

Lansing Region Small Business Survival Program Grants

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 organizations and larger businesses in the community to review statewide grant applications for businesses and nonprofits in Clinton, Eaton and Ingham counties based on criteria developed as part of the Michigan Small Business Survival Grants.

Using this process, LEAP will provide 194 \$15,000 grants distributed equitably across Clinton, Eaton and Ingham counties based on the geographic distribution of businesses across the region.

Stage One: State Eligibility Criteria Review

Applications will be vetted for eligibility based on state eligibility requirements including:

- Financial loss directly due to state's Gatherings and Mask Order of Dec. 7, 2020 (and the Nov. 18, 2020 order it rescinded and replaced).
- Operational impact directly due to Gatherings and Mask Order of Dec. 7, 2020 (and the Nov. 18, 2020 order it rescinded and replaced).
- Compliance with state and local orders related to COVID-19.
- Must have a physical establishment or storefront in Clinton, Eaton or Ingham counties.
- Must be licensed/registered to legally operate in Michigan.
- 100 or fewer employees.
- Must be in need of working capital to maintain/return to operations.
- Funds may only be used for expenses incurred Nov. 18, 2020 through April 30, 2021.
- Is not a live music and entertainment venue that is eligible for the [Michigan Stages Survival Grant](#) funds under SB748, Section 401.
- Can provide required documentation if awarded.
- The application is submitted by an authorized representative of the applying business/nonprofit.

Applications that do not meet the state eligibility requirements will not move to the next stage of review.

Stage Two: Regional Priorities Criteria Review

Due to limited grant resources and overwhelming demand by small businesses for these grants, regional criteria will prioritize key indoor gathering places with finances negatively impacted by the state's Health Department Gatherings and Mask Order of Dec. 7, 2020, implemented on Dec. 9, 2020 (and the Nov. 18, 2020 order it rescinded and replaced). Priority business types include:

- Food service establishments (such as restaurants and bars, coffee, bakeries, catering, breweries, distilleries, wineries, tea shops, banquet facilities and other food and beverage service providers)
- Exercise facilities (such as gyms, studios, pool facilities, ice skating rinks, organized sports)



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- Entertainment venues or live event venues that are not eligible for the [Michigan Stages Survival Grant](#) as defined in PA 257 of 2020 Section 401.
- Recreational Facilities and places of public amusement (such as bowling alleys, arcades, bingo halls)

Applications that do not fall into the priority business categories will be reserved for potential review.

Stage Three: Geographic Distribution

Applications will be sorted for reviewers by county. To mirror the geographic distribution of businesses across the region equitably, 11% of grants will be awarded in Clinton County, 24% of grants in Eaton County and 65% of grants in Ingham County. Proportionality as best as possible within each county will also take place with regard to individual municipalities.

Stage Four: Application Scoring

Applications will be scored by 30 individual volunteer reviewers including LEAP staff, diversity, equity and inclusion partner organizations, LRCC, SBDC, CAMW!, GLCVB and other individuals and organizations.

Reviewers will score applications based on the following priorities:

- IMPACT (up to 35 points) Impact on community (number of employees, longevity, utilize local vendors/suppliers, average wage).
- LOCALE (up to 15 points) Key downtown, node or corridor in the community.
- UNIQUE (up to 25 points) Uniqueness of business to the community (ownership, staff and products/services are unique to its industry).
- REVENUE (15 points if less) Is Dec. 2020 revenue greater or less than Nov. 2020 revenue?
- FUNDING (10 points) Business has not received other COVID-19 related grant funds.

Additional Considerations

- One Owner/One grant – applicants may not receive multiple grants for different businesses.
- Any violations since the December order.
- Priority to businesses partially or fully open.

LEAP will use scored applications to make final grant selections.

Stage Five: 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, and bank account information within 48 hours of grant award acknowledgement. If awarded, the email addressed provided in your application is the main source of communication. It is important to provide an accurate email address and one you can access daily. Failure to return documents in the allowed timeframe will result in forfeiture of a grant.

A thorough due diligence check will be conducted on each grantee before funds are awarded.

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



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