

Lansing Region Small Business Restart Program Grants

Application Scoring Criteria Overview

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 Capital Region Michigan Small Business Development Center (SBDC), Capital Area Michigan Works! (CAMW!), as well as stakeholders from a diverse variety of additional organizations and larger businesses in the community that have expressed interest in reviewing statewide grant applications of business locations in Clinton, Eaton and Ingham counties based on criteria developed as part of the Michigan Small Business Restart Program.

Microbusiness & Traditional Small Business Scoring Criteria

Economic Distress / Working Capital Need: 35 points

The applicant 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 any COVID relief funding applied for and/or received, such as PPP loans or local grant programs, revenue figures and operations status. Also, 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, as well as necessary expenditures incurred due to the public health emergency. A business should attempt to allocate its grant request to its most pressing and distinct working capital needs.

Business Ownership: 20 points

This section inquires about demographic information of the business owner(s), specifically if 51% or more of ownership identifies as a minority, woman or veteran.

#LoveLansing Community Impact: 20 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 utilize local vendors and suppliers? Does the business intentionally employ or provide programming or services for underrepresented populations? Be specific in demonstrating the business' community impact through each focused demographic.

Business Characteristics: 10 points

The applicant will detail key background detail of the business, such as industry and type, years in business, and operations. If the business is a franchise, please describe if it is locally owned and operated by 51% or more of its ownership.

Employment Characteristics: 10 points

To better understand the business and impact of COVID-19 pandemic, the applicant will detail employment numbers, average wage (excluding owner's wage), and hiring plans. Specifically, the applicant must answer how many, if any, employees will be retained as a result of this grant funding, referring to the number of employees currently and will continue to be employed. Additionally, the applicant must answer how many, if any, employees will be hired as a result of this grant funding, referring to the number of employees hired since the date of grant award. Note that bringing on previously furloughed or temporarily laid off employees counts as new hires.



1000 S Washington Avenue, Suite #201
Lansing, Michigan, 48910-1682
P: (517) 702-3387 | F: (517) 702-3390 | purelansing.com

Adaptability & Innovation: 5 points

Applicant should detail efforts made to enhance revenue during the COVID-19 pandemic, such as any product adjustments or operational pivots. Did the business alter its manufacturing process to create personal protection equipment? Did the business innovate through additional services, such as new outdoor seating or product delivery mechanisms?

Nonprofit Scoring Criteria

Nonprofit applicants will be provided an opportunity to complete an additional survey that the below criteria further addresses. All nonprofits still must complete the standardized application.

Economic Distress / Working Capital Need: 35 points

The applicant 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 any COVID relief funding applied for and/or received, such as PPP loans or local grant programs, revenue figures, such as pledges lost or programming ceased, and operational funding mechanisms. Also, the nonprofit must detail its immediate working capital needs to operate in this time of crisis. Examples include payroll expenses, rent, mortgage payments, utility expenses or other expenses incurred during ordinary business, as well as necessary expenditures incurred due to the public health emergency. The nonprofit should attempt to allocate its grant request to its most pressing and distinct working capital needs, in addition to detailing its current and future funding sources.

#LoveLansing Community Impact: 20 points

Nonprofits are integral to the economy in a myriad of ways, such as how they engage with the community through services, events, programming and more. Does the nonprofit engage local vendors and suppliers for its events? How does the organization's mission support the region's residents in the wake of COVID-19? How would these grant funds build capacity to deliver the organization's mission? Does the nonprofit intentionally employ or provide programming or services for underrepresented populations, such as hiring veterans for programming? Be specific in demonstrating the nonprofit's community impact through each focused demographic.

Nonprofit Leadership: 15 points

This section inquires about demographic information of the nonprofit. For example, what is the majority of the board of director's demographic makeup, as well as the executive director's?

Nonprofit Characteristics: 10 points

The applicant will detail key background detail of the nonprofit, such as type, years in operation, and mission. Specifically, the applicant will self-identify the organization into one or more broad categories of mission-driven focuses, such as social service, social justice and arts and education organizations. Additionally, be specific in explaining the geographic focus of the organization, such as detailing specific neighborhoods, municipalities, counties or state(s) served.



1000 S Washington Avenue, Suite #201
Lansing, Michigan, 48910-1682
P: (517) 702-3387 | F: (517) 702-3390 | purelansing.com

Employment Characteristics: 10 points

To better understand the nonprofit and impact of COVID-19 pandemic, the applicant will detail employment numbers, average wage, and hiring plans. Specifically, the applicant must answer how many, if any, employees will be retained as a result of this grant funding, referring to the number of employees currently and will continue to be employed. Additionally, the applicant must answer how many, if any, employees will be hired as a result of this grant funding, referring to the number of employees hired since the date of grant award. Note that bringing on previously furloughed or temporarily laid off employees counts as new hires.

Adaptability & Innovation: 10 points

Applicant should detail efforts made to enhance revenue during the COVID-19 pandemic, such as any product adjustments or operational pivots. Did the nonprofit alter its manufacturing process to create personal protection equipment? Did the nonprofit innovate through additional services, such as new outdoor seating or product delivery mechanisms? How has the nonprofit strategized to expand and/or fine-tune its services in anticipation of the long-term effects of COVID-19?



1000 S Washington Avenue, Suite #201
Lansing, Michigan, 48910-1682
P: (517) 702-3387 | F: (517) 702-3390 | purelansing.com