

City of Greenville
American Rescue Plan Act Small Business Assistance Program

The City of Greenville (City) has created the Small Business Assistance Program (Program) to assist small businesses in development, growth, and continued recovery from the COVID-19 pandemic, and its negative impacts, through the use of American Rescue Plan Act (ARPA) funding.

Through this Program, the City will award funding to small businesses for the completion of approved projects and/or programs that benefit the public. Small businesses that fulfill the overriding goals and meet program requirements may be eligible to receive assistance up to \$50,000.

The following is an overview of the overriding goals and eligibility requirements:

Overriding Goals

The following are the primary overriding goals of the Program:

1. Support for existing small businesses that were disproportionately impacted by the pandemic, including rehabilitation of new or existing commercial buildings used by small businesses as their place of business.
2. Support for startup businesses including, but not limited to, investment in commercial buildings and/or commercial building improvements used by small businesses as their place of business and/or operating equipment costs to assist in business development.

Based on the fulfillment of the prescribed overriding goals, the Program will benefit the public through:

- Enhancement and expansion of the City's tax base
- Creation of local jobs in the Greenville community
- Limitation on business need for relocation
- Enhancement of local business's ability to maintain or expand operations

Eligibility

Eligible businesses shall:

- Be physically located within the following geographical area:
 - Within the corporate City limits of the City of Greenville, AND
 - Within a qualified census tract as identified by the United States Department of Housing and Urban Development

A map of the geographical area can be found in ATTACHMENT A.

- Shall be independently owned and operated with five (5) or fewer locations. Business chains / franchises shall not be eligible for assistance.
- Have one hundred (100) or fewer employees (including full-time, part time and seasonal employees).
- Have annual gross sales of no more than \$5.0 million dollars.
- Be in good tax standing with federal, state, and local government(s).
- Meet other requirements as specified in the “Funding Decisions and Scoring” section of this document.

Program Details

- The following projects and programs located and operating in the geographical area may be eligible for assistance through the Program:
 - Building rehabilitations, up-fits and/or expansions to existing commercial real property
 - Façade improvements to existing commercial real property
 - Commercial equipment and/or machinery with a useful life of greater than five (5) years
- The following requirements shall apply to **ALL** projects for which funds are awarded:
 - Recipients of small business assistance shall provide the following reports to the City:
 - Progress report at the end of each quarter between the period of time that assistance to the recipient is approved and the completion of the project. The progress report shall certify the effort and progress made in relation to completion of the project with the use of the approved funding assistance.
 - A final report at the end of the project that certifies the project/program is completed. The final report shall be submitted to the City prior to reimbursement to the recipient.
 - Annual report each year for a three (3) year period following the final report certifying that conditions are being maintained. Failure to meet the reporting requirement may result in the return of funding.
 - The City shall be permitted access to the recipient’s business premises during the term of the business assistance. Failure to meet this requirement may result in the return of funding.

- The term of business assistance shall begin when assistance is awarded and shall end three (3) years after the final report has been submitted to the City.
- Recipients shall maintain weekly, regular hours of operation whereby the business is actively engaging in commerce within the recipient’s physical place of business, located within the geographical area, during the term of business assistance. Failure to meet this requirement may result in the return of funding.
- Recipients shall supply the City with any requested information as may be necessary to ensure compliance with the Program’s requirements during the period of business assistance.
- Awarded small business assistance will be paid to recipients as follows:
 - Recipients of assistance shall be paid as a reimbursement of the recipient’s actual expenditures ONLY.
 - Reimbursement to the recipients shall not be made until:
 - All work is completed, including inspections and issuance of certificates of occupancy if applicable; and
 - The business for which assistance is awarded is in operation and actively engaging in commerce within the recipient’s physical place of business, located within the geographical area, with regular operating hours open to the general public.
 - Proof of actual project costs and payments, in the form of paid invoices and receipts, shall be submitted to the City before reimbursement is made to the recipient.
 - The documentation shall include all actual costs related to the project as included in the Detailed Project Budget submitted to the City as a component of the Application for Assistance (see Attachment B).
 - The City will not reimburse recipients after December 31, 2026. All requests for reimbursement from the City for actual expenses incurred by the recipient shall be made to the City no later than September 30, 2026 in order to ensure payment to the recipient on or before December 31, 2026.
- The following requirements shall apply to expenditures for **building rehabilitations, up-fits, expansions and façade improvements**:
 - If the recipient(s) is a tenant of real property to be improved, a valid lease for a minimum of three (3) years and written consent of the property owner shall be obtained before

approval of the project and awarding of funding. Should the lease terminate between the property owner and lessee, the property owner must maintain the improvement for the remainder of the term of the business assistance.

- Failure of the recipient to maintain all improvements for at least three (3) years after funding, or sustain operation as a viable business at the site of the improvements for at least three (3) years after funding, shall result in reimbursement to the City based on the following:
 - If within the first year after project payment, reimbursement of 100%.
 - If within the second year after project payment, reimbursement of 66%.
 - If within the third year after project payment, reimbursement 33.3%.
- Upon funding approval, the recipient shall comply with the following requirements:
 - i. The recipient shall obtain all building permits within six (6) months of funding approval.
 - ii. The recipient shall complete the project, obtain a certificate of occupancy and commence business operations no later than one year following the issuance of all building permits.

If one or all of these criteria are not met, then the recipient will be notified in writing that the application and agreement for funding are terminated effective immediately and the recipient(s) will not be eligible for payment via a reimbursement.

- The following requirements shall apply to expenditures for **commercial equipment and/or machinery**:
 - Recipients that request assistance to purchase commercial equipment or machinery shall be required to maintain the use of such capital for the operation of the recipient's business within the geographical area for a minimum of three (3) years from the date of reimbursement.
 - Failure to maintain use of the purchased capital for at least three (3) years after funding shall result in the reimbursement to the City based on the following:
 - If within the first year after project payment, reimbursement of 100%.
 - If within the second year after project payment, reimbursement of 66%.
 - If within the third year after project payment, reimbursement 33.3%.
 - The Recipient(s) shall purchase the commercial equipment or machinery no later than one year following the approval date of funding. Otherwise, the application and agreement for funding will be terminated immediately and the recipient(s) will not be eligible for payment via a reimbursement.

Project Funding Process

- Prospective applicants will be eligible to apply for assistance as follows:
 - Round One: Applications for assistance will be accepted by the City between the period of March 1, 2023 and May 30, 2023. Applicants will be notified of assistance award no later than August 31, 2023.
 - Round Two: If ARPA funding remains available after the completion of Round One, applications for assistance will be accepted by the City between the period of October 1, 2023 and September 30, 2024 on a first come first serve basis.
 - Applications will not be accepted by the City after September 30, 2024.
 - If ARPA funding appropriated to the Program is exhausted prior to September 30, 2024, the City will cease accepting applications for assistance.
- Prospective applicants shall be required to complete an Application for Assistance, which shall include, but may not be limited to, the information found in ATTACHMENT B.
- Applications will be available through the City's website at www.Greenvillenc.gov. Applicants must complete the application and submit required attachments electronically. Questions regarding submitted applications will come from greenville.business.assistance@civitassc.com.
- Applicants shall submit the following documents with their application:
 - Existing Businesses:
 - Business tax returns from the last three (3) years
 - Profit & loss statements and balance sheets for last three (3) years
 - Payroll: IRS Form 941 or equivalent
 - Most recent business bank account statement(s)
 - Detailed project budget (See ATTACHMENT B)
 - 3 Year Budget Projections (Income Statement and Balance Sheet)
 - Business Credit History (D&B report)
 - Startup Businesses:
 - Personal tax returns from the last three (3) years for each owner comprising ownership of 20% or more
 - Detailed project budget (See ATTACHMENT B)
 - 3 Year Budget Projections (Income Statement and Balance Sheet)

- Applicants of a proposed startup business shall provide proof to the City of the completion of a small business seminar sponsored by the Small Business Technology Department Center or Pitt Community College's Small Business Center as follows:
 - The seminar shall be completed no earlier than twelve months prior to the submittal of the application for assistance; and
 - The seminar shall be completed before payment (i.e., reimbursement) of assistance is made by the City to the recipient.
- All applicants shall agree to a personal background check and credit check.
- The City reserves the right to request additional documents and/or information from the applicant to assist the City in its funding decision.
- Recipients of assistance through the Program shall submit final requests for reimbursement of actual expenses incurred to the City no later than September 30, 2026.

Funding Decisions and Scoring

- In order to qualify for assistance through the Program, the Applicant shall meet the following requirements:
 - Applicant's place of business, for which assistance is requested, shall be located within the Geographical Area.
 - Applicant's submitted Application for Assistance shall be complete.
 - The assistance requested by the Applicant through the Program shall comprise no greater than 50% of the total projected cost of the project as detailed in ATTACHMENT B.
 - Applicant's business shall be registered with the North Carolina Secretary of State.
 - The Applicant shall not be delinquent in the payment of taxes, assessments, fees or other debts owed to the Local, State or Federal government.
 - The building rehabilitations, up-fits, building expansions, façade improvements and/or purchases of commercial equipment and/or machinery, as included in the Detailed Project Budget, shall not be completed prior to the approval and award of project funding.
 - Results of a personal background and/or credit check shall reflect the moral characteristics that the City holds important such as a reputation of honesty, truthfulness, trustworthiness and reliability with a professional and personal commitment to the legal process and the administration of justice. Such offenses that may disqualify an Applicant may include, but not be limited to, fraud, embezzlement, perjury, or theft.

- Applicants that do not meet all of the above requirements shall not be eligible for assistance through the Program.
- Applicants that do meet the above requirements shall have their completed Application for Assistance evaluated based on the following factors:
 - Applicant's capacity to meet the Program's Overriding Goals.
 - The itemized budget for use of project funds.
 - The capacity of the applicant to support and sustain its operations.
 - The amount and purpose of any previous Federal, State, Local or private program funding/compensation received by the applicant to specifically address economic business losses due to the COVID-19 pandemic.

Factor	Maximum Points	Scoring Criteria
Achievement of Program Overriding Goals	25	Points awarded based on applicant(s) use of proposed assistance relative to the Program's overriding goals.
3 Year Budget Projections	15	Points awarded based on degree that revenues exceed expenses over the three-year budget period.
Review of Financial Document and Experience	15	Points awarded based on level of experience and equity brought by the applicant(s) to the project. Equity may include cash, real estate, equipment or inventory.
Previous Receipt of COVID-19 Assistance	5	Points awarded as follows: <ul style="list-style-type: none"> - Applicant(s) not in previous receipt of COVID-19 assistance (i.e. CARES, ARPA, PPP, etc) (5 points) - Applicant(s) previously in receipt of CARES Act and/or other COVID-19 related assistance (0 points)

Total Points

60

- Applicants must receive a score of 45 points or higher to be eligible for assistance through the Program.
- The City reserves the right to reject any and all Applications for Assistance.

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ATTACHMENT A – GEOGRAPHICAL AREA MAP

