



Clinton County Small Business Relief Grants Program

Frequently Asked Questions (FAQ)

1. Where do businesses apply?

The link to the application platform and all related grant program details is available at www.purelansing.com/clintongrants.

2. When will the application be available?

The application will launch at 9:00 a.m. Wednesday, October 20, and be open until 11:59 p.m. Sunday, October 31.

3. How much funding can businesses apply for?

Grant funding levels will vary and are generally determined by the applicant business' employment levels. Standard grants will range from \$10,000 to \$25,000. More detail can be found at www.purelansing.com/clintongrants.

4. Is the funding first come, first served?

Funding is *not* first come, first served. There is no inherent benefit in applying on the first day of the application period versus the last. All completed applications received within the application period will be considered based on the quality of the application.

5. What can grant funds be used for?

Similar to a number of past COVID-19 relief programs administered by the Lansing Economic Area Partnership (LEAP), grant funds can be spent on a range of regular working capital expenses including payroll, mortgage/rent, utilities, maintenance, inventory and PPE and other pandemic-response supplies and equipment, and for the purpose of mitigating the negative financial impact of COVID-19 on the business or organization. Grant funds cannot be used to reimburse already reimbursed expenses via previous COVID-19 pandemic relief grants or loans.

6. Who is eligible to apply?

A wide variety of for-profit businesses in Clinton County with fewer than 100 employees are eligible to apply. A full list of eligibility requirements is available at www.purelansing.com/clintongrants.

7. Who will administer the grants?

Clinton County has selected and contracted LEAP to design and manage the Clinton County Small Business Relief Grant Program.

8. How are these grants funded?



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

The Clinton County Small Business Relief Grant Program is possible thanks to the American Rescue Plan Act (ARPA) and more specifically the [Coronavirus State and Local Fiscal Recovery Funds](#) included in ARPA. These funds are being distributed to every local and state government in the United States via a formula that considers population size and other factors. Clinton County is slated to receive approximately \$15 million, half of which is received in 2021 and the rest in 2022. Clinton County's Board of Commissioners authorized \$2 million out of the county's first tranche of funds for the purpose of small-business relief and economic recovery via the Clinton County Small Business Relief Grant Program.

9. What are the business application categories included in this program?

There are multiple grant categories as part of the Clinton County Small Business Relief Grant Program, including **Retail / Goods / Services (non-food), Sole Proprietors, and Restaurants / Eateries / Taverns**. Additional detail on grant categories is available at www.purelansing.com/clintongrants.

10. How was the funding allocation determined for the various categories?

LEAP has previously coordinated a variety of other small-business relief programs since March 2020 and has followed closely other state and federal relief programs, economic activity across the Lansing area and Clinton County and effects on specific industries, types of workers and populations. The sum of these insights contributed to the development of business categories and determination of initial planned funding allocation for each, with the input and guidance of Clinton County's administration and Board of Commissioners. The overall goal of this program is to address disparities, fill gaps in financial relief offered already and support the industries and business types that have been most harmed by the pandemic.

11. Who can help me if I have questions with my profile or application responses?

There is a built-in "Ask a Question" feature at that will be monitored regularly throughout the application period. The LEAP team has also developed a video tutorial to assist applicants with understanding basic aspects of the application process, which can also be found at www.purelansing.com/clintongrants.

12. How do I know which grant category I should apply for?

The eligibility profile step in the application platform was built with specific questions to route applicants into the appropriate category based on the business's type of business or number of workers. Additionally, the uniform application module is required for all applicants and makes up the bulk of responses required. Once the uniform application is completed, it is saved with the user's profile and can be used again if there is a need to shift an applicant into the correct category if they were to somehow end up in the wrong place.

13. Are franchise businesses eligible to apply?

Franchise business locations in Clinton County are only eligible to apply if they are majority owned by individuals local to Michigan. Corporate-owned and operated franchises are not eligible to apply due to non-local ownership and/or employment size beyond the eligibility limit of 250 workers or fewer worldwide.

14. Are home-based businesses eligible to apply?

Yes, home-based businesses at a Clinton County address are eligible to apply. If the home-based business is a single worker firm or self-employed, it will fall into the Sole Proprietor category, regardless of business type.



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15. Do I need to live in Clinton County to be eligible for this program?

No, the business owner’s residence is irrelevant to eligibility, except in the case of a home-based business where residence and business location are the same. Geographic eligibility for this program is based purely on the applicant having a physical business location (including home-based) in Clinton County that generates revenue and employment (including self-employment / sole proprietors).

16. Why are some categories described as “non-food”?

Any business that primarily derives revenue from food or beverage service should apply in the Restaurants / Eateries / Taverns category. Other businesses that are involved in the food supply chain but not primarily serving prepared food or beverage – ex. grocery stores, convenience stores – would apply within the Retail / Goods / Services businesses category if total number of workers, including the owner, is greater than one.

17. What constitutes a “worker” for application questions?

The application uses the word “worker” to more broadly include full-time employees, part-time employees, owner(s), seasonal workers, contractual workers, etc. that are regularly compensated by the applicant business or organization. For the purposes of this grant program, “worker” and “employee” may be used interchangeably with this broader definition in mind.

18. What is the timeline for receiving grant funds through this program?

LEAP anticipates competitive relief grant funds will be distributed in two tranches based on category: the first by November 30 for Retail / Goods / Services category and Sole Proprietors category, and the second by December 17 for Restaurants / Eateries / Taverns. Full detail on the review process can be found in the Review Process and Scoring Criteria document at www.purelansing.com/clintongrants.

19. Will grant awards be made public?

Yes, as with all past relief programs administered by LEAP, all grant awards will be listed publicly as soon as they are finalized and ready to be announced by Clinton County, providing business name and grant amount in each case at www.purelansing.com/clintongrants.

20. Should I consider relief funding my business received to be gross revenue for 2020?

The IRS considers government relief grants and forgiven loans like PPP to be gross income or revenue. In order to be uniform with that definition, all businesses applying for the Clinton County Small Business Relief Grant Program should include any pandemic relief grants or forgiven loans in their 2020 annual gross revenue response in the application. A business or organization’s gross income on its tax return should match its gross revenue response in the grant application.

Any non-forgivable loans like the Michigan Small Business Relief Program (MSBRP) Loan program LEAP administered in May of 2020, Economic Injury Disaster Loan (EIDL) or other SBA special relief loans are traditional debt and do not constitute revenue, and thus should be left out of the gross revenue figure.

21. If my employment level fluctuated since the beginning of the pandemic, which level of grant funding will I be considered for in my category?

The application’s uniform section collects a figure for the highest total number of workers (including yourself) between January 1, 2020 and October 20, 2021 to determine the level of grant funding. For



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example, if a business had 5 employees in March 2020, then had 4 employees in June 2020, and had 6 employees in August 2021, the proper response would be 6 employees. The highest total number of workers is being used in order to help account for seasonality of jobs and widespread business contraction due to the pandemic.

22. What if my business location in Clinton County was established in 2020 or 2021?

Businesses that started in 2020 or 2021 are eligible for grant funding and are encouraged to apply, though certain scoring parameters are weighted toward business longevity. Some questions will not be asked for such applicants, such as business revenue in 2019.

23. What if I do not remember the exact establishment date of my business or its Clinton County location?

Having an exact establishment date is most relevant for applicants who have established their business or location in just the past few years. If your business or organization was established further back and you are not sure on the specific date that happened, a best guess will suffice. You can put the first of the month it was established, or if you are not sure of month but know the quarter of the year it was established, put first of the first month in that quarter there. If you just know the year of establishment, you can put January 1 of that year. A search of [LARA entity records](#) may provide helpful information as to the establishment date.

