

Lansing CARES Small Business Assistance Program

FINANCIAL AND TECHNICAL ASSISTANCE TO FOR-PROFIT BUSINESSES

PROGRAM OVERVIEW

The purpose of the Lansing CARES program is to provide technical assistance, including business advising and disaster training, and 0% interest deferred unsecured forgivable loans in amounts ranging from \$5,000 to \$50,000 to support City of Lansing small for-profit businesses negatively affected by the COVID-19 pandemic. If awarded, loan terms will vary between 10 days and 6 months, depending on the eligible use of the loan funds.

Eligible Use of Funds:

Loan funds can be used to support the following eligible expenses:

- Operating Expenses (e.g., payroll, rent/mortgage, utilities, etc.)

Applicant Eligibility:

To be eligible for the Lansing CARES forgivable loan program, businesses must meet each of the following eligibility criteria:

- For profit business with their primary business location within the corporate limits of the City of Lansing
- Self-defined service area must be a primarily residential area in the City of Lansing where at least 51% of the household incomes qualify as Low-Mod Income (at or below 80% of Area Median Income).
- Business must have been in operation prior to March 1, 2020
- Business's total revenue in 2019 must have been \$1,500,000 or less
- Total number of employees as of March 1, 2020 and January 1, 2021 must both be 60 or fewer
- Must have been negatively impacted by COVID-19 or related executive orders and be able to show a COVID-19 related need for at least \$5,000 to cover eligible expenses.
- Must certify that the business and any party with 20% or greater ownership is in good standing for all City of Lansing, state, and federal taxes
- Must not be of the following business types (see definitions):
 - Check cashing/payday advance
 - Adult stores/services
 - Packaged Liquor retailer (see definition)
 - Store that sells firearms (see definition)
 - Marijuana operations of any kind
 - Internet based business (see definition)
 - Wholesale and business-to-business operations
 - Nonprofits
 - Manufacturing
- Must not be involved in illegal activities
- Must not have an open personal or business bankruptcy or bankruptcy in the past two years

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Please note, home based businesses, franchises, and sole proprietorships are eligible to apply. Businesses which were awarded other local, state, or federal COVID-19 assistance are eligible to apply if they meet the eligibility criteria and there is no duplication of benefits.

Award Amount

Awards will range from \$5,000 to \$50,000. Award amounts will be based of the business's demonstrated need and impact. All awards will be determined at the sole discretion of the LEDC Loan Committee. It is anticipated that this program will support 25 to 50 City of Lansing small businesses with technical assistance and/or forgivable loans, but the final number of awards could vary.

Technical Assistance

This program also provides certain technical assistance. Certain applicants may be referred to a technical assistance provider for support in filling out the full application. Additionally, all program applicants will have access to online Disaster Planning training sessions which will focus on small business resiliency. Completion of this Disaster Planning training will be mandatory for all awardees.

APPLICATION AND REVIEW PROCESS OVERVIEW

The Lansing CARES program will have a two-stage application process. First, applicants will complete a pre-application. Their eligibility will be determined based on this submission. After their eligibility is confirmed, applicants will receive access to complete disaster planning training and the full application.

How to Apply

To fill out the pre-application, please visit www.lansingmi.gov/smallbusiness. Once your pre-application is received and your eligibility is verified, you will receive access to disaster planning training and then the full application. This process may take several weeks. Some applicants may be referred to a technical assistance provider if support filling out the full application is necessary.

Timeline

Pre-applications will become available in early February 2021. While you are encouraged to apply as early as possible, there is no set application deadline. The program will remain available until funds are exhausted or until July 22, 2023, whichever occurs first.