



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY



COVID-19 SMALL BUSINESS SUPPORT

DENVER CITY COUNCIL

April 27, 2020

Small Business Emergency Relief Grants – Overview

- One-time business stabilization grants to eligible small businesses
- Grants of up to \$7,500
- Focused on industries primarily impacted by the pandemic
- Intended to be available for a four-month period (April-July), subject to change
- Program launched on March 20 and it rolls out in phases with applications due the last day of each month
- Funding source: \$2 million from the City's Contingency Fund & \$2 million from DEDO budget

Small Business Emergency Relief Grants – Status

- DEDO received over 10,000 online inquiries about the program within the first two weeks of launching. *As of April 24, over 14,000 inquiries have been submitted.*
- 2,000 businesses who met the grant program eligibility requirements submitted completed applications.
- \$2 million to be released for Round 1
 - ✓ 215 businesses were notified as of 4/24 = \$1.36M
 - ✓ Remainder of Round 1 grants to be finalized this week
 - ✓ Median: \$7,500
 - ✓ Average: \$6,343

Denver Economic Development & Opportunity (DEDO)

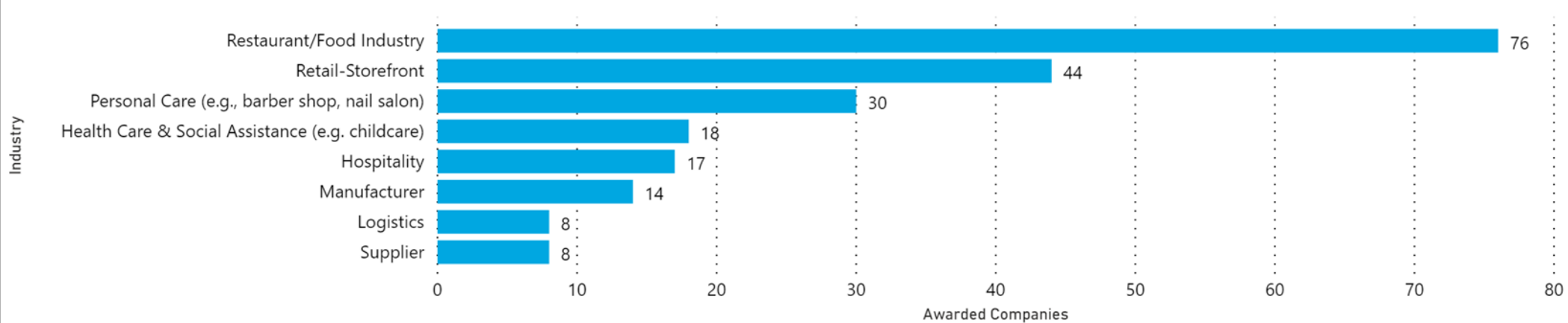
Small Business Emergency Relief Fund - Distribution as of April 24, 2020

Number of Businesses
Awarded

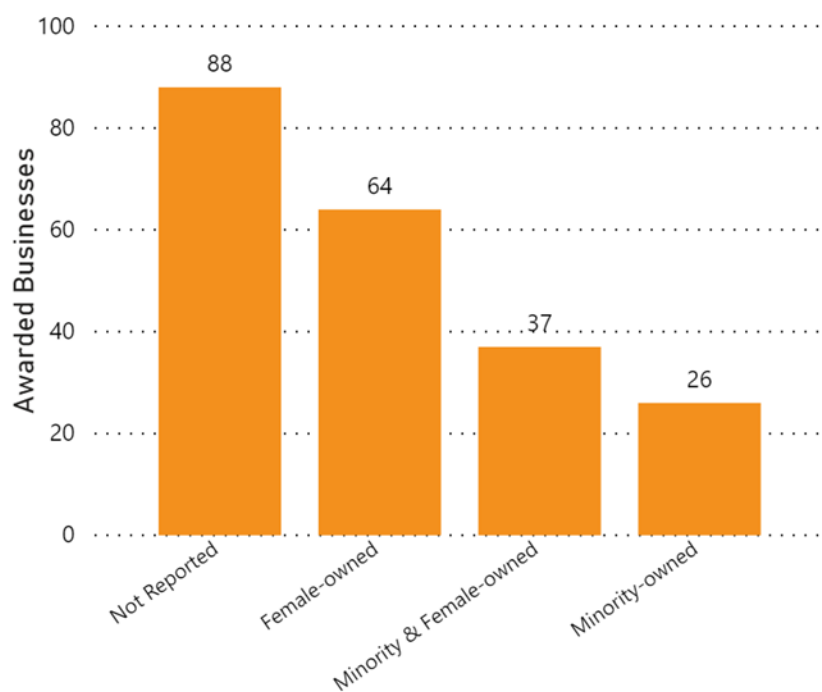
215

Additional round one awardees to be
finalized week of 4/27/20. Data will be
updated each Friday.

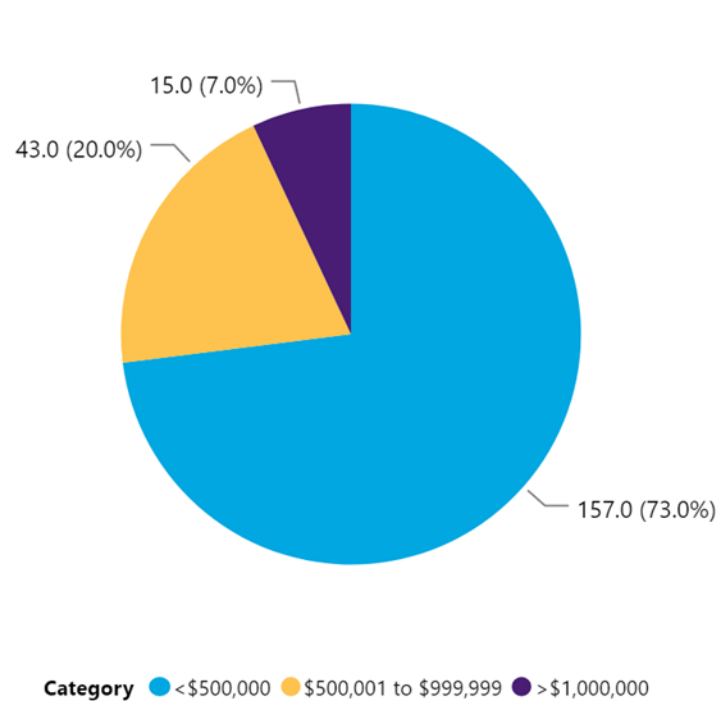
Awarded Businesses: Industry Type



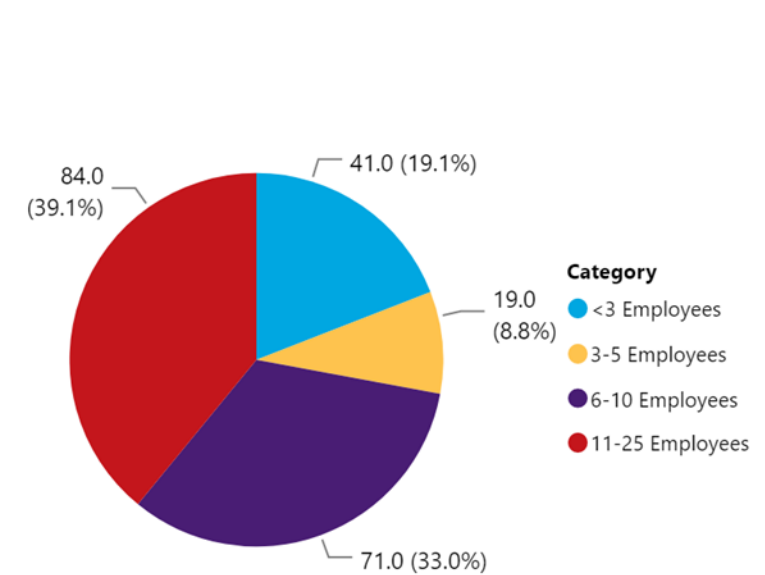
Awarded Businesses: Ownership*



Awarded Businesses: Pre-COVID-19 Revenues



Awarded Businesses: Pre-COVID-19 Employees



Small Business Emergency Relief Grants – Council District Distribution

District 1:
23 businesses

District 4:
15 businesses

District 7:
27 businesses

District 2: 2
businesses

District 5:
10 businesses

District 8:
22 businesses

District 3:
14 businesses

District 6:
5 businesses

District 9:
59 businesses

District 10:
30 businesses

District 11:
8 businesses

Small Business Emergency Relief Grants – Eligible Businesses

Eligible businesses may be awarded a grant up to a maximum of \$7,500 not to exceed greater than 60% of their revenue loss. They must meet all the following criteria:

- Operate within the City and County of Denver
- Annual revenue of no more than \$2 million
- Have no more than 25 employees
- Revenue decline of 25% or greater as a result of the COVID-19 pandemic compared to same period last year
- Be registered with the Colorado Secretary of State's Office
- Be engaged in activities that are legal under Colorado and federal law (*excludes marijuana wholesaling and retailing*)
- Meet program technical requirements including ability to provide financial records
- Be in good standing with local, state and federal taxing and licensing authorities

Small Business Emergency Relief Grants – Priority Industries

Industries where employees and customers are in frequent close contact (within 6ft) and industries experiencing supply chain disruptions, such as:

- Restaurants and food industry
- Retail storefronts
- Personal care (barber shop, nail salon)
- Health care
- Social assistance (childcare, home health care providers)
- Logistics
- Small manufacturing
- Security



Small Business Relief Program – Priority Criteria

Given the limited resources available, at this time, the program prioritizes applications based on the following factors:

- Annual revenue of \$1 million or less
- Percentage of revenue decline
- Number of employees
- Proposed use of financial assistance
- Businesses located in Denver's NEST neighborhoods, neighborhoods where businesses are displacement-vulnerable and in Denver's Enter
- Businesses experiencing rent instability and/or rent increase above industry trends

Small Business Relief Program – Funds Eligible Uses

- Payroll to remain open and retain paid staff
- Fixed costs (e.g., rent, mortgage, insurance)
- Equipment: installing engineering controls to comply with changing health and safety requirements (e.g., drive-up windows, plastic sneeze guards, better ventilation, high-efficiency air filters)
- Marketing strategies and new measures to adapt to COVID-19 conditions (e.g. delivery services, digital gift cards, etc.)
- Other operating costs (e.g., employee paid leave, additional PPE)
- Sourcing from alternative suppliers, which might incur in higher costs

Small Business Relief Program – Application Process

- Businesses can access the questionnaire on denvergov.org ([COVID-19 webpage](#)).
- Responses are screened to determine appropriate resources (DEDO, state, or federal) for the applicant.
- Businesses eligible for the Small Business Emergency Relief program, will receive an invitation to complete an online application that involves submitting relevant financial documentation to demonstrate percentage of revenue loss

Next Steps – Expanding Funding Capacity

- Current funds for the cash grant program allows support for up to 500 businesses – this is not nearly enough for the current needs of our community
- We need more funds, we need more support
 - ✓ DEDO and the Denver Downtown Partnership have launched a [fundraising campaign](#) to benefit the Small Business Emergency Relief program.
 - ✓ As of April 24, the DDP and its members have raised \$400,000 for the grants program
 - ✓ Leverage federal funds – CDBG/CARES Act as available

COVID-19 Workforce Services

Rapid Response Calls

- 7 calls per week
- Completed to date: **20**
- Number of participants on Rapid Response calls – **295**

Virtual Hiring Events

- Number of employers participating in virtual hiring fairs: **43**
- Virtual job fair participants: **1,158**

Now Hiring! Calls

- **10** calls per week
- Completed to date: **48**
- Number of participants on calls: **208**



Questions?