

## Together We're OneHB Supporting Local Business!

Our businesses in Huntington Beach play a critical role in the viability of our community and the City's ability to offer services. The Coronavirus pandemic has had a devastating impact on many of our businesses, and it is vital that they are not only able to survive the Coronavirus, but to come back stronger. The majority of our businesses in HB are in the small "mom and pop" category; sole proprietors, 10 employees or less, and many unable to successfully navigate the different resources offered at the federal, state and local levels. Our small businesses need our help, now more than ever, if they are going to be able to continue to operate, or open for business in the future.

***Together We're OneHB Supporting Local Business*** is a community campaign to do just that, offer financial support, a life line, a micro grant that will help keep the doors open and keep our economy in Huntington Beach Open for Business.

### **The participants in this program are:**

- The City of Huntington Beach
- The Huntington Beach Chamber of Commerce <https://hbchamber.org/>
- CIELO (Community for Innovation, Entrepreneurship, Leadership and Opportunities) <https://cielocommunity.org>
- SBDC (Small Business Development Center) <https://ociesmallbusiness.org> )

### **Program Elements**

1. Establish a micro-grant program for local small businesses negatively affected by Covid-19

Through the establishment of the **Together We're OneHB Supporting Local Business** Fund (FUND) the goal is to bridge philanthropy and community giving in support of our local small businesses. The FUND will be managed by CIELO, a Huntington Beach based 501(c)3 non-profit organization. CIELO will establish a separate OneHB bank account for tracking purposes. Small businesses that meet the attached eligibility criteria would be able to apply for micro-grants in the amount of \$5,000 each to be used for payroll, rent/lease payments, utilities, inventory and other approved operational expenses. We know there will likely be more need than funding available, so each time the fund reaches increments of \$25,000 –five (5) micro grants of \$5,000 each will be awarded through a lottery system. The micro grant application process, screening and review, and lottery process will be managed by SBDC under pre-determined guidelines. Grantees will be required to provide basic pre and post grant data for tracking purposes, as well as participate in one-on-one support sessions offered by the SBDC in order to help them successfully navigate operating in a post Covid closure economy.

2. Philanthropic Support

Program Participants will be seeking philanthropic donations to the FUND in order to be able to award the first ten (10) micro grants prior to June 30, 2020. Donations to the FUND will be completely tax deductible and made directly to CIELO through their website <https://cielocommunity.org/onehb/>

### 3. Community Based Support

Members of the community who want to show their support for our local small business community can make a donation to the FUND. For every \$30 donation they will receive a yard sign that will have the OneHB logo stating “We are OneHB, Supporting local business”. Community members can proudly display their support of our small businesses in their front yard. The point of donation for the yard signs will be Huntington Surf and Sport (HSS). HSS will provide a disbursement to the fund on a monthly basis of all donations received minus the costs for the signs.

### 4. Sale of Merchandise

The City will be entering into a license agreement with a local vendor who will be selling T-shirts, hats and other apparel with the 1HB logo. A predetermined percentage of gross sales of retail items as well as a per item flat fee for wholesale items will be disbursed monthly to the FUND until such time that this campaign ends.

### **Marketing/Public Information**

The City will host a web page OneHB.org with all of the program elements and links to the appropriate program participants such as CIELO to make a donation, or SBDC to apply for a grant.

All of the program Participants will work together on the marketing of the program, community outreach, contacting and informing the local business community of grant opportunities, and donor solicitation.

Program Marketing will include:

- E-flyers
- Social media platform promotion
- Facebook campaign
- City and participant website promotion
- Press releases
- Local “influencer” videos

### **Micro Grants Eligibility Criteria**

The Grant Program is intended to help support certain small businesses in Huntington Beach who need assistance due to adverse economic effects of Coronavirus (COVID-19).

Grants will be made from a fund solely based on community donations. Grants will be distributed for allowable uses in the amounts of \$5,000 each. Grant applications will be accepted starting (TBD)

Once the Community Donation fund reaches \$25,000, grants will be issued via a lottery system in increments of five (5) \$5,000 grants at a time each time an additional \$25,000 is raised.

To be eligible for the Grant Program, Applicants must be able to meet the following eligibility requirements:

- Has been open and in continuous operation for a period of three or more years
- Employs no fewer than two (2) and no more than ten (10) full time equivalent W-2 employees;
- Is located in Huntington Beach
- Currently has a valid business license in the City of Huntington Beach
- Has been negatively affected by Coronavirus (COVID-19) and will attest by statement to this in application
- Has not received more than \$1,000 in non-governmental grants related to Coronavirus (COVID-19)
- Is not under bankruptcy protection or subject to judicial liens or attachments
- Does not promote, sell, or advertise any products, ideas, or services that fail to comply with all applicable laws, acts, regulations, rules and ordinances
- Is not under current governmental investigation nor currently a party to a civil or criminal matter, nor has any outstanding violations, citations or other issue that would put them in a situation other than in good standing with the City
- Is not a franchise, franchisee, or chain business
- Is not owned (in whole or in part) or related to any individuals who are currently employee of the City of Huntington Beach or who are currently an elected or appointed official representing the City of Huntington Beach
- Grantees will also be required to provide information related to their pre and post Covid-19 status including demographics, type of industry, veteran status, address, start of business, change in sales, revenue actuals and projections, jobs created and jobs retained, and to self-certify how the grant funds were spent. In addition, Grantees will be required to participate in free on-on-one business support sessions offered by the SBDC so they can be provided with additional mentoring and support during their reopening/recovery phase.

**Allowed use of funds:** Payroll expenses, inventory, rent/lease payment, business related insurance, and utilities. Other operational expenses could be considered if pre-approved in writing by the City Grant Committee.

**Non-allowable use of funds:** Applicant will not use funds provided under the Grant Program for the purpose of furthering any business activity relating to the production, development, promotion sale or distribution of: (i) tobacco, vaping and related products; (ii) recreational drugs, or unsafe supplements; (iii) weapons, ammunition, or explosives; (iv) adult products or services; (v) penny auctions; (vi) multilevel marketing models; (vii) third-party infringement payday loans; (viii) paycheck advances; (ix) bail bonds; (x) discriminatory advertising; (xi) religious advertising; (xii) social issues, elections or politics; (xiii) State lotteries; (xiv) cosmetic surgery or similar procedures; (xv) weight loss products and plans; (xvi) real money gambling; (xvii) alcohol, (xviii) City reserves the right to add additional non-allowable uses if deemed necessary during the grant process