




Ingham County Sunrise Small Business Grant Program
Review Process and Scoring Guides



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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 and nonprofit locations in Ingham County based on criteria developed by LEAP with Ingham County's direction and guidance.

Ingham County and LEAP have set a goal of having at least 50 percent of funds for the competitive grant allocation (\$8,550,000) portion of the Ingham County Sunrise Program (August-October 2021) awarded to Black, Indigenous and people of color (BIPOC), women and veteran owned businesses, as well as businesses owned by persons with disabilities and LGBTQ+ identifying business owners.

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 Ingham County that generates revenue and employment (including self-employment / sole proprietor),
2. 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 June 28, 2021,
3. Have under 250 workers business-wide across all locations,
4. Have at least 50% of worldwide workforce employed in Michigan,
5. Franchises are eligible only if majority-owned locally (Michigan, not necessarily residents of Ingham County),
6. Be a business or nonprofit directly and negatively affected by the COVID-19 pandemic and resulting economic crisis,
7. 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,
8. 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,
9. Must have remained in compliance with all state and local governmental and public health orders related to COVID-19 since March 2020,
10. Cannot be involved in the growing, manufacturing, distribution or sale of cannabis products,
11. Can provide required documentation (grant agreement, W-9 and other tax or financial documentation as necessary) if awarded.
12. The application is submitted by an authorized representative of the applying business/nonprofit.

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 Ingham County Sunrise 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 helps 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. The Uniform Application is worth up to 100 points, broken down as follows:

- UNDERREPRESENTATION – up to 19 points
- LONGEVITY & OWNERSHIP – up to 15 points
- EMPLOYMENT IMPACT – up to 20 points
- REVENUE IMPACT – up to 20 points
- LOCAL COMMUNITY IMPACT – up to 14 points
- PREVIOUS RELIEF FUNDING – up to 12 points

Standard grant amounts range from \$5,000-\$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 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. **Tourism / Hospitality (non-food):** Tourism and hospitality service providers and establishments, including event coordination and equipment related, entertainment, lodging & transportation providers & venues. Tourism / Hospitality will use the same application program and scoring as Retail / Good / Services but is its own grant category in terms of review consideration and has dedicated funds.
3. **Nonprofits (non-government, non-food, non-incubator and non-childcare):** Libraries, museums, churches, religious centers, philanthropic, social service and advocacy organizations, etc. This category's questions constitute 100 scoring points for consideration in combination with the Uniform Application, providing equal weighting between Uniform Application and category-specific responses.
4. **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.
5. **New Businesses During Pandemic:** Businesses and business locations established since January 1, 2020. This category's questions constitute 100 scoring points for consideration in combination with the Uniform Application, providing equal weighting between Uniform Application and category-specific responses.
6. **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.

Grant amounts in the following categories will be geared toward capacity building and based on need and available funds:

7. **Incubators / Entrepreneurial Support Organizations:** facilities and programs that provide private and/or shared working spaces, resources and a network to help business startups and small businesses find success and grow. This category's questions constitute 200 points for consideration in combination with the Uniform Application, providing weighting toward category-specific responses.



8. **Child Care, Daycare, Early Childhood Education & Activity Providers (not in-home):** This category's questions constitute 200 points for consideration in combination with the Uniform Application, providing weighting toward category responses.
9. **Discretionary Critical Emergency:** Additional funds have been budgeted to support extraordinary instances of businesses and organizations 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 Ingham County within the business or nonprofit 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, Ingham County staff or officials, 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 Ingham 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 and bank account information within a week of grant award acknowledgement. The email addressed 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 as quickly as possible after all required documents are received and processed.

Anticipated grant awards will be distributed in three groupings from August through October:

- **By August 31:** Retail/Goods/Services, Tourism/Hospitality, New Businesses During Pandemic
- **By Sept 30:** Nonprofits, Sole Proprietors, Discretionary Critical Emergency
- **By Oct 31:** Restaurants, Child Care, Incubators



Uniform Application Scoring Guide

Eligibility

Question	Eligible if...
1. Does the applying business have a physical business location (including home-based) in Ingham County that generates revenue and employment (including self-employment/sole proprietor)?	Yes
2. 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 June 28, 2021?	Yes
3. Does the applying business have fewer than 250 workers across all locations worldwide?	Yes
4. Is at least 50% of worldwide workforce for business employed in Michigan?	Yes
5. Has the applying business and/or industry been directly and negatively affected by the COVID-19 pandemic and resulting economic crisis?	Yes
6. 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?	Yes
7. 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?	Yes
8. Has the applying business been in compliance with all state and local governmental and public health orders related to COVID-19 since March 2020?	Yes
9. Is the applying business involved in the growing, manufacture, distribution or sale of cannabis products?	No
10. Is the business a franchise? <ul style="list-style-type: none"> • If yes, is the franchise locally owned? 	No OR Yes and Locally owned

Business Operations

Question	Maximum points
11. Business operational establishment date	N/A
12. Number of workers (including yourself) January 1, 2020 (pre-pandemic) (<i>whole number</i>)	N/A
13. Please select the industry the business is in: (<i>multiple choice</i>) <ul style="list-style-type: none"> • 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 • Tourism & Hospitality: Events, entertainment, lodging & transportation providers and venues 	N/A



<ul style="list-style-type: none"> • Retail, Goods & Services: Shops, boutiques, bookstores, hardware, health & personal care services, exercise facilities, professional services and other goods and services outside of prepared food or drink providers that fall into Food & Beverage Service Establishments category • Childcare, Early Childhood Education & Activity Providers • Nonprofits: Libraries, museums, churches, religious centers, philanthropy, social services and advocacy organizations • Business Incubators: Facilities and programs that provide private and/or shared working spaces, resources and a network to help business startups and small business find success and grow • Other: Please specify 	
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Business General & Ownership Information

Question	Maximum points
14. Business Legal Name	N/A
15. Doing Business As (DBA) or Trade Name	N/A
16. Is the business a: <i>(multiple choice)</i> <ul style="list-style-type: none"> • Sole proprietorship • Partnership • Limited Liability Corporation (LLC) • Corporation (for-profit) • Corporation (nonprofit) • Other: Please specify 	N/A
17. Is the applicant business owner Black, Indigenous, or a person of color (BIPOC)? Must be controlling interest 50/50 or majority owned (over 50%). <i>(not asked if nonprofit)</i> <ul style="list-style-type: none"> • Yes; if yes, select all that apply: <ul style="list-style-type: none"> • 7 points: Black or African American • 7 points: Native American (Alaskan natives, Hawaiian natives or enrolled members of a federally or state-recognized Indian tribe) • 5 points: Hispanic or Latino • 5 points: Asian or Asian American • 5 points: Arab or Middle Eastern American • 0 points: No 	7
18. Is the applicant business woman-owned? <i>(not asked if nonprofit)</i> <ul style="list-style-type: none"> • 3 points: Yes • 0 points: No 	3
19. Is the applicant business veteran-owned? <i>(not asked if nonprofit)</i> <ul style="list-style-type: none"> • 3 points: Yes • 0 points: No 	3
20. Is the applicant business owned by a person with a disability? <i>(not asked if nonprofit)</i> <ul style="list-style-type: none"> • 3 points: Yes • 0 points: No 	3



<p>21. Is the applicant business owned by a person who identifies as LGBTQ+? <i>(not asked if nonprofit)</i></p> <ul style="list-style-type: none"> • 3 points: Yes • 0 points: No 	3
<p>22. Does the applying business have an Employer Identification Number (EIN) or Tax Identification Number (TIN)?</p> <ul style="list-style-type: none"> • If yes, please provide • If no, provide Social Security Number of business owner 	N/A
TOTAL SECTION POINTS AVAILABLE	19

Business Location Information

Question	Maximum points
23. Street address of physical business location for which application is being submitted	N/A
<p>24. Municipality (city, township or village) of physical business location for which application is being submitted: <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • City of Lansing • City of East Lansing • City of Mason • City of Leslie • City of Williamston • Village of Webberville • Village of Dansville • Village of Stockbridge • Lansing Township • Meridian Township (Okemos and Haslett) • Williamstown Township • Delhi Township (Holt) • Alaiedon Township • Wheatfield Township • Leroy Township • Aurelius Township • Ingham Township • White Oak Township • Onondaga Township • Leslie Township • Bunker Hill Township • Stockbridge Township 	N/A
25. ZIP code of physical business location for which application is being submitted	N/A
26. Michigan county of physical business location for which application is being submitted (must be Ingham County)	N/A
27. State of physical business location for which application is being submitted (must be Michigan)	N/A



Business Contact Information

Question	Maximum points
28. Primary contact name	N/A
29. Primary contact email address	N/A
30. Primary contact direct phone number	N/A
31. Primary contact mailing address	N/A
32. Primary contact city	N/A
33. Primary contact state	N/A
34. Primary contact ZIP code	N/A
35. Secondary contact name (optional)	N/A
36. Secondary contact email (optional)	N/A
37. Secondary contact phone (optional)	NA
38. Is applicant contact the business owner? <ul style="list-style-type: none"> If no, please provide full name (first, middle, last) of owner(s) 	N/A

Longevity & Ownership

Question	Maximum points
39. Does the applying business owner have multiple businesses? <ul style="list-style-type: none"> If yes, provide names of other businesses 	N/A
40. Does the applying business have multiple locations? <ul style="list-style-type: none"> If yes, provide addresses of locations other than primary/Ingham County location for which application is being completed 	N/A
41. Is the business a franchise? <ul style="list-style-type: none"> 4 points: No 0 points: Yes If yes, is the business majority locally-owned? If yes, explain ownership structure 	4
42. # of years since applying business was first established in Ingham County: <i>(multiple choice)</i> <ul style="list-style-type: none"> 8 points: 50+ years 6 points: 30-49.9 years 5 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: 1.5-2.9 years 	8



43. Approximately how long has current ownership owned the business? <i>(multiple choice)</i>	3
<ul style="list-style-type: none"> • 3 points: 20+ years • 2 points: 10-19 years • 1 point: 4-9 years • 0 points: 0-3 years 	
TOTAL SECTION POINTS AVAILABLE	15

Employment Impact

Question	Maximum points
44. Number of workers (including yourself) in January 2020 (pre-pandemic): <i>(whole number)</i>	N/A
45. Number of workers in April 2020: <i>(whole number)</i>	N/A
46. Number of workers in June 2021: <i>(whole number)</i>	N/A
47. Percent employment decline from January 2020 to April 2020: <i>(employment decline calculated from questions 44 and 45)</i>	7
<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% 	
48. Percent employment change from April 2020 to June 2021: <i>(employment change calculated from questions 45 and 46)</i>	3
<ul style="list-style-type: none"> • 0 points: 50%+ growth • 1 point: 1-49% growth • 2 points: 0% change • 3 points: 1%+ decline 	
49. Job loss from January 2020 to June 2021 <i>(employment change calculated from questions 44 and 46)</i>	2
<ul style="list-style-type: none"> • 0 points: 4 or fewer • 1 point: 5-14 • 2 points: 15+ 	
50. How many workers will be retained on payroll as a result of grant funding? <i>(multiple choice)</i>	3
<ul style="list-style-type: none"> • 0 points: 0 • 1 point: 1-3 • 2 points: 4-9 • 3 points: 10+ 	
51. How many workers will be hired or re-hired onto payroll as a result of grant funding? <i>(multiple choice)</i>	2
<ul style="list-style-type: none"> • 0 points: 0 • 1 point: 1-2 • 2 points: 3+ 	



52. What is the average hourly pay of current workers? <i>(multiple choice)</i>	2
<ul style="list-style-type: none"> • 0 points: <\$15/hr • 2 points: \$15+/hr 	
53. What is the average hourly pay of new hired or re-hired workers? <i>(multiple choice)</i>	1
<ul style="list-style-type: none"> • 0 points: N/A or <\$15/hr • 1 point: \$15+/hr 	
TOTAL SECTION POINTS AVAILABLE	20

Revenue, Expenses & Operating Status

Question	Maximum points
54. 2019 annual gross revenue (January 1-December 31, 2019): <i>(whole number)</i>	N/A
55. 2020 annual gross revenue (January 1-December 31, 2020): <i>(whole number)</i>	N/A
56. Percent revenue decline from 2019 to 2020: <i>(revenue decline calculated from questions 54 and 55; reviewer chooses matching range from options below)</i>	8
<ul style="list-style-type: none"> • 0 points: 0% • 2 points: 1-24% • 4 points: 25-49% • 6 points: 50-74% • 8 points: 75-100% 	
57. Annual expenses for 2019 (January 1 to December 31): <i>(whole number)</i>	N/A
58. Annual expenses for 2020 (January 1 to December 31): <i>(whole number)</i>	N/A
59. Operating margin as 2020 revenue less 2020 expenses, then divided by 2020 revenue <i>(calculated from questions 55 and 58)</i>	4
<ul style="list-style-type: none"> • 0 points: Positive number • 2 points: -1-24% • 4 points: -25+% 	
60. What was the operating status of the business in April 2020? <i>(multiple choice)</i>	2
<ul style="list-style-type: none"> • 0 points: Fully open and operating • 1 point: Partially closed and operating • 2 points: Closed 	
61. What was the operating status of the business in August 2020? <i>(multiple choice)</i>	2
<ul style="list-style-type: none"> • 0 points: Fully open and operating • 1 point: Partially closed and operating • 2 points: Closed 	
62. What was the operating status of the business in December 2020? <i>(multiple choice)</i>	2
<ul style="list-style-type: none"> • 0 points: Fully open and operating • 1 point: Partially closed and operating • 2 points: Closed 	



63. What is the operating status of the business in June 2021? <i>(multiple choice)</i>	2
<ul style="list-style-type: none"> • 0 points: Fully open and operating • 1 point: Partially closed and operating • 2 points: Closed 	
TOTAL SECTION POINTS AVAILABLE	20

Local Community Impact

Question	Maximum points
64. If awarded this grant, how will you utilize the funds received? <i>(multiple choice)</i>	N/A
<ul style="list-style-type: none"> • Payroll • Rent/mortgage • Utilities • Inventory • Accounts payable • Debt service • PPE & other COVID-related supplies/equipment • Other: Please specify 	
65. Does the applicant use local vendors or suppliers?	2
<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> 	
66. Does the business transact the majority of its products and/or services physically in person? =	2
<ul style="list-style-type: none"> • 0 points: No • 2 points: Yes 	
67. Has the applicant made attempts to introduce new products/services or adapt existing products/services to maintain revenue during COVID-19?	2
<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> 	
68. Does this applicant intentionally employ or provide programming/services for any of the following populations? Black, Indigenous, or people of color (BIPOC), economically disadvantaged, low-income children, elderly, homeless, persons with disabilities, returning citizens, veterans <i>(multiple choice)</i>	3
<ul style="list-style-type: none"> • 0 points: None <i>(skip next question)</i> • 1 point: 1-2 categories • 2 points: 3-4 categories • 3 points: 5+ categories 	



69. Which populations? <i>(checkboxes)</i> <ul style="list-style-type: none"> • Black, Indigenous, or people of color • Economically disadvantaged • Low-income children • Elderly • Homeless • Persons with disabilities • Returning citizens • Veterans 	N/A
70. Please describe how your business provides programming/services or intentionally employs these populations. <i>(short answer; 100 word max)</i>	5
TOTAL SECTION POINTS AVAILABLE	14

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? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 0 points: 3+ programs • 2 points: 1-2 programs • 4 points: 0 programs 	4
72. Please select all COVID-19 received funding received from local, state and federal sources since March 1, 2020: <i>(checkboxes)</i> <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 73. If answer other than "0 programs" in questions 71, please provide combined total amount of relief funding from all sources <i>(multiple choice)</i>	N/A
74. How many COVID-19 relief funding programs did the business apply for? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 0 points: 0 programs • 1 point: 1-2 programs • 2 points: 3-4 programs • 4 points: 5+ programs 	4



75. Total relief funding from all government sources including revenue / 2020 expenses = Business Expense Ratio <i>(calculated from responses to questions 58 and 73)</i> <ul style="list-style-type: none">• 0 points: >50%• 1 point: 25-49%• 2 points: 11-25%• 3 points: 1-10%• 4 points: 0%	4
TOTAL SECTION POINTS AVAILABLE	12
TOTAL UNIFORM APPLICATION POINTS AVAILABLE	100



Child Care, Daycare, Early Childhood Education & Activity Providers Scoring Guide

Question	Maximum Points
1. Are you a licensed childcare provider? <ul style="list-style-type: none"> • 15 points: Yes • 0 points: No 	15
2. What was your childcare "seats" or "spaces" capacity in February 2020? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 0 points: 0 • 1 point: 1-24 • 2 points: 25-49 • 3 points: 50-99 • 4 points: 100-149 • 6 points: 150-199 • 8 points: 200-299 • 10 points: 300+ 	10
3. What is your current childcare spaces capacity as of June 2021? <i>(whole number)</i>	N/A
4. Into which range does the difference in your number of spaces in February 2020 and number of spaces in June 2021 fall? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 0 points: 0 • 2 points: 1-24 • 4 points: 25-49 • 6 points: 50-99 • 9 points: 100-149 • 12 points: 150-249 • 15 points: 250+ 	15
5. Have you had to decrease spaces capacity since March 2020 due to lack of funding and/or drop in demand from parents (revenue decrease)? <ul style="list-style-type: none"> • 5 points: Yes • 0 points: No 	5
6. Have you had to decrease spaces capacity due to COVID-19 related health/safety concerns, operational restrictions and/or additional related costs to operate (expense increase)? <ul style="list-style-type: none"> • 5 points: Yes • 0 points: No 	5
7. What level of grant funding would be required to facilitate a substantial expansion (25%+) of your capacity? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 8 points: \$20,000 • 6 points: \$40,000 • 4 points: \$60,000 • 2 points: \$80,000 • 0 points: \$100,000 • 0-8 points (reviewer discretion): Other (fill in) 	8



<p>8. What new additional childcare spaces capacity would this level of grant funding enable for you as a provider by December 2021? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 0 points: 0 • 3 points: 1-24 • 6 points: 25-49 • 10 points: 50-99 • 14 points: 100-149 • 17 points: 150-249 • 20 points: 250+ 	20
<p>9. Would this new expanded capacity level be sustainable for 2022 and into future?</p> <ul style="list-style-type: none"> • 10 points: Yes • 0 points: No 	10
<p>10. If yes to 9, please describe: <i>(short answer; 100 words or less)</i></p>	10
<p>11. Please detail your expansion plan in terms of workforce and hiring expenditures (supervisory staff, teaching staff, facility staff, etc.): <i>(short answer; 100 words or less)</i></p>	20
<p>12. What is your strategy to attract workers, if hiring more? <i>(short answer; 100 words or less)</i></p>	8
<p>13. Do you have a COVID response health & safety plan in place for employees?</p> <ul style="list-style-type: none"> • 3 points: Yes • 0 points: No 	3
<p>14. If yes to 13, please describe: <i>(short answer; 50 words or less)</i></p>	2
<p>15. How much space do you occupy currently as a provider, in square feet? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 0 points: 0 • 1 point: 1-499 • 2 points: 500-999 • 3 points: 1000-1999 • 4 points: 2000-2999 • 5 points: 3000-4999 • 6 points: 5000-7499 • 8 points: 7500+ 	8
<p>16. What is the monthly rent or mortgage payment associated with that space, in dollars? <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 1 point: \$0-499 • 2 points: \$500-999 • 3 points: \$1000-1999 • 4 points: 2000-3499 • 5 points: 3500-4999 • 6 points: \$5000-9999 • 8 points: \$10,000+ 	8



17. Please detail your expansion plan in terms of your building or operational footprint and expenditures related to space needs: Would you need more physical space? How would you go about expanding/upgrading/maintaining the necessary space to accommodate the spaces capacity expansion? Would you consider opening operations in an underserved geographic area as determined by Ingham County? <i>(short answer; 100 words or less)</i>	20
18. How do your current operations and facilities cater to underserved geographic areas and/or lower income and other more vulnerable populations in Ingham County? <i>(short answer; 100 words or less)</i>	8
19. 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 as to why the community needs this business. <i>(short answer; 100 words or less)</i>	25
TOTAL CATEGORY POINTS AVAILABLE	200



Incubator and Entrepreneur Support Organizations Scoring Guide

Question	Maximum points
1. How many founders/entrepreneurs/startups does your incubator service each year? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 0 points: 0-9 • 5 points: 10-24 • 10 points: 25-49 • 15 points: 50-74 • 20 points: 75-99 • 25 points: 100-149 • 30 points: 150+ 	30
2. What services does your incubator offer to support entrepreneurs? Select all that apply: <i>(checkboxes; 2 points each)</i> <ul style="list-style-type: none"> • Private office space • Conference rooms • Workspace/co-working space • Equipment (general office and/or specialty machines) • Mentorship • Funding • Educational counseling/technical assistance • Educational workshops • Social outings/engagement • Other (fill in) 	20
3. What geographic area does your incubator serve? Select the one that best applies: <i>(multiple choice)</i> <ul style="list-style-type: none"> • 20 points: Solely Ingham County • 15 points: Single municipality (city, township, etc.) • 15 points: Tri-county area (Clinton, Eaton and Ingham counties) • 10 points: Solely university • 10 points: Statewide • 5 points: Nationwide • 5 points: Worldwide 	20
4. What was your gross business revenue for May 2021? <i>(whole number)</i>	N/A
5. Which of the following audiences receive targeted programming through your incubator? Select all that apply: <i>(checkboxes)</i> <ul style="list-style-type: none"> • 5 points: Black, Indigenous and people of color (BIPOC) • 3 points: Women • 3 points: Veterans • 3 points: People with disabilities • 3 points: LGBTQ+ • 0 points: None 	18



6. Please provide detail on how you address the needs of the groups selected in question 5: <i>(short answer; 100 words or less)</i>	25
7. Which option best describes your revenue model? <i>(multiple choice)</i> <ul style="list-style-type: none"> • Membership • Donations/contributions • Funded through contracts with municipalities • Profit sharing and/or equity stake with clients • Other (fill in) 	N/A
8. What percentage of your annual operating budget is used on programming? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 5 points: 0-25% • 10 points: 26-50% • 15 points: 51-75% • 20 points: 76-100% 	20
9. What level of grant funding would you request for capacity building in the range of \$25,000 – 150,000? <i>(whole number)</i>	N/A
10. How many additional founders/entrepreneurs/startups would that level of grant funds help your incubator provide services to each year? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 0 points: 0-24 • 5 points: 25-49 • 10 points: 50-99 • 15 points: 100-149 • 20 points: 150+ 	20
11. If awarded, how would these funds help you serve those additional clients, and what would that service look like? <i>(short answer; 100 words or less)</i>	25
12. Is your incubator a for-profit or nonprofit entity? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 3 points: Nonprofit • 0 points: For-profit 	3
13. Does your incubator primarily focus on one of the following industries? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 4 points: Traditional retail • 4 points: Food and Beverage • 4 points: Entertainment • 4 points: Advanced Science and Technology • 4 points: Medical and Healthcare • 4 points: Manufacturing • 0 points: None of the above 	4



14. Does your incubator partner with other organizations to provide programs to entrepreneurs and startups? <ul style="list-style-type: none">If yes, please list the organizations you partner with and how those partnerships help you provide services to customers. <i>(short answer; 1 point per listing up to 5 points, plus up to 10 points for narrative)</i>0 points: No	15
TOTAL CATEGORY POINTS AVAILABLE	200



New Business During Pandemic Scoring Guide

Question	Maximum points
1. What community need or gap does your business fill, and why was it important to address during the pandemic? <i>(short answer; 100 words or less)</i>	17
2. For you personally, why was it important/essential to start your business now? <i>(short answer; 100 words or less)</i>	6
3. What was your gross revenue for your first <u>full</u> month of business operations? <i>(whole number)</i>	N/A
4. What was your gross business revenue for May 2021? <i>(whole number)</i>	N/A
5. Percent revenue decline from the first full month of business to May 2021: <i>(revenue percentage automatically calculated from above questions)</i> <ul style="list-style-type: none"> • 0 points: 0% decline or revenue growth • 2 points: 1-24% decline • 4 points: 25-49% decline • 6 points: 50-74% decline • 8 points: 75-100% decline 	8
6. What do you estimate your typical monthly revenue to be when all restrictions on business operations are removed and consumer spending returns to pre-pandemic levels? <i>(whole number)</i>	N/A
7. Projected revenue increase from the first full month of business to typical monthly post-pandemic business operation: <i>(revenue percentage automatically calculated from above questions)</i> <ul style="list-style-type: none"> • 0 points: 0% growth or revenue decline • 2 points: 1-24% growth • 4 points: 25-49% growth • 6 points: 50-74% growth • 8 points: 75-100% growth 	8
8. Projected revenue increase from May 2021 to typical monthly post-pandemic business operation: <i>(revenue automatically calculated from above questions)</i> <ul style="list-style-type: none"> • 0 points: 0% growth or revenue decline • 2 points: 1-24% growth • 4 points: 25-49% growth • 6 points: 50-74% growth • 8 points: 75-100% growth 	8
9. Describe your methodology for determining revenue loss, basis for revenue projections had the pandemic not occurred. Please provide relevant industry data when applicable. <i>(short answer; 100 words or less)</i>	10



10. How has COVID-19 negatively affected your ability to operate your business, engage with customers and/or drive revenue growth? <i>(short answer; 100 words or less)</i>	12
11. What is your plan for long-term business success? What business services/longevity success planning resources have you engaged with? <i>(short answer; 100 words or less)</i>	20
12. Why is your business deserving of funds through the Ingham County Sunrise Grant Program? <i>(short answer; 100 words or less)</i>	11
TOTAL CATEGORY POINTS AVAILABLE	100



Nonprofit Scoring Guide

Question	Maximum Points
1. Primary Industry that the nonprofit is in? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 5 points: Social Services • 4 points: Social Justice • 4 points: Economic Development • 3 points: Education • 3 points: Arts and culture • 2 points: Other 	5
2. What geographic area(s) does your organization serve? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 10 points: Only Ingham County • 8 points: Tri-county area • 5 points: Statewide • 3 points: Nationwide • 1 point: Worldwide 	10
3. Briefly describe your organization’s history, mission, and goals and explain how your organization accomplishes its mission. Please describe how your organization’s mission connects to helping Ingham County residents in the wake of COVID-19. <i>(short answer; 100 words or less)</i>	30
4. Briefly describe your most significant collaborations and partnerships with other entities in your field or geographic area. <i>(short answer; 100 words or less)</i>	5
5. How did COVID-19 negatively impact your nonprofit? Include information about plans your organization made to protect your staff and customers if applicable. <i>(short answer; 100 words or less)</i>	10
6. What percent of your nonprofit’s annual funding comes from government support or reimbursement? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 5 points: 0-25% • 3 points: 26-50% • 1 point: 51-75% • 0 points: 76-100% 	5
7. What percentage of your nonprofit’s funding sources have been secured for the next fiscal year? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 5 points: 0-25% • 3 points: 26-50% • 1 point: 51-75% • 0 points: 76-100% 	5



<p>8. Have you expanded your nonprofit in the wake of COVID-19?</p> <ul style="list-style-type: none"> • 10 points: Yes, please explain how you have expanded and in what ways (i.e. more employees and/or volunteers, moved to a bigger property, etc.). Include how your expansion relates to the pandemic and underrepresented populations. <i>(short answer; 100 words or less; skip next question)</i> • 0 points: No 	10
<p>9. Do you have plans to expand soon?</p> <ul style="list-style-type: none"> • 2 points: Yes, please explain how you plan to expand and in what ways (i.e. more employees and/or volunteers, moved to a bigger property, etc.). Include how your expansion relates to the pandemic and underrepresented populations. <i>(short answer; 100 words or less)</i> • 0 points: No 	2
<p>10. Does your nonprofit have an Executive Director or staff compensated to carry out the mission of the organization?</p> <ul style="list-style-type: none"> • 2 points: Yes • 0 points: No <i>(skip to question 16)</i> 	2
<p>11. Is the Executive Director or lead staff of the nonprofit Black, Indigenous or a person or color (BIPOC)?</p> <ul style="list-style-type: none"> • 2 points: Yes, please select all that apply <ul style="list-style-type: none"> • Black or African American • Hispanic American • Native American (Alaska natives, native Hawaiians or enrolled members of a federally or State recognized Indian tribe) • Asian American • Arab or Middle Eastern American • 0 points: No 	2
<p>12. Is the Executive Director or lead staff of the nonprofit a woman?</p> <ul style="list-style-type: none"> • 1 point: Yes • 0 points: No 	1
<p>13. Is the Executive Director or lead staff of the nonprofit a veteran?</p> <ul style="list-style-type: none"> • 1 point: Yes • 0 points: No 	1
<p>14. Is the Executive Director or lead staff of the nonprofit a person with a disability?</p> <ul style="list-style-type: none"> • 1 point: Yes • 0 points: No 	1
<p>15. Is the Executive Director or lead staff of the nonprofit a person who identifies as LGBTQ+?</p> <ul style="list-style-type: none"> • 1 point: Yes • 0 points: No 	1



16. Does 51% or more of your nonprofit's board identify as one or more of the following: BIPOC, woman, veteran, LGBTQ+ and/or persons with disabilities? <ul style="list-style-type: none">• 5 points: Yes• 0 points: No	5
17. Does your nonprofit utilize volunteers? <ul style="list-style-type: none">• If no, end of application	N/A
18. In a typical year, how many volunteers does your organization need? <i>(multiple choice)</i> <ul style="list-style-type: none">• 1 point: 1-15• 3 points: 16-30• 5 points: 30 or more	5
TOTAL POINTS AVAILABLE	100



Restaurants, Eateries & Taverns Scoring Guide

Question	Maximum points
<p>1. Did you apply for Restaurant Revitalization Funding?</p> <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 • 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+ <p>2. If yes to previous, have you been approved for funding?</p> <ul style="list-style-type: none"> • 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 	20
<p>3. 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>4. 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>5. Why should your specific business receive funds from the Ingham County Sunrise Grant program? <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
<p>1. 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: 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 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) • 5 points: Event and entertainment service providers and organizations (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) • 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 • 0-5 points (reviewer discretion): Other as described (fill in) 	5
<p>2. Please provide a brief description of your business and what goods/services you provide. <i>(short answer; 50 words or less)</i></p>	5



<p>3. 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 • Direct services • Contracts for goods and services • Ticket sales • Bookings or reservations • Sponsorships • Licensing fees • Government funding <p>4. Does the number of workers employed by the business fluctuate throughout a typical year (including full-time, part-time, seasonal, temporary, etc.)?</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>5. Please briefly describe COVID-19's direct impact on your business. <i>(short answer; 50 words or less)</i></p>	5
<p>6. 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>7. 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>8. Primary geographic service area/customer base: <i>(multiple choice)</i></p> <ul style="list-style-type: none"> • 5 points: Ingham County • 4 points: Tri-county area (Clinton, Eaton and Ingham counties) • 3 points: Statewide • 2 points: Multi-state/nationwide • 1 point: Worldwide 	5



<p>9. Projected gross revenue for 2021 (gross receipts or sales): <i>(whole number)</i></p> <p>10. 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><i>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 of your monthly house/condo mortgage or rent payment as estimated cost (like a tax return), or alternatively do not list this cost. (short answer; 100 words or less)</i></p>	5
<p>11. Provide a compelling narrative why the community needs this business:</p> <p>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></p>	10
<p>12. 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></p>	5
TOTAL CATEGORY POINTS AVAILABLE	50



Sole Proprietor Scoring Guide

Question	Maximum points
1. Is this business your sole source of income? <ul style="list-style-type: none"> • 10 points: Yes • 0 points: No 	10
2. If no, what percentage of your income comes from your business? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 2 points: 0-25% • 3 points: 26-50% • 4 points: 51-75% • 7 points: 76-99% 	
3. How many hours do you work for/on your business weekly? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 2 points: 0-9 • 3 points: 10-19 • 4 points: 20-29 • 5 points: 30-40 • 7 points: 41+ 	7
4. What entity type is your business: <i>(multiple choice)</i> <ul style="list-style-type: none"> • 3 points: DBA • 2 points: LLC • 0 points: C-Corp • 0-1 points (reviewer discretion): Other, please specify 	3
5. Is your customer base primarily (51% or greater) one of the following? <i>(checkboxes)</i> <ul style="list-style-type: none"> • 5 points: BIPOC • 3 points: Women • 3 points: Veterans • 3 points: People with disabilities • 3 points: LGBTQ+ 	5
6. What is your primary geographic service area/customer base? <i>(multiple choice)</i> <ul style="list-style-type: none"> • 5 points: Ingham county only • 4 points: Tri-county area (Clinton, Eaton and Ingham counties) • 3 points: Statewide • 2 points: Multistate or nationwide • 1 point: Worldwide 	5
7. Into which industry does your business fall? <i>(multiple choice)</i> <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: Lodging and accommodations (limited- and full-service hotels, bed and breakfast, campgrounds) 	5



<ul style="list-style-type: none"> • 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 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) • 5 points: Event and entertainment service providers and organizations (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) • 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 • 0-5 points (reviewer discretion): Other, please specify 	
<p>8. 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></p>	5
<p>9. How does your business uniquely impact the local community? <i>(short answer; 100 words or less)</i></p>	5
<p>10. Why is your business deserving of funds through the Ingham County Sunrise Grant Program? <i>(short answer; 100 words or less)</i></p>	5
<p>TOTAL CATEGORY POINTS AVAILABLE</p>	50