



CDBG-CARES

Small business assistance program

For small businesses (25 employees or less)

Benefit low-to-moderate income individuals

Must prepare, prevent, or respond to impacts of Covid-19 or future pandemics

\$35,000 maximum request per applicant

Applicants must demonstrate financial loss or delay of opening due to pandemic

Use Of Funds

- **Equipment**
- **Inventory**
- **Working Capital**





Examples of Eligible Activities

- Purchase new equipment, fixtures, or PPE to guide social distancing.
- Provide working capital to assist with payroll
- Rent, utilities, marketing, inventory, etc.
- Purchase touchless point of sale equipment and signage to encourage safety practices
- Assistance with website or online ordering platforms

Connection To Covid-19 pandemic



All expenditures must have a clear, rational, and documented connection to the pandemic or preparation for potential future outbreaks



Covid Connection examples

- Prepare businesses to re-open safely or increase capacity in response to the pandemic
- Build business resiliency by developing and implementing digital strategies to adapt to increasing online market demand
- Increase customer and staff safety by adhering to COVID health protocols
- Assist with replacing lost revenue due to the pandemic that will help create jobs



Ineligible Use of Funds

- Construction of any kind
- **Site Work – Landscaping**
- Prior purchases or projects
- Previously funded Projects



Program Compliance

Job Creation

At least 51% of positions created by each business must be made available to and/or held by LMI persons.

Requires new hires to fill out an income self certification document.

Job Retention

At least 51% of positions retained by each business must be held by LMI persons.

Requires income self certification from retained employees or official payroll documentation. Financial analysis of why jobs would be lost without CV funds is also required.

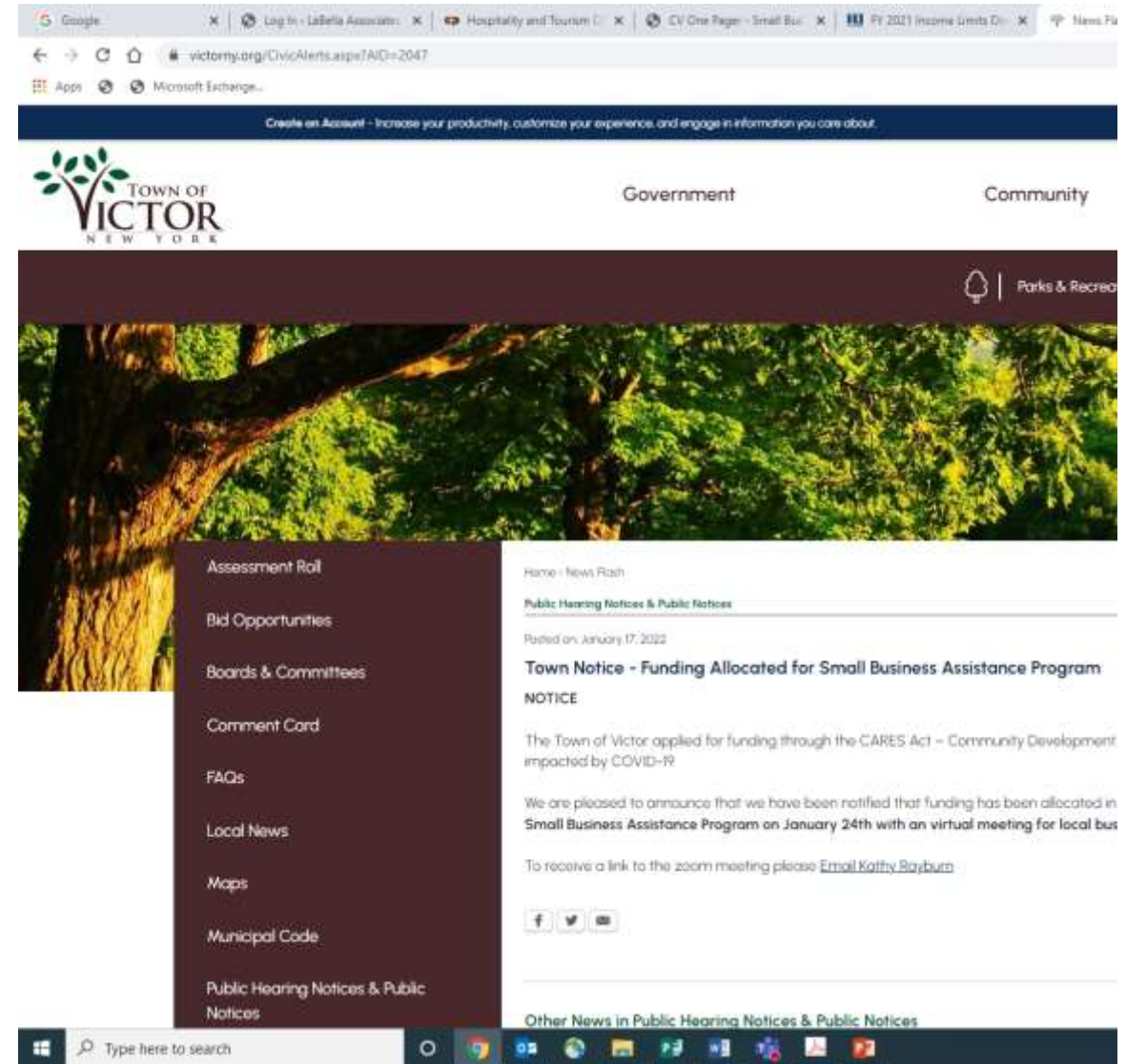
Micro Enterprise

At least 51% of business ownership must be held by a LMI person(s).

Requires latest tax returns from business owner(s)..

applications

- **First come first served.**
- **Not accepted after June 30th, 2022**
- Town of Victor
 - 85 E Main St. Victor NY
- mcocquyt@labellapc.com
- On website:
<https://www.victorny.org/CivicAlerts.aspx?AID=2047>
- Projects must be complete and funds expended by end of September 2022
- After approved we will assist with contracts, compliance and fund disbursement process





La Bella Associates



Contact Us

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Other funds

Other Covid-19 related funding opportunities are available through Ontario County.

Ontario County

New York

Call (585) 497-3446
or
(315) 781-1994
to schedule an
appointment or visit
their website at
www.ostrandersconsulting.com.