



Fayetteville Small Business Relief Grant Program

PROGRAM OVERVIEW

Program Scope

Fayetteville, NC, seeks qualified businesses to submit applications in response to the Small Business Relief Grant Program (SBRGP). The SBRGP was established in response to the economic impacts experienced by small businesses as a result of the Covid-19 pandemic and its lasting impacts on local small businesses. Funding for the SBRGP is made available by the American Rescue Plan Act of 2021 (ARPA) and will be administered by the City of Fayetteville. The goal is to provide financial assistance to small for-profit businesses with less than (200) employees (including the owner) at the time of application with up to \$50,000 in grant funding, depending on the demonstrated pandemic impact on the business and reimbursable expenses demonstrated by the business. The Small Business Relief Program consists of a Small Business Development and Retention Grant focusing on businesses impacted by COVID-19 and a Commercial Corridor Improvement Grant focused on improving storefronts in disproportionately impacted areas. Businesses that meet qualifications can apply to both grants.

Total Program Budget

\$3,000,000.00

Eligible Applicants/Businesses

- For-profit businesses operating within Fayetteville, North Carolina, employing up to two hundred (200) employees may apply. A business must have been in operation on or before March 3, 2021, and still, be in operation currently.
- A contractual relationship will be established between the City and the small business to ensure compliance with City, State, and Federal guidelines.
- The business must be located in a [Qualified Census Tract \(QCT\)](#) or must make a commitment to hiring or retaining low-to-moderate income (LMI) individuals within the next year.
- The business must possess the capacity to be successful with the use of American Rescue Plan Act funds.
- Businesses must be registered to a non-PO box and must operate out of a non-residential address fulltime.
- If the business is a sole proprietorship or a partnership, each person owning an interest in the business must be at least 18 years old.
- The business must have a valid Tax Identification Number consisting of the owner's social security number if the business is a sole proprietorship or Federal Employer Identification Number if the business is other than a sole proprietorship; a State Employer Number; and a business bank account in the name of the business.
- If the business is a corporation, limited liability company, or limited partnership, it must be registered in good standing with the North Carolina Secretary of State.
- The business must not currently be in bankruptcy. If the business is a sole proprietorship or a partnership, no person owning an interest in the business may currently be in bankruptcy.
- The business is current with property taxes and any fees collected with property taxes or has a payment plan with the tax collector.
- The business intends to stay in business for the following 12 months.

Available Grant Amounts

\$50,000.00 (maximum) – Dependent upon demonstration and verification of allowable expenses

Ineligible Applicants

Certain business types are ineligible to apply, including but not limited to the following:

- Businesses that show increases in net revenue of 10% or greater *
- Businesses Exclusively Residential
- Franchises
- Liquor Stores
- Financial/Lending Institutions
- Private Membership or Fraternal Organizations/Businesses
- Adult Oriented Businesses
- National/Regional Chain Businesses
- Bars (eligible if less than 50% of revenue is from alcohol)
- Night Clubs
- Vape Shops and Hemp Shops
- Child Care Centers
- Gambling Business
- Businesses owned in part or fully by a City of Fayetteville employee or family member of those individuals. An “employee” means: All officials, officers, members, and employees, whether elected or appointed and whether paid or unpaid, of the government of the city and all of its agencies, as well as family members of those individuals

* Businesses in [Qualified Census Tracts](#) applying for the Commercial Corridor Improvement Grant may have a growth rate above 10%

Geographic Service Area

Businesses must be operating within the City of Fayetteville to be eligible for funding.

ARPA Requirements

Under federal regulations, the use of ARPA funds for Small Business assistance can be utilized to assist businesses that have been impacted by Covid-19. Businesses showing increased costs must have a net growth rate of 10% or less during the period they are requesting funds in order to be eligible (businesses with a higher growth rate than 10% but operate in a [Qualified Census Tract](#) may still be eligible for the Commercial Corridor Improvement Grant). Under ARPA guidelines businesses that meet any of the following criteria may be eligible for Fayetteville’s Small Business Development and Retention Grant:

- Decreased net revenue
- Mitigation costs
- Increased costs (can show eligibility for up to \$15,000 but can be combined with other impacts listed)
- Capacity to weather financial hardship (challenges covering payroll, rent or mortgage, and other operating costs)

Funding Availability and Terms

Funds are available as grants with a maximum request of \$50,000 per grant. Grant amounts will be determined according to the documentation provided by the business. Assistance amount will be based on the financial impact of the pandemic upon the business as determined by the City of Fayetteville. Funds received will be capped by the total losses shown by the business for the impacted criteria they are claiming. Businesses will be eligible for assistance with mitigation expenses covering a maximum 6 consecutive months of past mitigation expenses. Small Business Retention and Development Grant expenses will only be

reimbursed and require proof of payment in order to receive reimbursement. Commercial Corridor Improvement Grant assistance payments will be made directly to the contractor.

Small Business Retention and Development Grant

Expenses Eligible for Reimbursement

Only expenses from March 3, 2021 and on are eligible for reimbursement.

Funds may be used for the following:

- Payroll
- Mortgages
- Rent
- Costs associated with mitigation or prevention of COVID-19 such as physical plant changes to enable social distancing, enhanced cleaning efforts, barriers or partitions, or COVID-19 vaccination, testing, or contact tracing programs
- Technical assistance, counseling, or other services to assist with business planning needs
- Other operating costs as a result of the public health emergency and measures taken to contain the spread of the coronavirus
- Increased costs can be reimbursed directly using the same documents showing proof of eligibility

Ineligible Use of Funds

Funds under this Program may not be used to:

- Pay off non-business debt, such as personal credit cards for purchases not associated with the business
- Purchase personal expenses such as buying a new family car or making repairs to a participant's home
- Direct financing for political activities or paying off taxes and fines
- Purchase personal items or support other businesses in which the owner may have an interest

Commercial Corridors Improvement Grant

Businesses operating in a [Qualified Census Tract](#) that qualify are eligible for up to \$50,000 toward the additional eligible uses below. Businesses must provide a 25% match toward these projects but may apply losses due to the pandemic that they would otherwise request reimbursement for under this grant as their match. Businesses can submit for an eligibility confirmation of their business for commercial corridor project before getting bids. Businesses may also request approval of the bids before paying the match if requested. Businesses must show proof of payment of their 25% match to the selected vendor before the City of Fayetteville will pay the vendor directly for the remaining amount (up to \$50,000).

- Rehabilitation of commercial properties
- Exterior/façade improvements
- Parking lot
- Landscape
- Fencing
- Security systems
- Signage

Requirements for Commercial Corridor Improvement Grant

Applicants for this grant must request pre-approval for assistance before getting bids and signing a contract

- ALL requirements listed for the Small Business Retention and Development Grant (above)
- Proof of payment of the matching funds (25% of the lowest bid or more if project is above \$66,700 or more)
- Three bids/estimates from qualified contractors are needed for the following eligible use of funds for businesses in a [Qualified Census Tract](#)

- W9 for contractor with lowest bid
- A contract of lowest bid and approved by case manager
- Proof of compliance with the Fayetteville Unified Development Code (UDO) Administrative Manual

Commitment to Share Story

Businesses that receive funds commit to providing information on how this assistance helped their business and permit for pictures to be taken of their operation to allow the City of Fayetteville tell the public the story behind the assistance being provided. This will include a short series of questions and a picture of the completed work

Appeals

Applicants that are denied will be able to request more information on their denial at FaySBRGP@iParametricsDS.com. If the applicant disagrees with the reasons for their denial, they can request an Appeal Request Form from their case manager that they can fill out to have their case reviewed by the City of Fayetteville.

For any question or assistance with the grant application, please contact us via email at FaySBRGP@iParametricsDS.com or by phone at (910) 299 - 0510, Monday through Friday, 9 AM to 5 PM.

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INSTRUCTIONS

----- Please read this document in its entirety before you proceed -----

General Instructions

The registration and application processes were developed for use with these devices and browsers:

- Google Chrome on Windows
- Microsoft Edge Chromium on Windows
- Mozilla Firefox on Windows
- Safari on Mac OS X

Two-step Process to Request a Grant

Step 1 of the process is to register with the system by submitting an Applicant Registration Form. You will need to provide your email address.

Step 2 of the process is to submit the Application Intake Form.

Completing the Forms

- Each form is comprised of multiple tabs. You must complete each tab in its entirety before proceeding to the next tab. You can submit the form for processing after you complete the last tab.
- You cannot save a form and return to it. For example, if you close your browser, your data will be lost and you will have to start over.
- You cannot edit the form after you submit it. The form will be processed after you submit it.
- An asterisk (*) indicates a required field (see "Information to Apply" for the list of required information and documentation).

Step 1: Submit an Applicant Registration Form



You must provide an email address in the registration form. Please note that you will need to enter that same email address in your application form. That email address **MUST** match the email address submitted in the registration form. If the email addresses do not match, the system will reject your application.



You must complete a basic eligibility check to submit the applicant registration form. Based on your responses to the eligibility check, you may be ineligible for an award. If you are ineligible, you will not be able to submit the registration form.

1. Go to Grant Portal at <https://iparametrics-800652.workflowcloud.com/forms/21258b64-2f9e-4a0e-bea2-8f14a25079b0> to begin the registration process.

2. Begin the registration process by following the instructions on the first tab and then proceed to the second tab and third tabs, in that order. You will be able to submit the form on the third tab.

Introduction | Introducción Prequalification | Precalificación Registration | Registro

Preferred Language
 English Español

FAYETTEVILLE AMERICA'S CAN DO CITY **Fayetteville Small Business Relief Grant Program**
 Applicant Registration Form

Fayetteville, NC, seeks qualified businesses to submit applications in response to the *Small Business Relief Grant Program* (SBRGP). The SBRGP was established in response to the economic impacts experienced by small businesses as a result of the Covid-19 pandemic and its lasting impacts on local small businesses. Funding for the SBRGP is made available by the American Rescue Plan Act of 2021 (ARPA) and will be administered by the City of Fayetteville. The goal is to provide financial assistance to small for-profit businesses with less than 200 employees (including the owner) at the time of application with up to \$50,000 in grant funding (per grant), depending on the demonstrated pandemic impact on the business and reimbursable expenses demonstrated by the business as well as improving impacted areas. The Small Business Relief Grant Program consists of a Small Business Development and Retention Grant focusing on businesses impacted by COVID-19 and a Commercial Corridor Improvement Grant focused on improving storefronts in disproportionately impacted areas. Businesses that meet qualifications can apply to both grants. For more information visit <https://www.fayettevillenc.gov/city-services/economic-community-development/american-rescue-plan>

This program will stay open until all funds have been allocated as per directed by the City of Fayetteville, or until December 31, 2024.

All businesses must meet the following criteria to be considered for a grant:

1. The business must possess the capacity to be successful with the use of American Rescue Plan Act funds.
2. Businesses must be registered to a non-PO box and must operate out of a non-residential address
3. If the business is a sole proprietorship or a partnership, each person owning an interest in the business must be at least 18 years old.
4. The business must have a valid tax identification number consisting of the owner's social security number if the business is a sole proprietorship or Federal Employer Identification Number if the business is other than a sole proprietorship; a State Employer Number; and a business bank account in the name of the business.
5. If the business is a corporation, limited liability company, or limited partnership, it must be registered in good standing with the North Carolina Secretary of State.
6. The business must not currently be in bankruptcy. If the business is a sole proprietorship or a partnership, no person owning an interest in the business may currently be in bankruptcy.
7. The business is current with property taxes and any fees collected with property taxes or has a payment plan with the tax collector.
8. Be currently in operation and located in the City of Fayetteville
9. Be in a [Qualified Census Tract](#) or be willing to hire low-to-moderate income employees
10. Not be suspended or debarred from the use of federal funds
11. Intend to stay in business for the following 12 months
12. Have less than 200 employees

Certain business types are ineligible to apply, including but not limited to the following:

- Businesses that show increases in net revenue of 10% or greater*
- Businesses Exclusively Residential
- Franchises
- Hotels or Motels
- Liquor Stores
- Financial / Lending Institutions
- Private Membership or Fraternal Organizations/Businesses
- Adult Oriented Businesses
- National / Regional Chain Businesses
- Bars (eligible if less than 50% of revenue is from alcohol)
- Night Clubs
- Vape Shops and Hemp Shops
- Child Care Centers
- Gambling Business
- Businesses owned in part or fully by a City of Fayetteville employee or family member of those individuals. An "employee" means: All officials, officers, members, and employees, whether elected or appointed and whether paid or unpaid, of the government of the city and all of its agencies, as well as family members of those individuals

*Businesses in [Qualified Census Tracts](#) applying for the Commercial Corridor Improvement Grant may have a growth rate above 10%

Please note that you must have access to email to complete the registration process and to submit the application. **Please read the [End User License Agreement](#) before proceeding.**
Cookies are required - please read the [Privacy and Cookies Policy](#) before proceeding.
Please download the [Program Overview and Instructions](#) before proceeding. Save the instructions and read them before starting your application.

For any question or assistance with the grant application, please contact us via email at FaySBRGP@ParametricsDS.com or by phone at (910) 299 - 0510, Monday through Friday, 9 AM to 5 PM.

Thank you,
 City of Fayetteville, NC

By checking this box, I acknowledge that I have read and I accept the terms of the End User License Agreement and the Privacy and Cookies Policy *

Next | Siguiente

3. After submitting the registration form, you will receive a verification email – please click on the link in the email and click the “Verify Email” button to complete the registration process.

Preferred Language
 English Español

FAYETTEVILLE AMERICA'S CAN DO CITY **Fayetteville Small Business Relief Grant Program**

Thank you for submitting the Registration Form. Please verify your email by clicking on the button below.

Verify Email | Verificar correo electrónico



The verification email will timeout after 3 days – if you do not verify your email within 3 days, you will need to restart the registration process.

4. After verifying your email, you will receive an email with a link to the application form – please click on the link to start the application process.

Step 2: Submit an Application Intake Form



Do not begin the application form until you have successfully registered for the program. The system will reject your application if you have not registered.



The application must be completed in a single sitting – there is no option to save your progress and return to it – please gather all necessary material before starting the application process (see “Information to Apply” for the list of required information and documentation).

1. Begin the application process by filling out the application form with all required information and supporting documentation.

The screenshot shows the first step of the application process. At the top, there are two tabs: "Message | Mensaje" (Step 1) and "Application | Solicitud" (Step 2). The "Application | Solicitud" tab is active. Below the tabs, there is a language selection section with "Preferred Language" and radio buttons for "English" (selected) and "Español". The Fayetteville logo is on the left, and the title "Fayetteville Small Business Relief Grant Program Application Intake Form" is on the right. The main content area contains several paragraphs of text, including a description of the program, a link to the American Rescue Plan, and a "BEFORE YOU GET STARTED" section. The "BEFORE YOU GET STARTED" section includes a warning: "DO NOT PROCEED IF YOU HAVE NOT SUCCESSFULLY REGISTERED FOR THE PROGRAM AND RECEIVED THE REGISTRATION CONFIRMATION EMAIL. PLEASE NOTE THAT IF YOU SUBMIT THIS APPLICATION WITHOUT REGISTERING, YOUR APPLICATION WILL BE REJECTED." Below this, there are two checkboxes for acknowledgment. At the bottom right, there is a "Next | Siguiente" button.

The screenshot shows the second step of the application process. At the top, there are two tabs: "Message | Mensaje" (Step 1) and "Application | Solicitud" (Step 2). The "Application | Solicitud" tab is active. Below the tabs, there is a language selection section with "Preferred Language" and radio buttons for "English" (selected) and "Español". The Fayetteville logo is on the left, and the title "Fayetteville Small Business Relief Grant Program" is on the right. Below the title, there is a section titled "General Business Information | Información comercial general". This section contains several form fields: "Legal Name of Business *", "Is your business a franchise or national/regional chain? *", "Type of Business *", "Physical Street Address *", "City *", "State *", and "Zip Code *".

2. After submitting the application form, you should receive a confirmation email within two hours with an Application ID – please save this email for your records.



While the application undergoes the review process, a Case Manager may contact the Applicant using the Primary Contact contact information if any additional information is needed. It is the Applicant’s responsibility to respond in a timely manner. If the Applicant fails to respond to the Case Manager in a timely fashion the application process may be deactivated.

INFORMATION TO APPLY

This section identifies the required and optional information and documentation that can be entered in the application. Required information must be entered to submit the application. Required documentation must be uploaded to the submit the application. All required information and documentation is denoted with an asterisk below.

Application Information

- Legal Name of Business *
- Is your business a franchise or national/regional chain? *
- Type of Business *
 - If "Bar":*
 - Does your business receive less than 50% of revenue from alcohol sales? *
- Physical Street Address, City, State, and Zip Code *
- Federal Entity Identification Number or Tax Identification Number *
- Date Business was Registered in the City of Fayetteville *
- Business Certifications *
 - Choices include Section 3 Business, Minority-Owned Business (MBE), Women-Owned Business (WBE), Service Disabled Veteran-Owned Business (SDVOB), Small Disadvantaged Business, Disadvantage Business Enterprise (DBE), Airport Concession Disadvantaged Business Enterprise (ACDBE), None of the above apply to the Entity
- Gross Revenue (2019) *
- Gross Revenue (2020) *
- Gross Revenue (2021) *
- Number of Employees (2019) *
- Number of Employees (2020) *
- Authorized Representative Name, Title, Email, and Phone *
 - Authorized Representative will be required to sign the financial assistance agreement agreeing to comply with the terms and conditions of the Fayetteville Small Business Relief Grant Program
- Authorized Representative Mailing Address, City, State, and Zip Code *
- Primary Contact Name, Title, Email, and Phone *
 - Primary Contact will serve as the main contact for the grant application, review, reporting and administration process
- Primary Contact Mailing Address, City, State, and Zip Code *
- Which grant(s) would you like to apply for? *
 - Choices include Small Business Development and Retention Grant, Commercial Corridor Improvement Grant
- If "Small Business Development and Retention Grant":*
 - Requested Amounts for Decreased Net Revenue, Financial Hardship due to COVID-19 (Challenges Covering Payroll, Rent or Mortgage, and Other Operating Costs), Mitigation Costs, Increased Costs *
 - Summary of How ARPA Funds will Improve your Business *
- If "Commercial Corridor Improvement Grant":*
 - Approximate Requested Amount *
 - Summary of How ARPA Funds will Improve your Business *

For each expense:

- Expense Name *
- Expense Type *
 - Choices include Payroll, Mortgage, Rent, Mitigation or prevention measures due to COVID-19 (e.g. physical plant changes to enable social distancing, enhanced cleaning efforts, barriers or partitions, or COVID-19 vaccination, testing, or contact tracing programs), Technical assistance, counseling, or other services to assist with business planning needs , Other operating costs, Increased operating costs (reimbursed directly using the same documents showing proof of eligibility)
- Expense Amount *
- Expense Description*
- Expense Notes *
- Has the business received any pandemic-related funds for what you are requesting for this grant? *
If "Yes":
 - Alternate Funding Mechanism *
 - Choices include Small Business Administration (SBA), Federal Emergency Management Agency (FEMA), Charitable Organization, Paycheck Protect Program (PPP), State of North Carolina, Other
 - For each alternate funding mechanism:*
 - Amount *
 - Comments – explain how the funds were used *

Application Documentation

- 2019 Tax Return *
- 2020 Tax Return *
- 2021 Tax Return *
- Form W-9 (* for Small Business Development and Retention Grant applications)
- Current Payroll
- Proof of State Registration for Business (Secretary of State Certificate or Fictitious/Trade Name (DBA))
- Increased Costs Post COVID-19 (Receipts from 2020 Compared to Receipts from 2021)
- Receipts from Technical Assistance, Counseling, Business Planning Services or Six Months of Mitigation Expenses
- Signed Low-to-Moderate Income (LMI) Job Benefit Verification Form
 - Available for [DOWNLOAD](#)
- Picture of Storefront *

For each expense:

- Expense Documentation (at least 1 receipt, invoice or other proof of payment (handwritten agreements or payments without clear identification of expense are NOT acceptable) for each expense - expense must be after March 3, 2021) *

For each alternate funding mechanism:

- Funding Documents