



# CITY OF ST. CLOUD, FL

## COVID-19 ECONOMIC RECOVERY & STIMULUS PLAN – PHASE 3

### MARKETING GRANT GUIDELINES

The City of St. Cloud will accept COVID-19 Small Business Grant Applications:

BEGINNING – August 1, 2022 – 12:01am

DEADLINE – September 15, 2022 –11:59pm

#### INTRODUCTION

The City of St. Cloud is offering assistance to business owners seeking to offset operational costs. Due to the financial impact on business in association with COVID-19, many businesses are in need of financial assistance for marketing. The City of St. Cloud would like to help promote business continuity and longevity by offering financial assistance. This grant program will allocate \$50,000 in public City of St. Cloud towards with each business eligible for up to \$1,000 in assistance per business.

#### FUNDING GOALS AND PRIORITIES

Small businesses located on or adjacent to New York and/or Pennsylvania Avenues are eligible to apply; home-based businesses are not eligible.

Property taxes must be current and applicants must not have any debts owed to the City that are past due.

#### REQUIREMENTS

Small business applicants must attest they:

- Were negatively impacted by COVID-19
- Have the authority to apply for this grant on behalf of the business
- Report if they have received Paycheck Protection Program (PPP); Economic Injury Disaster Loan (EIDL); or benefited from the SBA Debt Relief Program as provided under the CARES Act. Receipt of other grant funds does not disqualify applicants from receiving this grant.
- Will use the grant funds for authorized business expenses only
- Will apply for a St. Cloud Business Tax Receipt, if not registered



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- Plan to use funds for expenses associated with marketing and promoting business including but not limited to flyers, creation of website, pay-per-clicks, etc.
- Shall cooperate with St. Cloud representative(s) for grant auditing purposes
- Provide a completed and signed W-9
- Valid state issued photo ID
- Copy of active state business registration from Florida Division of Corporations or city issued business tax receipt
- Information to estimate your company's average monthly business expenses before August 1, 2022

### ELIGIBILITY CRITERIA

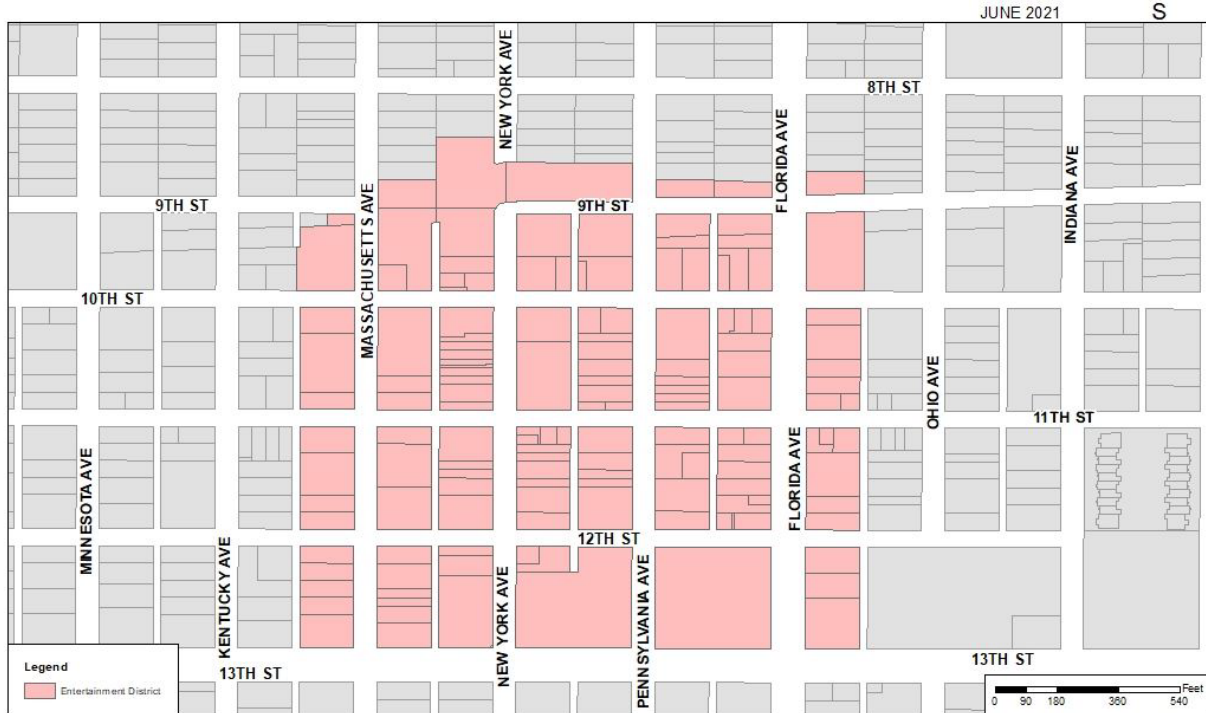
To qualify, businesses must be located on or adjacent to New York and/or Pennsylvania Avenues with no outstanding debts to the city. Additional eligibility criteria includes:

- Must be a legally identified for-profit business (i.e. sole proprietorship, partnerships, LLC, etc.)
- Must be the owner of the business
- Property must be zoned for commercial use
- Must have commercial liability insurance
- Business must be licensed and registered in St. Cloud. Business must have all current licenses and permits required for operation in the City of St. Cloud.
- Preference will be given to business in the retail, tourism and restaurant industries
- Applicant must be the owner (at least 51%) of the business.
- Applicant must complete a final report illustrating the use of funds. Non-compliance will result in disqualification from future grant funds.
- Business must be located in the entertainment district, loosely defined as follows. A more detailed description is illustrated below.
  - North: 9th Street
  - East: Florida Avenue
  - South: 13th Street
  - West: Massachusetts Avenue
- All checks from the City of St. Cloud to the successful grant recipient will be made out to the applicant's business entity.

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**ENTERTAINMENT DISTRICT**



**TERMS AND CONDITIONS**

The maximum amount of grant to any one business under this program is \$1,000. Applicants may apply multiple times if granted less than the maximum amount, but no grant applicant will receive more than the maximum amount in total. If the maximum amount of City of St. Cloud is later increased, previous grant recipients may reapply for additional City of St. Cloud until the new maximum is reached.

- The City will provide the award in the form of a grant.
- Award recipient must agree to be subject to grant reporting 6 months to 1 year, post-award including evidence of use of funds. Applicant must complete a final report illustrating the use of funds. Non-compliance will result in disqualification from future grant funds.



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- Business must not agree to relocate the business outside the City within one year of grant issuance.

### **EVALUATION & AWARD PROCESS**

The applications for review (intakes) will be received by the Office of Economic Development for eligibility, accuracy and responsiveness. Applications deemed responsive will be given to the evaluation committee. The evaluation committee members consists of: Economic Development Manager, Finance Director, Business Navigator and a representative from the St. Cloud Chamber and Main Street Program. The evaluators will review, score, and provide conditional selection, as applicable. Upon staff review and score, each endorsed application will be forwarded to the City Manager with a recommendation for funding, including award amount and possible conditions.

Staff will review applications individually using the selection criteria established. Suggestions to modify the requested amount of assistance may be made to City Manager at time of staff recommendation. Due to limited funding, all applications will be reviewed and scored as received, until all funds are expended.

The applications will be evaluated and scored based on the contents of the narrative and supporting documentation. No additional information will be accepted after the stated application deadline. The written application and supporting documentation will be the sole basis for the scoring completed by the review panel.

**THIS FUNDING IS SUBJECT TO AVAILABILITY AND THERE IS NO GUARANTEE THAT ANY FUNDS WILL BE AWARDED.**

### **POST AWARD REQUIREMENTS**

The City of St. Cloud requires regular and timely reports from its grantees. Award recipients will be subject to a final annual report, detailing their progress. The Grant Final Report must be submitted within one month after the conclusion of the period of performance, and shall:

- Summarize the project's goals, objectives, and actual outcomes
- Provide an objective assessment of the success in achieving these goals and objectives and intended outcomes and report the statistics for the beneficiaries served
- Account for grant expenditures
- Describe the benefits that may be derived through the replication or extension of the project



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By submission of an application, the submitting agency agrees and understands the following; one and/or both may occur:

1. **Application may require an in-person or virtual presentation to Council.** It is the prerogative of the Council to request specific agencies make a 5 – 10 minute presentation to accompany their application. If requested, an additional notification is sent to those agencies.
2. **Application may require an in-person or virtual visit to the requesting agency.** It is the prerogative of the Council (and/or their designee) to visit any applying agency in order to familiarize the Council with the day to day activities of the agency.

**SUBMISSION OF AN APPLICATION IS NOT A GUARANTEE OF FUNDING**

It is the responsibility of the grant recipient to READ AND UNDERSTAND all aspects of the Program and this application.

A complete application requires one (1) electronic copy, single sided, in PDF format via email to [economicdevelopment@stcloud.org](mailto:economicdevelopment@stcloud.org). ALL components of the application must be received in the requested format, as soon as possible. Program will remain open while funds are available. Incomplete and late applications will not be accepted. If email is unavailable, the required copy may also be mailed or delivered to:

**Economic Development  
City of St. Cloud  
1300 9<sup>th</sup> Street  
St. Cloud, FL 34769**

NOTICE TO THIRD PARTIES: The grant application and potential funding does not create any rights for any third parties. Nor shall issuance of a grant result in any obligation on the part of the City of St. Cloud to any third party. The City of St. Cloud is not required to verify that entities that have contracted with the grant recipient have been paid in full, or that such entities have paid any subcontractors in full.



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For questions regarding the application, call 407-957-7138 or email [economicdevelopment@stcloud.org](mailto:economicdevelopment@stcloud.org).

Florida has a very broad Public Records Law. E-mails to this entity or its employees may be considered a public record. Your e-mail communication, including your email address may be disclosed to the public and media at any time.