

# PLACENTIA SMALL BUSINESS EMERGENCY RELIEF GRANT PROGRAM



**Funded by:  
County of Orange**

**Approved by:  
Placentia City Council on February 2, 2021**



**Applications Due – Monday, March 1, 2021 at 5:00 p.m.**

## **I. APPLICATION INSTRUCTIONS**

### **A. INTRODUCTION**

The County of Orange has notified the City of Placentia that they will receive a formula allocation of funding to be used specifically for small businesses in Placentia that have been directly impacted by the COVID-19. On February 2, 2021 the Placentia City Council approved the allocation of these funds. The City of Placentia is accepting applications from businesses that meet the following requirements:

- Small businesses and non-profits must have no more than 25 employees (FTE)
- Home based businesses are eligible (home mortgage or owner's salary are not permissible expenses)
- Independent contractors and sole proprietors are eligible, however, funds cannot be used for salary, lost profit, or lost income
- Main place of business must be in Placentia
- Applicant must have and provide a DUNS number at time of application
- Applicant must be willing to attest to a statement verifying that the award was used for costs necessary due to impacts associated with COVID-19
- Applicant must be willing to attest to a statement verifying there are in compliance with all local, state and federal Covid-19 guidelines and orders.
- Funds can't be used for tax revenue replacement, to pay for loans or overtime
- Must not have any existing municipal code violation(s)

### **B. AVAILABLE FUNDING**

The program is based on the availability of County funds, program guidelines, and submission of all required information. Based on the criteria stated above, eligible applicants will receive a working capital grant of up to five thousand dollars (**\$5,000**) to support payroll expenses, rent, utility expenses, employee salaries or

similar expenses that occur in the ordinary course of business from November 1, 2020 to June 30, 2021. According to the County's allocation, the City would be able to assist approximately thirty-four (34) small businesses within the City of Placentia.

#### **D. APPLICATION GUIDELINES**

1. Maximum Grant Request: **\$5,000** for expenses that occur from November 1, 2020 to June 30, 2021.
2. All applications must follow the formatting described below or be subject to penalty points:
  - a. Only one application per business will be accepted;
  - b. Required documents must be attached to this application;
  - c. The full application with signature must be submitted to Jeannette Ortega, Assistant to the City Administrator via email at [jortega@placentia.org](mailto:jortega@placentia.org) or via address at 401 E. Chapman Avenue, Placentia, CA 92870.
3. List of Ineligible Applicants
  - a. Any activity that is not directly related to the COVID-19 pandemic
  - b. Reimbursement for expenses that have been accrued prior to November 1, 2020
  - c. Expenses currently paid for by other funding sources
  - d. Political activities and lobbying

#### **F. REVIEW PROCESS AND SCORING**

##### **1. Review Process**

The Grant Review Committee will review and score all applications based on a scoring category. Staff will prepare a list of the rated applications from highest score to lowest score.

A program timeline for the review process is below but subject to change:

February 3, 2021	Applications are available
<b>March 1, 2021</b>	<b>Applications DUE by 5:00 p.m.</b>
March 2-3, 2021	Committee reviews and scores all applications
March 4, 2021	Committee recommends funding allocations to City Administrator
March 11, 2021	Funds are distributed to qualifying businesses

## 2. Scoring Categories

Applications will be rated and ranked on the basis of their responses to the application elements.

1. Business Description.....20 points
2. Estimated Adverse Economic Impact.....20 points
3. Need for Funds.....20 points
4. Budget.....20 points
5. Documentation.....20 points

## G. RESERVATION OF RIGHTS

The City of Placentia reserves the right, at its sole discretion, to award all, a portion, or none of the available County funding, and may reject any and all applications based on the quality and/or merits of the application, or when it is determined to be in the public interest to do so. Furthermore, the City may extend deadlines and timeframes, as needed.

The City of Placentia reserves the right to substantiate any applicant's qualifications, financial information, capability to perform and availability.

The City of Placentia reserves the right to waive any informalities in application, to accept any application or portion thereof, and, to reject any and all applications, should it be in the best interest of the City to do so.

## H. POST AWARD AND SUB-RECIPIENT CRITERIA

All awards are subject to the City's receipt of its funding appropriation from the County of Orange.

The City of Placentia is committed to monitoring the performance of grant recipients to ensure that all funds are used appropriately.

**Placentia Small Business Emergency Relief Grant Program**  
**(2<sup>nd</sup> Round)**  
**Application**

Business Name			
Business Address			
Business Owner's Name		Phone	Email
Landowner's Business Name		Phone	Email
Person who completed the Application		Phone	Email
Amount of Funds Requested ( <b>Cannot exceed \$5,000</b> )			\$
Expenses must occur between November 1, 2020 to June 30, 2021			
DUNS Number		When did your business begin to operate in Placentia? Month and Year.	

**1. Business Description**

Describe the type of business you own and hours of operations? Please indicate if small business, non-profit or homebased business.

**2. Estimated Adverse Economic Impact as a Result of COVID-19**

a. What were your business revenues during the affected impact date?	
b. What were your business revenues during that <b>SAME</b> period of the prior year?	
c. How many people did you employ prior to the COVID-19 pandemic?	
d. How many people do you currently employ?	
e. Do any of your employees live in Placentia? If yes, how many?	
f. What is your current monthly lease/rent?	
g. How much sales tax, if any, does your business produce over the course of 12 months?	
h. Have you received COVID-19 related capital through other alternative sources? If so, how much?	

### 3. Need for Funds as it Relates to COVID-19

Please provide a brief explanation of what adverse economic effects the COVID-19 pandemic has on your business, and why these funds are essential to address this need.

### 4. Grant Funding Purpose

Describe exactly what and/or who will this grant funding be used for. Provide a narrative explaining the budget and expenses for the program (**MUST** attach supporting documentation i.e., lease agreement, bank statements, receipts, invoices, utility bills, rental payments, payroll, etc.). Expenses must occur between November 1, 2020 to June 30, 2021.

### Signature of the Executive Authority

My signature below confirms that I have read and understand the guidelines set forth in this application. If my application is approved, I will adhere to the terms described in the application and use the funds according to these guidelines and the guidelines set forth by the County. I will be able to provide the appropriate documentation to the City/County on the funds used for the stated purpose. I further acknowledge that I have not received other COVID-19 disaster assistance funds for the same recovery purpose as set forth in this application. Failure to meet these guidelines will require me to forfeit the funds to the City of Placentia upon City's request.

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**