



Hometown Revitalization Small Business Grant

Program Description

The Duke Energy Hometown Revitalization Grant Program awarded \$25,000 via a partnership with a local 501c3 nonprofit to 20 communities across the state. The funds are used to support small businesses that have been challenged by COVID-19 to change their business practices or to improve the external or internal features of their business.

The Cool Spring Downtown District was awarded \$25,000 through this program and will distribute the funds to businesses within the Municipal Service District. CSDD will award net funds to the grantees after the cost of administration of the program is paid for from the award, not to exceed 10% of the total grant award. *Applicants may submit clarifying questions to Bianca Shoneman, President/CEO via email: bianca@coolspringfay.org.*

Eligibility Criteria

Eligible businesses must:

- Operate a brick-and-mortar business within the Cool Spring Downtown District Municipal Service District. See map below. Excluding home-based or virtual business. Non-Profits and franchises are not permitted.
- Have less than 25 employees
- Apply for between \$500- \$2,500 in funding support
- Complete their work by June 30, 2023
- Match Grant Funds: None

Eligible uses for grant funds fall into two categories:

➤ **COVID-19 Reimbursement**
(Approximately Twenty Percent of the grants will be awarded in this category)

Business owners interested in COVID-19 Reimbursement must provide a narrative as to how COVID-19 negatively affected the business, or physical location due to COVID-19 public health restrictions. These can include, but are not limited to:

- Offering new online purchasing services
- Offering new drive-through services due to COVID-19
- Offering new delivery services
- Making physical changes or additions to a business (adding a drive-through window, buying additional seating outdoors, plexi-glass barriers, etc.)

***NOTE: this grant is not intended to replace lost revenue due to staffing shortages or business closures, but to support the extra costs of physical or service changes to a business since COVID-19**

➤ Business/Property Improvements

(Approximately Eighty Percent of the grants will be awarded in this category)

Business owners interested in Business or Property Improvements must provide a proposed budget for projects to improve a business or property that will attract customers or help the business adapt to public health restrictions. These can include, but are not limited to:

- Making physical changes or additions to a business to adapt to COVID-19 (adding a drive-through window, buying additional seating outdoors.)
- Making business or service changes to adapt to COVID-19
 - Online services
 - Drive-through services
 - Delivery services
- Making physical changes or additions to improve the business
 - Internal business improvements (seating, visual merchandising, sales equipment, etc.)
 - Other business improvements (creating an online presence, advertising, etc.)

***NOTE: If the business owner does not own the property where they operate, they must include a letter of permission from the property owner for the work described. Any agreement about the work must be decided independently between the property and business owner.**

Application Process

Interested business owners will complete an application that requires:

- A summary of the business
- How COVID-19 has impacted the business
- How the funds will be used
- How the funds help move your business forward

Applicants that choose to be reimbursed for previous COVID-19 related expenses must include receipts for the specific request being submitted.

Applicants that choose new COVID-19 related business/property improvements or beautification projects will be responsible for paying the cost of the improvements and then showing receipts and proof of the work before being reimbursed CSDD. Applicants must check in with CSDD within 2 months and complete the work within the given deadline. Reimbursement will be made within 30 days.

After the business submits their application by **December 15, 2022**, CSDD's Review Committee—a group of staff, board members, and volunteers—will review the applications and notify approved businesses by **January 31, 2022**. Note that a summary of the grants awarded will be included on the report filed with the grantor, Duke Energy Hometown Revitalization Small Business Grant.

Selection Criteria

In order to have an objective process for awards, evaluation criteria have been set in place:

- **30% Purpose of Grant:** Clear statement of what funds will be used for, eligible uses, reference to COVID-19 resiliency as a major part of the grant
- **50% Need & Impact:** Description of need for the project, expected outcomes, need for your business to provide program/project.
- **20% Completion & Communicativeness:** Completion of the application, complete and clear attachments to the application when requested.

***NOTE: The Duke Energy Foundation and CSDD encourages small business owners of all business type, experience, and background to apply, including Women, Veteran, and Minority-Owned businesses.**

Deadline

Applications are due **December 15, 2022**. The CSDD Review Committee will review the applications and notify approved businesses by **January 31, 2023**.

Municipal Service District Boundary





Hometown Revitalization Grant Business Owner Application

PART I. APPLICANT INFORMATION

Date: Applicant Name/Title:

Business Name:

Business Address:

Mailing Address:

Phone: Email:

Website: EIN (Federal Tax #):

Funding Amount Request:

Organization Description: Provide an overall description of your organization. (50 word maximum)

Which option for support are you interested in? (Circle One):

- A: COVID-19 Cost Reimbursement
- B: Business/Property Improvements for COVID-19

Is this a MWVB (Minority, Women or Veteran-Owned Business)?

- Yes - If Yes,, what percent of the business is owned by a minority, women or veteran?
- No

Part II B: Business/Property Improvements for COVID-19

1. Describe your proposed project and the goals of the project. What purchases or improvements will you make to your business? (250 word maximum). These can include, but are not limited to:
 - Making physical changes or additions to a business to adapt to COVID-19 (adding a drive-through window, buying additional seating outdoors, etc.)
 - Making business changes to adapt to COVID-19 (Online, Drive-through, or Delivery services)
 - Making physical changes or additions to improve the business
 - Internal business improvements (seating, decorations, sales equipment, etc.)
 - Other business improvements (creating an online presence, advertising, etc.)

2. How will these improvements impact your ability to function during COVID-19, or improve the quality of your customers' experience? How does your company plan to move forward? (100 word maximum)

3. Please estimate the cost of the improvements in your proposal. *Please attach an additional sheet if necessary.*

Improvement Description	Cost Estimate

***NOTE: If you are applying for physical improvements to a property but are not the owner, attach a letter from the property owner including their name, address, contact number/email, and a statement approving your application to this program.**

Part III: Optional Demographic Information

CSDD does not discriminate on the basis of age, sex, gender, race, religion, national origin, or handicapping conditions. Applicants will be selected based on the strength of their application, consistency with the Duke Energy Hometown Revitalization Grant requirements, potential impact of the project, and the diversity of applications. Please consider filling out this voluntary survey:

Gender:

- Male
- Female

Ethnicity (mark all that apply):

- Asian/Pacific Islander
- African American/Black
- White
- Hispanic
- Other

Age (check one):

- 15-20
- 21-29
- 30-39
- 40-55
- 56-65
- 65+

Final Application Checklist

- Completed Application
- Attached receipts/proof of COVID-19 expenses (if applying for COVID-19 Cost Reimbursement)
- Letter of Property Owner Approval (if business owner is not property owner and project includes property modifications)

I have thoroughly read the Duke Foundation Hometown Revitalization Grant description above and can attest I have completed the application with all necessary attachments and information. The information listed is fair and accurate to the best of my knowledge. If awarded I commit to providing all relevant information and complete the work described within the allotted grant period (June 30, 2023).

Name (printed): _____

Name (signature): _____

Business Title: _____

Date: _____