



SUPPORT SMALL BUSINESS ASSISTANCE PROGRAM

To support the backbone of our local economy, the City of Woodland will award CARES Act funding to qualifying small businesses and independent contractors through the **Support Small Business Assistance Program** (“the Program”).

The Program offers financial assistance to Woodland based:

- For-profit small businesses with a maximum of 20 full-time employees (FTE)
- Independent contractors

Funds are limited, and not every eligible business is guaranteed assistance. See “Selection Process” below for more information.

Grant Funding

Small businesses may apply for \$500 per FTE up to a maximum of \$10,000 to assist with general business expenses such as payroll support and sanitation.

Independent contractors may apply for up to \$500 apiece.

In addition, small businesses may also apply for up to \$10,000 in reimbursement of facility, equipment, supplies, and other expenditures necessary to serve clients outdoors during the winter months.

A total of roughly \$235,000 is available for allocation. The City hopes to support all qualifying applicants, but funds may be subject to award by criteria depending on the amount of applications (see “Selection Process”).

Overview

The following topics are covered in this document:

- Eligible applicants
- Eligible uses of funds
- Application timeline
- Required application materials
- Selection
- Technical notes and definitions

Eligibility

Eligible Applicants

Applicants must be either:

- A for-profit small business that operates in the City of Woodland with at least one full-time employee (can include the owner) and no more than 20 full-time employees at the start of the pandemic, or
- An independent contractor that is based in and operates primarily in the City of Woodland

Applicants' total calendar year 2019 revenue must be less than \$2 million

Applicants' average monthly gross revenue since March 1, 2020 must be lower than their average revenue in January and February 2020

The following businesses are ineligible for this program:

- Businesses that have received *already forgiven* Paycheck Protection Program loans
- National franchises and fast-food chains, unless locally owned
- Lending and investment institutions, including real estate
- Insurance companies
- Gas stations
- Non-profit entities

Eligible Uses

Program funds may be used for:

- Maintaining payroll / employment
- Personal protective equipment (PPE), cleaning, or sanitation
- Rent or mortgage needs realized during the pandemic
 - This excludes property tax payments
- Physical improvements, such as weatherization of outdoor operations necessary to serve clients, including:
 - Weather coverings
 - Heaters
 - Outdoor furniture
 - Waterproof supplies
 - Lighting
 - Signage and other aesthetic enhancements
- City utility payments
- Other
- Note: Eligible uses can be *either future expenses or reimbursements*, as long as COVID-related and the City receives copy of payment receipts by December 11, 2020

Application Process

Application Timeline

Eligible small businesses can submit completed applications beginning Thursday, November 19 and ending Monday, November 30 at 5:00 PM.

The City will issue notice of award of funds on or before Friday, December 4, 2020 depending on the number of applications received.

Required Application Materials

- W-9 form
- City of Woodland business license
- Payroll / employment records as of January 1, 2020
- Revenue records as of January 1, 2019
- Evidence of financial need depending on situation, including:
 - Communications or documents related to rent or mortgage payments (if applicable)
 - Receipts for COVID-related expenditures, such as PPE (if applicable)
 - Quotes for future COVID-related expenditures, such as outdoor improvements and winterization (if applicable)

Selection Process

The City hopes to fund all qualifying applicants, but priority will be given to:

- Businesses that have not yet been granted PPP loans
- Businesses in federally designated targeted areas: Qualified Census Tracts (QCT) 108.00 and 111.02
- Businesses that were not awarded grants from the previous Yolo County Small Business Support Program or other public programs

City staff will make all final decisions on program eligibility and any related interpretations necessary to make a decision.

Technical Notes

Applicants must verify the business has experienced hardship due to COVID-19 (see “Required Application Materials”).

Full-time employees (FTE) are defined as an employee who works at least an average of 30 hours per week.

Part-time employees can be considered an FTE employee for the purposes of this program (for example, two part-time employees that regularly work 15 hours per week can be identified as one FTE in the program application).

A business is defined as a sole proprietorship, a partnership, a corporation, a limited liability company, or other lawful business entities engaged in for-profit operations.

Applicants must operate out of a physical location within the boundaries of the City of Woodland, including home-based businesses.

For businesses with multiple locations, only figures for the Woodland location(s) may be used to qualify for this program, and all funds received must be used to support Woodland business operations only.

Multiple locations within Woodland operating under a single business entity will be considered one business for purposes of the Program.

If not currently operating due to COVID-19, the business must have plans to reopen once permitted to do so.

Applicant must have an active City of Woodland Business License and must be in good standing with the City and Yolo County in accordance with the following:

- Complies with all applicable zoning, permit, and municipal or County code requirements.
- Not currently involved in litigation with the City or the County.
- Not subject to any liens or judgments by a city or the County related to the business.
- Applicants must be in compliance with all City, County, State, and Federal laws and regulations related to the operation of the business.

If an awardee has an outstanding City utility bill and elects to spend grant funding on other eligible expenditures, the City will require a minimum of 25% of the grant award go towards City utility payments and that the business enroll in a utility payment plan.

Applicants who are involved or have been involved in any of the following legal or financial issues are not eligible:

- Applicant has been convicted of a criminal offense relating to the business.
- Applicant or the business is presently involved in bankruptcy or insolvency proceedings relating to the business.
- Applicant or the business is delinquent on any federal taxes, direct or guaranteed federal loans, federal contracts or federal grants relating to the business.
- Applicant or the business is currently suspended or debarred from contracting with the federal government for receiving federal grants or loans.