; it is important to provide an accurate email address that can be accessed at least daily. Failure to return documents in a specified timeframe may result in the forfeiture of a grant.

Funds are expected to be delivered to grant recipients via check as quickly as possible after all required documents are received and processed.

Anticipated grant awards will be distributed in two groupings from November through December:

- **By November 30:** Retail / Goods / Services, Sole Proprietors
- **By December 17:** Restaurants / Eateries / Taverns, Discretionary Critical Emergency

Uniform Application Scoring Guide

Eligibility

Question	Eligible if...
1. Does the applying business have a physical business location (including home-based) in Clinton County that generates revenue and employment (including self-employment/sole proprietor)? <i>(yes/no)</i>	Yes
2. Is the applying business legally organized as a for-profit entity? <i>(yes/no)</i>	Yes
3. Does the applying business have fewer than 100 workers on payroll (including full-time, part-time, and owner-employees) working from the specific business location tied to grant application as of October 20, 2021? <i>(yes/no)</i>	Yes
4. Does the applying business have fewer than 250 workers across all locations worldwide?	Yes
5. Is at least 50% of worldwide workforce for business employed in Michigan?	Yes
6. Has the applying business and/or industry been directly and negatively affected by the COVID-19 pandemic and resulting economic crisis? <i>(yes/no)</i>	Yes
7. Does the applying business need working capital to support payroll, rent, mortgage payments, utility bills, or other similar expenses currently and/or into future to recover, sustain or grow operations? <i>(yes/no)</i>	Yes
8. Can the applying business demonstrate financial harm in the form of revenue loss as a result of COVID-19 pandemic and any related public health restrictions and orders? <i>(yes/no)</i>	Yes
9. Has the applying business been in compliance with all state and local governmental and public health orders related to COVID-19 since March 2020? <i>(yes/no)</i>	Yes
10. Is the applying business involved in the growing, manufacture, distribution or sale of cannabis products? <i>(yes/no)</i>	No
11. Is the business a franchise? <i>(yes/no)</i> <ul style="list-style-type: none"> • If yes, is the franchise locally owned? <i>(yes/no)</i> 	No OR Yes AND Locally owned

Business Operations

Question	Maximum points
12. Business operational establishment date <i>(year/month)</i>	N/A

<p>13. Highest total number of workers (including yourself) between January 1, 2020 (pre-pandemic) and October 20, 2021 at applying business' location: <i>(whole number)</i></p> <ul style="list-style-type: none"> • 0 – 1 = Sole Proprietor category • More than 1 at any point in time = Retail / Goods / Services or Restaurants / Eateries / Taverns • Over 100 = Ineligible 	N/A
<p>14. Please select the industry the business is in: <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • Retail, Goods & Services: Shops, boutiques, bookstores, hardware, health & personal care services, exercise facilities, professional services, events, entertainment, lodging & transportation providers and venues, childcare providers, and other goods and services outside of prepared food or drink providers that fall into Food & Beverage Service Establishments category • Food & Beverage Service Establishments: Restaurants and bars, food trucks, eateries, coffee shops, bakeries, catering, breweries, distilleries, wineries, tea shops, banquet facilities and other food and beverage service providers • Other Industry/Please Specify <i>(fill in)</i> 	N/A

Business General & Ownership Information

Question	Maximum points
15. Business Legal Name <i>(fill in)</i>	N/A
16. Doing Business As (DBA) or Trade Name <i>(fill in)</i>	N/A
<p>17. Is the business a: <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • Sole proprietorship • Partnership • Limited Liability Corporation (LLC) • Corporation (for-profit) • Other/Please Specify <i>(fill in)</i> 	N/A
18. Is the applicant business owner Black, Indigenous, or a person of color (BIPOC)? Must be controlling interest 50/50 or majority owned (over 50%).	N/A
19. Is the applicant business woman-owned?	N/A
20. Is the applicant business veteran-owned?	N/A
21. Is the applicant business owned by a person with a disability?	N/A
22. Is the applicant business owned by a person who identifies as LGBTQ+?	N/A
<p>23. Does the applying business have an Employer Identification Number (EIN) or Tax Identification Number (TIN)? <i>(yes/no)</i></p> <ul style="list-style-type: none"> • If yes, please provide <i>(fill in)</i> • If no, provide Social Security Number of business owner <i>(fill in)</i> 	N/A
24. Please provide a brief description of the business and its services (narrative, word count?)	N/A

Business Location Information

Question	Maximum points
25. Street address of physical business location for which application is being submitted: <i>(fill in)</i>	N/A
26. Municipality (city, township or village) of physical business location for which application is being submitted: <i>(multiple choice)</i> <ul style="list-style-type: none"> • City of Dewitt • City of Lansing • City of East Lansing • City Grand Ledge • City of Ovid • City of St. Johns • Village of Eagle • Village of Elsie • Village of Fowler • Village of Hubbardston • Village of Maple Rapids • Village of Westphalia • Bath Charter Township • DeWitt Charter Township • Watertown Charter Township • Bengal Township • Bingham Township • Dallas Township • Duplain Township • Eagle Township • Essex Township • Greenbush Township • Lebanon Township • Olive Township • Ovid Township • Riley Township • Victor Township • Westphalia Township 	N/A
27. ZIP code of physical business location for which application is being submitted: <i>(fill in)</i>	N/A
28. Michigan county of physical business location for which application is being submitted (must be Clinton County): <i>(fill in)</i>	N/A
29. State of physical business location for which application is being submitted (must be Michigan): <i>(fill in)</i>	N/A

Business Contact Information

Question	Maximum points
30. Primary contact name <i>(fill in)</i>	N/A
31. Primary contact email address <i>(fill in)</i>	N/A

32. Primary contact direct phone number <i>(fill in)</i>	N/A
33. Primary contact mailing address <i>(fill in)</i>	N/A
34. Primary contact city <i>(fill in)</i>	N/A
35. Primary contact state <i>(fill in)</i>	N/A
36. Primary contact ZIP code <i>(fill in)</i>	N/A
37. Secondary contact name (optional) <i>(fill in)</i>	N/A
38. Secondary contact email (optional) <i>(fill in)</i>	N/A
39. Secondary contact phone (optional) <i>(fill in)</i>	NA
40. Is applicant contact the business owner <i>(yes/no)</i> <ul style="list-style-type: none"> If no, full name (first, middle, last) of owner(s) <i>(fill in)</i> 	N/A

Longevity & Ownership

Question	Maximum points
41. Does the applying business owner have multiple businesses? (yes/no) <ul style="list-style-type: none"> If yes, provide names of other businesses (fill in) 	N/A
42. Does the applying business have multiple locations? (yes/no) <ul style="list-style-type: none"> If yes, provide addresses of locations other than primary/Clinton County location for which application is being completed (fill in) 	N/A
43. Is the business a franchise? (yes/no) <ul style="list-style-type: none"> 5 points: No 0 points: Yes If yes, is the business a majority locally owned franchise? (yes/no; if yes, explain local ownership structure) 	5
44. Business establishment date	
45. # of years since applying business was first established in Clinton County: (multiple choice) <ul style="list-style-type: none"> 10 points: 50+ years 8 points: 30-49.9 years 6 points: 20-29.9 years 4 points: 15-19.9 years 3 points: 10-14.9 years 2 points: 6-9.9 years 1 point: 3-5.9 years 0 points: 0-2.9 years 	10
46. Approximately how long has current ownership owned the business? (multiple choice) <ul style="list-style-type: none"> 10 points: 20+ years 5 points: 10-19 years 2 point: 3-9 years 0 points: 0-2 years 	10

TOTAL SECTION POINTS AVAILABLE	25
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Employment Impact

Question	Maximum points
47. Number of workers (including yourself) in January 2020 (pre-pandemic): (whole number)	N/A
48. Number of workers in April 2020: (whole number)	N/A
49. Number of workers in June 2021: (whole number)	N/A
50. Percent employment decline from January 2020 to April 2020: (employment decline calculated from questions 47 and 48) <ul style="list-style-type: none"> • 0 points: 0 or negative figure (i.e. employment growth) • 1 point: 1-24% • 3 points: 25-49% • 5 points: 50-74% • 7 points: 75-100% 	7
51. Percent employment change from April 2020 to June 2021: (employment change calculated from questions 48 and 49) <ul style="list-style-type: none"> • 0 points: 50%+ growth • 1 point: 1-49% growth • 2 points: 0% change • 3 points: 1%+ decline 	3
52. Job loss from January 2020 to June 2021 (employment change calculated from questions 47 and 49) <ul style="list-style-type: none"> • 0 points: 4 or fewer • 1 point: 5-14 • 2 points: 15+ 	2
53. How many workers will be retained on payroll as a result of grant funding? (multiple choice) <ul style="list-style-type: none"> • 0 points: 0 • 1 point: 1-3 • 2 points: 4-9 • 3 points: 10+ 	3
54. How many workers will be hired or re-hired onto payroll as a result of grant funding? (multiple choice) <ul style="list-style-type: none"> • 0 points: 0 • 1 point: 1-2 • 2 points: 3+ 	2
55. What is the average hourly pay of current workers? (multiple choice) <ul style="list-style-type: none"> • 0 points: <\$15/hr • 2 points: \$15+/hr 	2
56. What is the average hourly pay of new hired or re-hired workers? (multiple choice) <ul style="list-style-type: none"> • 0 points: N/A or <\$15/hr 	1

<ul style="list-style-type: none"> 1 point: \$15+/hr 	
TOTAL SECTION POINTS AVAILABLE	20

Revenue, Expenses & Operating Status

Question	Maximum points
57. 2019 annual gross revenue (January 1-December 31, 2019): <i>(whole number, no commas)</i>	N/A
58. 2020 annual gross revenue (January 1-December 31, 2020): <i>(whole number, no commas)</i>	N/A
59. Percent revenue decline from 2019 to 2020: <i>(revenue decline calculated from questions 57 and 58; Reviewer chooses matching range from options below)</i> <ul style="list-style-type: none"> 0 points: 0% 2 points: 1-24% 5 points: 25-49% 8 points: 50-74% 10 points: 75-100% 	10
60. Annual expenses for 2019 (January 1 to December 31): <i>(whole number, no commas)</i>	N/A
61. Annual expenses for 2020 (January 1 to December 31): <i>(whole number, no commas)</i>	N/A
62. Operating margin as 2020 revenue less 2020 expenses, then divided by 2020 revenue <i>(calculated from input responses to questions 58 and 61)</i> <ul style="list-style-type: none"> 0 points: positive number 3 points: -1-24% 5 points: -25+% 	5
63. What was the operating status of the business in April 2020? <i>(multiple choice)</i> <ul style="list-style-type: none"> 0 points: fully open and operating 1 point: partially closed and operating 3 points: closed 	3
64. What was the operating status of the business in August 2020? <i>(multiple choice)</i> <ul style="list-style-type: none"> 0 points: fully open and operating 1 point: partially closed and operating 3 points: closed 	3
65. What was the operating status of the business in December 2020? <i>(multiple choice)</i> <ul style="list-style-type: none"> 0 points: fully open and operating 1 point: partially closed and operating 2 points: closed 	2
66. What is the operating status of the business in June 2021? <i>(multiple choice)</i> <ul style="list-style-type: none"> 0 points: closed 1 point: partially closed and operating 2 points: closed 	2
TOTAL SECTION POINTS AVAILABLE	25

Local Community Impact

Question	Maximum points
<p>67. If awarded this grant, how will you utilize the funds received? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • Payroll • Rent/mortgage • Utilities • Inventory • Accounts payable • Debt service • PPE & other COVID-related supplies/equipment • Other <i>(fill in)</i> <p>Eligible expenditures must align with Federal Interim ARPA guidelines; see the Department of the Treasury Interim Final Rule for more information. Clinton County Small Business Relief Program aligns with the following eligible expenditures:</p> <p>Respond to the Negative Economic Impacts Support for Small Business & Non-Profits</p> <ul style="list-style-type: none"> • Implementing safer opening procedures- capital based • Loans and grants to mitigate financial hardship from COVID-19- capital or one-time <p>INELIGIBLE EXPENDITURES In addition to eligibility requirements, there are clear limitations to the use of SBH-ARPA funds. Funds may not be used for:</p> <ul style="list-style-type: none"> • Damages covered by insurance • Reimbursement to donors for donated items or services • Expenses that have been or will be reimbursed under any federal activity such as the reimbursement by the federal government pursuant to the ARP act of contributions by States to State unemployment funds • Workforce bonuses • Property taxes • Severance pay • Deposit to pension funds • Legal settlements • Revenue replacement 	<p>N/A</p>
<p>68. Does the applicant use local vendors or suppliers? <i>(yes/no)</i></p> <ul style="list-style-type: none"> • 0 points: no • 1 point: yes • 2 points: yes with especially compelling answer <i>(short answer; 100 word max)</i> 	<p>2</p>
<p>69. Does the business transact the majority of its products and/or services physically in person? <i>(yes/no)</i></p> <ul style="list-style-type: none"> • 0 points: no • 1 points: yes 	<p>1</p>
<p>70. Has the applicant made attempts to introduce new products/services or adapt existing products/services to maintain revenue during COVID-19? <i>(yes/no)</i></p> <ul style="list-style-type: none"> • 0 points: no • 1 point: yes 	<p>2</p>

<ul style="list-style-type: none"> • 2 points: yes with especially compelling answer (<i>short answer; 100 word max</i>) 	
TOTAL SECTION POINTS AVAILABLE	5

Previous Relief Funding

Question	Maximum points
71. How many local, state or federal COVID-19 relief programs has your business received funding from since March 1, 2020? (multiple choice) <ul style="list-style-type: none"> • 0 points: 3+ programs • 2 points: 1-2 programs • 5 points: 0 programs 	5
72. Please select all COVID-19 received funding received from local, state and federal sources since March 1, 2020: (checkboxes) <ul style="list-style-type: none"> • Michigan Small Business Relief Program (MSBRP) Grant; MSBRP Loan; Michigan Small Business Restart Grant; Pure Michigan Small Business Relief Initiative Grant; Michigan Small Business Survival Grant; Michigan Stages Survival Grant; City of Lansing Small Business Recovery Program; City of Lansing CARES Loan; East Lansing DDA Grant; Meridian Township Small Business Relief Grant; Payroll Protection Program (PPP); SBA Economic Injury Disaster Loan (EIDL); Other Local Govt Relief Program; Other State Govt Relief Program; Other Federal Govt Relief Program 	N/A
73. If answer other than "0 programs" in question 70, please provide combined total amount of relief funding from all sources (whole number, no commas)	N/A
74. How many COVID-19 relief funding programs did the business apply for? (multiple choice) <ul style="list-style-type: none"> • 0 points: 0 programs • 1 point: 1-2 programs • 3 points: 3-4 programs • 5 points: 5+ programs 	5
75. Total relief funding from all government sources / 2020 expenses = Business Expense Ratio (calculated from responses to questions 72 and 56) <ul style="list-style-type: none"> • 0 points: >50% • 2 point: 25-49% • 7 points: 11-25% • 10 points: 1-10% • 15 points: 0% 	15
TOTAL SECTION POINTS AVAILABLE	25
TOTAL UNIFORM APPLICATION POINTS AVAILABLE	100

Restaurants, Eateries & Taverns Scoring Guide

Question	Maximum points
76. Did you apply for Restaurant Revitalization Funding? (<i>yes/no</i>) <ul style="list-style-type: none"> • If yes, how much did you apply for? (<i>multiple choice</i>) <ul style="list-style-type: none"> ○ 5 points: \$250,000 - \$499,999 ○ 4 points: \$100,000 – \$249,999 ○ 4 points: \$500,000 - \$749,999 ○ 3 points: \$50,000 – \$99,999 	20

<ul style="list-style-type: none"> ○ 3 points: \$750,000 - \$999,999 ○ 1 point: \$1,000 - \$49,999 ○ 1 point: \$1,000,000 - \$1,499,999 ○ 0 points: \$1,500,000+ ● Have you been approved for funding? <i>(yes/no)</i> ● If yes, how much? <i>(multiple choice)</i> <ul style="list-style-type: none"> ○ 5 points: \$50,000 – \$99,999 ○ 4 points: \$1,000 - \$49,999 ○ 4 points: \$100,000 – \$249,999 ○ 3 points: \$250,000 - \$499,999 ○ 2 points: \$500,000 - \$749,999 ○ 1 point: \$750,000 - \$999,999 ○ 0 points: \$1,000,000+ ● 15 points: No, I was denied funding ● 5 points: I have not yet been notified of approval or denial yet <ul style="list-style-type: none"> ○ If so, do you currently have an active PPP application as well? ○ If yes, applicant must withdraw one of the PPP or Restaurant Revitalization Fund applications to be eligible for this program 	
<p>77. 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. <i>(short answer; 100 words or less)</i></p>	10
<p>78. Small businesses are integral to the economy in many 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? Does the business location draw large quantities of vehicle and/or foot traffic? Is the business and/or the building integral to the fabric and history of local neighborhoods? How does the community relate to the business’s brand? <i>(short answer; 100 words or less)</i></p>	10
<p>79. Why should your specific business receive funds from the Clinton County Small Business Relief Grant program?</p> <p>Please briefly provide any additional detail that you believe important for the grant reviewers to know relevant to your application, including but not limited to, a more detailed plan for use of grant funds; the business’ near-term plan for retaining and/or hiring workers; the business’ near-term plan for its physical footprint; the business’ strategy for future pandemic resiliency, etc. <i>(short answer; 100 words or less)</i></p>	10
TOTAL CATEGORY POINTS AVAILABLE	50

Retail, Goods & Services and Tourism & Hospitality Scoring Guide

Question	Maximum points
80. What type of business are you applying for? <i>(multiple choice)</i>	5

<ul style="list-style-type: none"> • 5 points: Traditional retail storefront (brick and mortar shops, boutiques, bookstores, gift shops, clothing stores, hardware stores) • 5 points: Exercise facilities (gyms, yoga studios, dance studios) • 5 points: Personal care services (tattoo parlors, hair salons, barber shops, nail salons, massage therapists) • 5 Points: Childcare, Early Childhood Education & Activity Providers • 5 points: Lodging and accommodations (limited- and full-service hotels, bed and breakfast, campgrounds) • 5 points: Event and entertainment venues (meeting, conference and banquet halls; private event venues; sports facilities; for-profit art galleries, studios, museums and other cultural attractions; live performance venues including stage theater and music; cinemas, drive-ins and outdoor movie theaters; amusement part and recreational venues including action parks, arcades, bowling alleys and golf courses; organized sports or fitness events; conferences, event rental and service companies including floral, linen, chairs, tables, stages and other equipment; event promoters, planners and production companies; event photographers and videographers; musicians, artists and other skilled performers; talent agencies; sports leagues and recreational clubs and other specialty events including festivals, art fairs and trade shows) • 5 points: Passenger transportation providers (chartered transit services including bus, taxi and limousine services; passenger vehicle rental services) • 3 points: Home-based retailer • 3 points: Specialty trades and contractor services (residential and commercial remodeling and construction, general or specialty contracting) • 3 points: Repair, maintenance and custodial services (consumer goods repair and maintenance, auto repair, janitorial services, lawncare or landscaping services, home repair and maintenance services) • 3 points: For-profit educational services, trade school, technical and vocational institutes) • 3 points: Information services, news and publishers (online and print newspapers, news outlets, book publishers) • 0 points: Grocery or convenience store • 0 points: Healthcare and related services (doctors' offices, dentists, assisted care facilities, hospice companies, home healthcare, physical therapy offices, doulas, veterinary services) • 0 points: Professional services and consultancy (office work; business-to-business services; architectural, engineering or design firms; accounting, financial or tax services; attorney offices/private practices; insurance; real estate; consulting services) • 0 points: Property management (landlords, property management companies) • 0 points: Freight, trucking, hauling and other non-passenger transportation and manufacturing, distribution and logistics operations • 0-5 points (reviewer discretion): Other as described (<i>fill in</i>) 	
<p>81. Please provide a brief description of your business and what goods/services you provide. (<i>short answer; 50 words or less</i>)</p> <p>82. How much of your business income comes from each of the following revenue sources? (<i>checkboxes</i>)</p> <ul style="list-style-type: none"> • Direct consumer retail sales • Online consumer retail sales • Business to business retail sales 	<p>5</p>

<ul style="list-style-type: none"> • Direct services • Contracts for goods and services • Ticket sales • Bookings or reservations • Sponsorships • Licensing fees • Government funding <p>83. Does the number of workers employed by the business fluctuate throughout a typical year (including full-time, part-time, seasonal, temporary, etc.)? <i>(yes/no)</i></p> <ul style="list-style-type: none"> • If yes, please briefly describe any fluctuations in the number of workers your business employs during a typical year (including full-time, part-time, seasonal and temporary workers), such as the maximum and minimum number of workers, when these fluctuations in employment typically occur and why. <i>(short answer; 50 words or less)</i> 	
<p>84. Please briefly describe COVID-19's direct impact on your business. <i>(short answer; 50 words or less)</i></p>	5
<p>85. From June 2020 to June 2021, when restricted by capacity limitations and/or executive orders, on average, to what extent was your business able to utilize remote work or online sales to continue business operations? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 5 points: 0% • 4 points: 1-25% • 3 points: 26-50% • 2 points: 51-75% • 1 point: 76-99% • 0 points: 100% 	5
<p>86. What best describes typical business operations (pre-COVID)? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 5 points: Daily (5-7 days a week) • 4 points: Weekly (1-4 days a week, e.x. weekends) • 3 points: Monthly (1-2 times per month) • 3 points: Seasonal business of any kind • 2 points: Quarterly (1-2 times every 3 months) • 1 point: Annual (once a year, including consecutive day and weeklong events) 	5
<p>87. Primary geographic service area/customer base: <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 5 points: Clinton County • 4 points: Tri-county area (Clinton, Eaton and Ingham counties) • 3 points: Statewide • 2 points: Multi-state/nationwide • 1 point: Worldwide 	5
<p>88. Projected gross revenue for 2021 (gross receipts or sales): <i>(whole number)</i></p>	5
<p>89. Please provide a brief itemized list of all recurring monthly operating expenses during your business's standard operations, including rent or mortgage payments. <u>Do not</u> include any planned upgrades or expansions to the business.</p> <p>Note: If your business is home based, please use percentage of total livable house square footage used to operate business (EX: home office space) and take that percent</p>	5

of your monthly house/condo mortgage or rent payment as estimated cost (like a tax return), or alternatively do not list this cost. <i>(short answer; 100 words or less)</i>	
90. Provide a compelling narrative why the community needs this business: 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? Is the business the only information technology consultant in the community? What differentiates this business from others and its competitors? <i>(short answer, 100 words or less)</i>	10
91. Briefly describe the impact the business has on the residents of the community: Small businesses are integral to the economy in many 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? 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? <i>(short answer; 100 words or less)</i>	5
TOTAL CATEGORY POINTS AVAILABLE	50

Sole Proprietor Scoring Guide

Question	Maximum points
<ul style="list-style-type: none"> • Is this business your sole source of income? <i>(yes/no)</i> • 0 points: No • 10 points: Yes <ul style="list-style-type: none"> • If no, what percentage of your income came from your business in 2019? <i>(multiple choice)</i> • 2 points: 0-25% • 4 points: 26-50% • 7 points: 51-75% • 10 points: 76-99% <p>If no and business started after 2019, what percentage of your income came from your business in 2020? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 0 points: 0-25% • 1 points: 26-50% • 2 points: 51-75% • 3 points: 76-99% 	10
92. How many hours do you work for/on your business weekly? <i>(multiple choice)</i>	10
<ul style="list-style-type: none"> • 2 points: 0-9 • 3 points: 10-19 • 6 points: 20-29 • 8 points: 30-40 • 10 points: 41+ 	
93. What entity type is your business: <i>(multiple choice)</i>	5
<ul style="list-style-type: none"> • 5 points: DBA 	

<ul style="list-style-type: none"> • 3 points: LLC • 0 points: C-Corp • 0-1 points (reviewer discretion): Other <i>(fill in)</i> 	
<p>94. What is your primary geographic service area/customer base? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 5 points: Clinton county only • 4 points: Tri-county area (Clinton, Eaton and Ingham counties) • 3 points: Statewide • 2 points: Multistate or nationwide • 1 point: Worldwide 	5
<p>95. What type of business are you applying for? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 5 points: Traditional retail storefront (brick and mortar shops, boutiques, bookstores, gift shops, clothing stores, hardware stores) • 5 points: Exercise facilities (gyms, yoga studios, dance studios) • 5 points: Personal care services (tattoo parlors, hair salons, barber shops, nail salons, massage therapists) • 5 Points: Childcare, Early Childhood Education & Activity Providers • 5 points: Lodging and accommodations (limited- and full-service hotels, bed and breakfast, campgrounds) • 5 points: Event and entertainment venues (meeting, conference and banquet halls; private event venues; sports facilities; for-profit art galleries, studios, museums and other cultural attractions; live performance venues including stage theater and music; cinemas, drive-ins and outdoor movie theaters; amusement part and recreational venues including action parks, arcades, bowling alleys and golf courses; organized sports or fitness events; conferences, event rental and service companies including floral, linen, chairs, tables, stages and other equipment; event promoters, planners and production companies; event photographers and videographers; musicians, artists and other skilled performers; talent agencies; sports leagues and recreational clubs and other specialty events including festivals, art fairs and trade shows) • 5 points: Passenger transportation providers (chartered transit services including bus, taxi and limousine services; passenger vehicle rental services) • 3 points: Home-based retailer • 3 points: Specialty trades and contractor services (residential and commercial remodeling and construction, general or specialty contracting) • 3 points: Repair, maintenance and custodial services (consumer goods repair and maintenance, auto repair, janitorial services, lawncare or landscaping services, home repair and maintenance services) • 3 points: For-profit educational services, trade school, technical and vocational institutes) • 3 points: Information services, news and publishers (online and print newspapers, news outlets, book publishers) • 0 points: Grocery or convenience store • 0 points: Healthcare and related services (doctors' offices, dentists, assisted care facilities, hospice companies, home healthcare, physical therapy offices, doulas, veterinary services) • 0 points: Professional services and consultancy (office work; business-to-business services; architectural, engineering or design firms; accounting, financial or tax services; attorney offices/private practices; insurance; real estate; consulting services) • 0 points: Property management (landlords, property management companies) 	5

<ul style="list-style-type: none"> • 0 points: Freight, trucking, hauling and other non-passenger transportation and manufacturing, distribution and logistics operations • 0-5 points (reviewer discretion): Other as described (<i>fill in</i>) 	
96. How has COVID-19 negatively affected your ability to operate your business, engage with customers and/or drive revenue growth? (<i>short answer; 500 characters or less</i>)	5
97. How does your business uniquely impact the local community? (<i>short answer; 100 words or less</i>)	5
98. Why is your business deserving of funds through the Clinton County Small Business Relief Grant Program? (<i>short answer; 100 words or less</i>)	5
TOTAL CATEGORY POINTS AVAILABLE	50