



**DOWNTOWN
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ALLIANCE**

Entrepreneur and Small Business Incubator Award

The DLBA's Small Business Grants are designed to assist new businesses and support the expansion of existing businesses by providing grant funds in an effort to defray costs associated with the starting or expanding of a business therefore creating jobs in Downtown Long Beach. The program will award UP TO 7 businesses from a \$20,000 total award bucket (includes DPIA BID assessment fee reimbursement for each winner):

- Up to 7 businesses will be awarded a Farmers & Merchants funded grant from a total award bucket not to exceed \$20,000 (requires matching funds & includes DPIA BID assessment reimbursement)
- Included in your award the DLBA will reimburse you up to \$500 1st Year DPIA BID assessment fee reimbursement (requires receipt provided by City of Long Beach)

Criteria for Participation; Your business may qualify for the grant if it satisfies ALL of the following requirements:

1. **To Apply:** All applicants must submit a PowerPoint presentation by May 9 including:
 - a. Proposed business financial model
 - b. Business plan
2. The business is located within the boundaries of the Downtown Parking Improvement Area (DPIA) managed by the Downtown Long Beach Alliance (DLBA) business improvement district.
3. Applicant to participate in the program must enroll in **The Entrepreneur & Small Business Education Series** held in partnership with the **Institute for Innovation & Entrepreneurship** and complete the 10 modules* over 5 weeks plus a pitch competition in week 6.

The Pitch competition is for all qualified potential award recipients to present their business plan. All start-up or expansion costs are itemized and defined in the applicant's week 6 pitch. All business plan items presented will be subject to removal, editing, and approval by the award committee composed of members from DLBA's Economic Development Committee.

- DLBA Economic Development Committee:
 - Up to 7 proposed award recipients' business plans are presented and financial awards are confirmed.

*Applicant(s) eligibility will be confirmed by review of all original signatures of each week's registration forms kept on file as of May 15, 2021.

Eligibility Criteria

1. Applicant(s) must attend 10 of 10 offered workshop modules within the 5-week course schedule.
2. Applicant(s) must participate in the final pitch workshop during week 5.
3. If proposed or existing business operates out of an OFFICE space it must be located within one of the office buildings outlined in our DTLB Snapshot



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Office Report.

4. If proposed or existing business operates out of a RETAIL space it must be located in a commercial storefront located on the ground floor of a building with an individual address and an entrance accessible to the public within one of the buildings outlined in our DTLB Snapshot Retail Report.
5. Copy of identification (DUNS Number) is not required with your PitchFest application.
6. All City of Long Beach fees must be paid and business license is on file as “active” within 90 days of official award notification date and the business license is located within the DPIA Boundaries of the DLBA.
7. Applicant(s) business or proposed business, including its affiliates, has no more than 24 employees as reported by the City of Long Beach Financial Management department on date of application of program.
8. Is organized FOR PROFIT, which operates primarily within the United States or which makes a significant contribution to the United States economy through payment of taxes or use of American products, materials or labor. The entrant and its business plan cannot be a 501(c)3 non-profit organization.
9. Is in the legal form of an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture.
10. Must have a dedicated business banking checking account open within 30 days of completion of the education workshops.
11. The entrant and its business plan cannot be a franchise or a home-based business.
12. Other restrictions may apply.
13. The DLBA reserves the right to change or update the criteria for participation at any time.
14. Call Austin Metoyer, Economic Development & Policy Manager at (562) 506-2960 to verify business application eligibility.

Criteria to Receive Grant Funds

- Up to \$20,000 of DLBA grant funds (includes potential DPIA BID assessment fee reimbursements) will reimburse legitimate start-up costs associated with opening or expanding the business. Requirement(s) to perform will be outlined within business plan and submitted May 12 for official review and consideration of potential award.
 - Start-up costs that are itemized and defined in the applicant’s week 6 pitch will be subject to removal, editing, and approval by the award committee composed of members of DLBA’s Economic Development Committee.
- Up to \$500 1st Year DPIA BID assessment fee reimbursement for each confirmed award recipient. Award recipient must provide receipt from City of Long Beach business license for DPIA BID assessment fee reimbursement.
- Up to \$20,000 in seed monies is required in order to fund the award(s). All required seed monies dedicated to awarded business(es) will be deposited within 30 business days of deposit into the Downtown Development Corporation 501(c)3 checking account with no requirement to perform.



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- All of the below must be part of the same business entity and included on the business banking account:
 - Business name/DBA on file with the City of Long Beach Business License
 - DUNS number
- If (Business TBD) is awarded and does not fulfill the criteria to receive grant funds by 90 days after or August 20 (whichever is later) the awarded grant money is dedicated back into the Economic Development Budget for use in FY20-21.
- The DLBA reserves the right to change or update the criteria to receive grant funds at any time.

**For More Information Contact:
Downtown Long Beach Alliance
Austin Metoyer
Economic Development & Policy Manager
(562) 485-3130
Or visit our website:
www.DTLBbusiness.com**

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Award: (Overall Program Proposed Award Bucket \$20,000)

- Up to \$20,000 of F&M grant funds will reimburse legitimate start-up costs associated with opening or expanding the business. Requirement(s) to perform will be outlined within business plan and submitted May 12 for official review and consideration of potential award.
 - Start-up costs that are itemized and defined in the applicant's week 6 pitch will be subject to removal, editing, and approval by the award committee composed of members of DLBA's Economic Development Committee.
- Up to \$500 1st Year DPIA BID assessment fee reimbursement. Applicant to provide receipt from City of Long Beach for the 1st year reimbursement. This reimbursement amount is included within the award by the judging panel during the PitchFest.
- All of the below must be part of the same business entity and included on the business banking account:
 - Business name/DBA on file with the City of Long Beach Business License
 - DUNS number
- A check will be made payable to the winning entry inclusive of the following: Amount awarded to winning business which includes DPIA BID fee (up to \$500)
 - Example: \$1000 Matching funds provided by award winner or private contributions + \$1000 Awarded (includes \$500 DPIA BID fee reimbursement) = Check made payable to winning business name for \$2,000
 - Please allow up to 30 days of receiving matching funds for a check to be made available to winning business.
 - All checks are made payable to registered business name.
- What is the process or guidelines if Business ABC doesn't meet the match requirements?
 - If Business ABC is awarded and does not fulfill the criteria to receive grant funds by 90 days after or August 20 (whichever is later) the awarded grant money is dedicated back into the Economic Development Budget for use in FY19.
- Applicants will present their finalized business plan in week 6 to a panel of community partners including up to (3) member sub-committee from the DLBA's Economic Development Committee.
 - DLBA ED Chair Responsibilities: Review all potential award notifications and identify the top 6 potential business plans to nominate for ED Committee review and approval at the next DLBA Economic Development Meeting where the committee will review and provide final approval of awards.
 - Austin Metoyer, ED Manager Responsibilities: Schedule time for up to 7 recommended business plans to meet at the next DLBA Committee meeting.



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- All required criteria for participation must be met within 90 days of official award date. If the criteria for participation are not met within the 90 days of official award date the granted funds are repurposed into the Economic Development programming budget.
- Up to 7 business plans will receive final award notifications sent via email within 14 days of the final presentation to the DLBA ED Committee.
- The DLBA reserves the right to change or update the award at any time.

Measuring Success:

- DLBA Annual report:
 - Reporting total grant monies awarded in FY20-21
 - Reporting total # of jobs created as measured by considering filed business license employment counts and (if applicable) comparing renewed business license employment data the following fiscal year.
 - Reporting the amount of square footage leased from graduating existing and potential businesses including both office and ground floor retail space within DPIA boundaries.
 - Reporting number of new businesses the program created in FY by measuring number of program winners filed business licenses within DPIA and Citywide.



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The Entrepreneurship Education Series and Small Business Grant Program

APPLICATION FORM

Date Submitted: _____ Business Opening Date: _____

Business Hours: _____

Business License No (if applicable): _____

Date Issued: _____ No. of Employees: _____

Business Name: _____

Business Owner(s): _____

Business Address: _____ Zip Code: _____

Mailing Address: _____ Zip Code: _____

Business Phone: () _____

Alternate Phone: () _____

Email Address: _____

Program Eligibility Guidelines (Please read above.)

Program Eligibility Questions: (circle answer)

1. Are you a new business owner or expanding your existing business? _____
2. Did you buy an existing business? **YES or NO**
 - Business Name & Address of other location(s): _____
3. Attach a copy of your (DUNS Number) which is required to be submitted with your application. Call 866-705-5711 to obtain your FREE DUNS number or go <http://www.dnb.com/duns-number.html> to learn more.
4. Do you acknowledge your business license is on file as showing pending or completed within 90 days of official award date and the business license is located within the DPIA Boundaries of the DLBA. **YES or NO**
5. Do you acknowledge all City of Long Beach fees must be paid and business license must be "active" prior receiving the grant? **Sign here** _____
6. Do you acknowledge applicants business or proposed business, including its affiliates, has no more than 24 employees as reported by the City of Long Beach Financial Management department? **Sign here** _____
7. Is your proposed or existing business a for profit organization? YES or NO



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8. Is your proposed or existing business in the legal form of an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture, there must be less than 50 percent participation by foreign business entities in the joint venture? YES or NO
9. Do you acknowledge the entrant and its business plan cannot be a franchise. **Sign here**_____
10. Other restrictions may apply.
11. Is your proposed or existing business now open to the public? **YES or NO**
12. The DLBA reserves the right to change or update the criteria for participation and/or award at any time.

Applicant Certification: I acknowledge and agree to the above eligibility requirements and certify that all information provided herein is true and complete to the best of my knowledge and belief. Verification will be provided, if requested.

Business Owner/Operator Name (Print or Type):_____

Business Owner/Operator Signature:_____

Signature Date_____

**For More Information Contact:
Downtown Long Beach Alliance
Austin Metoyer
Economic Development & Policy
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