



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY



COVID-19 Business Support Program Fact Sheet

March 24, 2020

COVID-19 SMALL BUSINESS EMERGENCY RELIEF PROGRAM

As small businesses experience economic impacts related to COVID-19, Denver Economic Development & Opportunity (DEDO), in partnership with Mile High United Way, is making available one-time business stabilization grants up to \$7,500 for eligible small businesses. The program is currently focusing on businesses in industries primarily impacted, including: retail (storefront), restaurant/food industry, personal care (barber shop, nail salon), healthcare & social assistance services (childcare & home health care providers), logistics and small manufacturing.

This temporary relief program is intended to be available for a four (4) month period, subject to change. The program will be rolled out in monthly phases with the first applications **due March 31, 2020**, and the last day of each month thereafter. Awards will be based upon a combination of factors including program eligibility, program priorities, geographical disbursement and availability of funds, and on a first come first serve basis for businesses equally meeting all factors under consideration.

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:

- Business operating within the City & County of Denver
- Generate \$2 million in annual revenue or less
- Have 25 employees or fewer
- Have experienced a 25% decline in revenue this year as a result of the COVID-19 pandemic compared to an equal timeframe in the previous year
- Be registered with the Colorado Secretary of State's Office
- Be engaged in activities that are legal under Colorado and federal law
- Meet program technical requirements including ability to provide financial records
- Be in good standing with local, state and federal taxing and licensing authorities

PROGRAM PRIORITIES

Industry Priorities: Industries where employees and customers have frequent and/or close contact within 6 feet of people who may be infected.

- Retail (storefront)
- Restaurant/food industry and other hospitality
- Personal care (barber shop, nail salon, gyms etc.)
- Health care & social assistance (childcare and home health care providers)
- Logistics
- Small manufacturing
- Security

The industries described above are typically grouped in the following NAICS: 31-33, 44, 45, 54, 56, 62, 71, 72, and 81.

Businesses of all sizes in the City & County of Denver are experiencing impacts but given the limited resources available, at this time, our small business emergency relief program will prioritize applications based on considerations of the following factors:

- Percentage of revenue decline
- Number of employees
- Proposed use of financial assistance
- Efforts to remain open, retain employees on payroll and implement new marketing strategies to adapt to COVID-19 conditions
- Businesses who are seeking to repurpose their business to serve the community during this period
- Businesses with annual revenues of \$1 million or less
- Businesses located in Denver's [NEST](#) neighborhoods, neighborhoods where businesses are displacement-vulnerable and [Denver's Enterprise Zones](#)
- Businesses experiencing rent instability and/or rent increases above the industry trends
- Businesses whose ability to apply for and receive traditional loans is limited
- Businesses that are an essential business, healthcare operations or essential infrastructure as outlined in the [Denver Mayor's Executive Order](#)

ELIGIBLE USES FOR GRANTS

Grants offered under the program may be used for the following:

- Payroll to remain open and retain paid staff
- Marketing strategies and new measures to adapt to COVID-19 conditions
- Fixed costs (e.g., rent, mortgage, insurance)
- Other operating costs (e.g., employee paid leave, additional PPE)
- Installing engineering controls (e.g., drive-up windows, plastic sneeze guards, better ventilation, high-efficiency air filters)
- Implementing delivery services
- Sourcing from alternative suppliers for supplies/materials that will cost more

Other reasonable uses will be considered where the business can demonstrate that without the intervention of the grant program, their economic impacts will be compounded.

Given the daily changes in how the virus is impacting communities, DEDO's response and eligibility criteria may evolve accordingly.

Other assistance and tools may be available for businesses not qualifying under the emergency relief program.

Contact us at 720-913-1721 or InvestInDenver@denvergov.org if you have questions.

HOW BUSINESSES APPLY FOR FUNDING

- Interested businesses will complete an online questionnaire on Denver's COVID-19 website (on denvergov.org) and responses will be screened to determine appropriate referral to the grant program or other DEDO, state and federal business resources. Direct link: <https://www.denvergov.org/content/denvergov/en/environmental-health/news/coronavirus-info/support-services.html#business>
- Referred businesses will complete an online application (also available as fillable PDF or paper) and submit relevant financial documents to demonstrate the percentage of revenue decline.

DENVER MICROLOAN PROGRAM

- Provides access to affordable small business loans for entrepreneurs and small business owners in partnership with CEDS Financial. CEDS has unique experience underwriting small business loans for what are sometimes marginalized and underserved businesses.
- Loans from \$5,000 to \$50,000 with terms up to five years are available to both startup or expansion phase companies.
- This is a program offered by DEDO prior to the COVID-19 pandemic. We encourage COVID-19 impacted businesses needing access to capital to explore this program. We are currently in the process of expanding the program to serve more of our impacted businesses.

Funding priorities are given to applicants who meet some of these characteristics:

- Companies will less than \$1 million in gross revenues
- Challenged with obtaining business financing through traditional financial sources
- Businesses in neighborhoods highly vulnerable to involuntary displacement
- Multi-generational ownership

Learn more about the program and apply at <https://www.cedsfinance.org/denver-announces-relief-package-for-small-businesses/>