



# Long Beach Recovery Act

## SMALL BUSINESS AND NONPROFIT GRANT PROGRAMS

July 13, 2022

# Long Beach Recovery Act

## Overview

On March 16, 2021, the Long Beach City Council approved the Long Beach Recovery Act (LBRA) becoming one of the first major cities to approve COVID-19 recovery programs made possible through the Federal American Rescue Plan Act and other federal and State funding sources.

### **LBRA includes multiple programs that will advance economic recovery through the following:**

- Providing direct financial support to small businesses and nonprofits
- Providing free technical assistance to small businesses
- Marketing and promoting the City to attract tourism and conventions
- Providing digital resources to small businesses
- Marketing local businesses to generate additional foot traffic
- Much more!

# Long Beach Recovery Act – Direct Relief Grants

Grant	Open Date	Eligible businesses	Award Amounts	Eligible Uses of Funding
<b>Restaurant Brewery &amp; Bar Relief Grant</b>	March 2022	Small food and beverage businesses.	Tiered grant award system with a maximum grant award of \$25,000 and a minimum grant award of \$5,000.	<ul style="list-style-type: none"> <li>• Business debt</li> <li>• Commercial rent</li> <li>• Payroll,</li> <li>• Utilities</li> <li>• Supplies and materials</li> <li>• Furniture, fixtures, and equipment</li> </ul>
<b>Personal Service and Fitness Relief Grant</b>	March 2022	Small gyms, beauty salons, barbershops, and other personal service businesses.	Tiered grant award system with maximum grant award of \$25,000 and a minimum grant award of \$5,000.	<ul style="list-style-type: none"> <li>• Business debt</li> <li>• Commercial rent</li> <li>• Payroll,</li> <li>• Utilities</li> <li>• Supplies and materials</li> <li>• Furniture, fixtures, and equipment</li> </ul>

# Long Beach Recovery Act – Direct Relief Grants

Grant	Open Date	Eligible businesses	Award Amounts	Eligible Uses of Funding
<b>Small Business Relief Grant</b>	March 2022	Small businesses not eligible for Restaurant, Brewery, and Bar Relief or Personal Services Grant	Tiered grant award system with a maximum grant award of \$10,00 and a minimum grant award of \$2,500.	<ul style="list-style-type: none"> <li>• Business debt</li> <li>• Commercial rent</li> <li>• Payroll,</li> <li>• Utilities</li> <li>• Supplies and materials</li> <li>• Furniture, fixtures, and equipment</li> </ul>
<b>Nonprofit Relief Grant</b>	March 2022	Small nonprofit organizations	Tiered grant award system with maximum grant award of \$25,000 and a minimum grant award of \$5,000.	<ul style="list-style-type: none"> <li>• Commercial rent</li> <li>• Payroll,</li> <li>• Utilities</li> <li>• Supplies and materials</li> <li>• Furniture, fixtures, and equipment,</li> <li>• Program costs</li> </ul>

# Application Prioritization

In order to support the most vulnerable in Long Beach, the City is prioritizing the equitable distribution of resources for LBRA small business grants. All applications will be scored using a weighted-selection process.

Businesses will be scored using a weighted-selection process to prioritize resources for diverse entrepreneurs, brick-and-mortar businesses, businesses that were in existence prior to March 2020, businesses that have not previously received grant funding from the City, and businesses located in low-and-moderate income areas.

Nonprofits will be scored using a weighted-selection process to prioritize resources for nonprofits that provide important social safety net services, serve BIPOC communities, are led by BIPOC leaders, and serve areas of the city highly-impacted by COVID-19 hospitalization rates.

# Important Dates

- March 1** - Deadline for businesses to have a business license to qualify for grant funding
- March 9** - Business Navigators begin outreach
- March 16** - All four (4) grant applications become live on LiveStories/FORWARD platform
- April 15** - Application review begins
- May 15** - Applications close for Business Relief Grants
- June 15** - Applications close for Nonprofit Relief Grant
- June 21** - First funding round award notifications
- July 15** - Nonprofits must have a business license in order to receive grant funding
- TBD** - Second funding round award notifications
- TBD** - Third funding round award notifications for Nonprofit Relief Grant

# BizCare Hotline

## Overview

- City staff are available to answer COVID-19 business-related questions through the BizCare Call Center
- Phone Number 562-570-4BIZ (4249)
- The Business Hotline hours are Monday – Friday; 8:00AM – 5:00PM
- Email: [4Biz@longbeach.gov](mailto:4Biz@longbeach.gov)



# BizCare Pop-Ups

## Overview

BizCare pop-ups are available to all Long Beach small businesses

- Focused on businesses in communities that have been most impacted by the pandemic.
- Provide business owners free one-on-one, in-person support to complete grant applications and learn about other business resources
- Multilingual translation services are available on-site at each of the pop-ups.





# LiveStories Technical Assistance

## Overview

The City is using a vendor, LiveStories, to provide online applications that are user-friendly and accessible. LiveStories is providing technical assistance to address any issues submitting applications through their portal.

Call center staff can speak multiple languages and provide business owners free one-on-one, support to complete grant applications. Call (855) 582-3973 or email [forward-support@lifestories.com](mailto:forward-support@lifestories.com). The call center is open 8am-6pm Monday-Friday.

# ActivateLB Grants

## ACTIVATELB NEIGHBORHOOD ACTIVATION SEED GRANTS

Twelve seed grants of \$5,000 are available for small-scale, neighborhood, and first-time cultural activations. This grant opportunity funds Long Beach organizations conducting cultural events aimed at fostering community resilience and creative well-being within Long Beach's neighborhoods and their community members who have been disproportionately impacted by COVID-19. The events must be free and open to the public. The application period begins June 21 and will close on July 21.

## ACTIVATELB BUSINESS ACTIVATION GRANTS

Grants totaling \$100,000 will be distributed in \$5,000 and \$10,000 grants to support local events and promotions that increase consumer spending at local small businesses. Events and promotions must focus on commercial corridors that are not supported by a Business Improvement District and must measure impact on consumer spending and/or foot traffic. Events and promotions must be free and open to the public. The application period is from June 21 and will close on July 21.

[www.longbeach.gov/activatelb](http://www.longbeach.gov/activatelb)

# Stay in Touch!

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## **Important links**

**Grant information and applications:**  
[www.longbeach.gov/smallbizgrants](http://www.longbeach.gov/smallbizgrants)

**Free application assistance:**  
[www.longbeach.gov/bizcare](http://www.longbeach.gov/bizcare)



**Thank you!**



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**LONG BEACH**