



Lovin' Lathrup Business Relief Mini-Grant Program

Program Goals

The primary goal of the Lovin' Lathrup Village Business Relief Mini-Grant Program is to provide immediate, flexible funding in order to stabilize our small businesses as they seek to weather the economic storm of the coronavirus pandemic. These are incredibly unprecedented times, which require innovative and flexible approaches to business stabilization and retention activities. Like everyone else, businesses are struggling with the current "normal", trying to anticipate the new, emerging normal, while dealing with unprecedented costs of reopening. If our overall goal to foster a thriving commercial district, then the DDA must be prepared to help cover operating costs to overcome this unprecedented emergency facing Michigan downtowns.

Program Guidelines and Eligibility

The Lovin' Lathrup Village Business Relief Mini-Grant Program is an incubator program meant for small, "mom & pop" businesses impacted by the coronavirus pandemic. The mini-grant funds may be used for a broad spectrum of operational expenses including, but not necessarily limited to: rent/mortgage, utilities, payroll, marketing/promotion, etc.

Participating businesses must agree to:

- As is feasible, participate in DDA sponsored trainings, programs and events (i.e. LV Business Bingo!, Southfield Corridor Cleanups, etc.)
- Submit a copy of their business plan
- All businesses will be strongly encouraged to participate in the small business counselling at Oakland County's One Stop Shop.

Eligibility Requirements:

- Be in operation for a minimum of 2 years
- Operate in a commercial building located in the downtown district
- Independent, "Mom & Pop" business & locally-owned franchises only
- Less than 10 employees
- For-profit entity
- Not awarded funds from previous Lovin' Lathrup Village Business Relief Mini-Grant Programs

Additional Considerations:

- The DDA may exclude businesses whose uses and/or location are not consistent with the DDA's current adopted plan and the City of Lathrup Village's Zoning Ordinance.
- The DDA may also exclude business who have outstanding code violations.



- The business owner shall remain in continuous operation within the DDA district for three (3) years from the date opening.
- The DDA reserves the right to require repayment of any or all incubator subsidies paid to any business that fails or goes out of business prior to the completion of the three (3) year program requirement.

Application Process

1. Business Owner/Operator applies for the Lovin' Lathrup Village Business Relief Mini-Grant Program and submits completed application and **all attachments** to:

Lathrup Village DDA
sstec@lathrupvillage.org
27400 Southfield Rd
Lathrup Village, MI 48076

A complete application includes the following:

- Completed application
 - If a lessee, include a complete copy of your lease
 - Copies of the last 3 months of rent/mortgage payments
 - Business plan or executive summary **that MUST include the number of employees** and their status (full time/part time) and **number of years in business**
 - A statement regarding what the awarded funds will be used towards and if you have received other grant/loan funds and what they were used for
2. Once the complete application packet is submitted, the DDA Director & DDA Economic Vitality Committee will review the application and make an award determination.
 3. Following approved by the DDA Economic Vitality Committee, DDA Director will authorize the City Treasurer to process grant funds.

The intention of the Lovin' Lathrup Village Business Relief Mini-Grant Program is to fund all businesses that apply and who meet the criteria, however, we cannot guarantee that every business will receive grant funds. All applications will be verified for accuracy by staff. Applications that are found to contain inaccurate information will be disqualified.

Award Amounts & Deadlines

The maximum award amount under the Lovin' Lathrup Village Business Relief Mini-Grant Program will range from \$500 - \$2,000. Applicants are strongly encouraged to submit their completed application as soon as possible, as the awards are subject to the availability of funds. **The initial grant deadline is Tuesday, September 22nd, 2020 at 12 Noon.** Late applications will not be accepted.



Frequently Asked Questions

The DDA Board of Directors realizes that applicants will have questions which is why we've compiled a list of anticipated questions to further streamline the process. If your question isn't included on this list, please contact Susie Stec at sstec@lathrupvillage.org.

What if I don't have copies for the last 3 months of rent/mortgage payments?

Acceptable forms of documentation include bank statements, copies of the cashed check, notarized statement from landlord, etc. All sensitive account information should be redacted.

What if I haven't been able to pay my rent/mortgage?

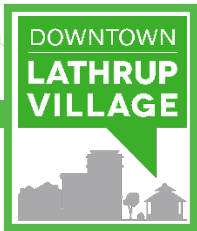
We will need a notarized letter from your landlord specifying the last payment date and amount, as well as the total amount past due on your lease. For those who have missed mortgage payments, we will need a copy of your mortgage statement indicating the last payment date and amount, and the past due balance.

What are the key elements of a business plan?

A business plan generally includes a description of company, owner(s) experience & background, number of employees, product/service, revenue projections, marketing plan, etc. An example is provided within the Lovin' Lathrup Village Business Relief Mini-Grant Program Guidelines. You may also find guidance & examples through the [Oakland County One Stop Shop](#) and the [Small Business Administration](#).

What are the approval steps?

Once a completed application packet is submitted, the DDA Director and Economic Vitality Committee will conduct a review of all the applications received. The Economic Vitality Committee will make a determination regarding which businesses will receive funding and the funding amount.



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APPLICATION FORM

BUSINESS INFORMATION

Business Name: _____

Business Contact Person: _____

Business Address: _____

Phone Number: _____

Email: _____

BUILDING / PROPERTY OWNER INFORMATION

Building Address: _____

Building Owner: _____

Building Owner's Address: _____

Building Owner's Phone: _____

Email: _____

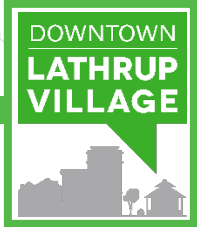
BUSINESS INFORMATION

How many years have you been in business? _____

How many employees do you have? Full-Time _____ Part-Time _____

In addition to the application and following page, please enclose the required attachments:

- If a lessee, include a copy of your lease
- Copies of the last 3 months of rent/mortgage payments
- Business plan or executive summary
- Statement of intended use of funds



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APPLICANT AFFIRMATION & SIGNATURE FORM

The Undersigned Applicant Affirms and Understands That:

1. The information submitted herein is true and accurate to the best of my knowledge.
2. I have read and understand the Lovin' Lathrup Village Business Relief Mini-Grant Program Guidelines and agree to abide by these conditions.
3. I understand and agree to the terms detailed in Exhibit A Pass-Through Provisions for Sub-Grantee Businesses, as stipulated by Oakland County.
4. I understand and agree to the pay back provisions if the business closes or moves from Lathrup Village within three years of being awarded a Lovin' Lathrup Village Business Relief Mini-Grant.
5. The property owner and business owner shall indemnify, defend, and hold the Downtown Development Authority and the City of Lathrup Village, their affiliates, and their respective officers, directors, council, members, employees, agents, and other representatives harmless from and against all claims, losses, expenses, liabilities, demands, obligations, or damages of every kind and nature (including, without limitation, reasonable attorney fees and expenses) (Losses), arising out of or related to (i) any act or omission of property owner and business owner or (ii) any breach of this Agreement by the property owner and business owner relative to this grant.

Signature – Business Owner

Date

Signature – Building/Property Owner

Date