



Downtown STRONG

Small Business Impact Fund

APPLICATION

CRITERIA:

- A business or non-profit located at street-level within the Hank Aaron Loop or a Downtown Mobile Alliance member non-profit and,
- A business or non-profit whose operations were ordered reduced or closed by state or local order between March 15, 2020 and April 15, 2020 and,
- Raised \$1000 from no fewer than 15 distinct donors in their Go Fund Me Small Business Relief campaign (details attached).
- Match would be \$500, limited to 10 grants downtown-wide plus 10 within the Business Improvement District.
- Priority to Downtown Mobile Alliance members, but not a requirement.
- Funds must be raised by May 5, 2020.
- Must be a going concern, have an active lease and City of Mobile business license, have been open for business on December 15, 2019 and still open on March 09, 2020, and at least 1 full time employee and fewer than 25 full time employees.
- Submit an application to participate. (Need not be submitted before creating the account, however consideration will be given in order of request followed by order of meeting the goal.)
- After meeting your goal, the deadline for submitting your request for the Downtown Strong matching grant is May 20, 2020.
- The Downtown Mobile Alliance has the right to decline any application for any reason.

For questions or more information, contact the Downtown Mobile Alliance at 251-434-8498



Downtown **STRONG**

GoFundMe Small Business Relief Initiative

To be eligible for a grant from the Small Business Relief Fund (\$500 matching grants to qualifying businesses that raise at least \$500 on GoFundMe), you must be a small business negatively impacted by a government mandate due to the COVID-19 pandemic. Additionally, the business must be one (a) that is independently owned and operated and not nationally dominant in the field of operation for that business and (b) that intends to use funds to either help care for its employees/workers or pay ongoing business expenses.

Criteria

If you have a US campaign that is benefiting a small business, you can be eligible for a grant by meeting the following criteria:

- Have raised at least \$500
- Have the business owner set up as the beneficiary to the campaign (if they aren't raising funds themselves)
- Have withdrawals set up
- Add the hashtag #smallbusinessrelief to your campaign story

Certified Charity Campaign or Personal Fundraiser?

When creating a certified charity campaign, rather than a personal fundraiser the withdrawals won't be managed on Go Fund Me directly, but rather handled by its charity partner, PayPal Giving Fund. So whichever campaign you choose to create, go immediately to the Withdrawal button on the campaign page and make sure your bank account is setup correctly so the funds can be received or transferred once campaign is complete.

If the campaign receives a grant, it will arrive as a donation from GoFundMe.org on the page in the coming weeks. In addition to the above, once the GoFundMe.org campaign hits the \$500 mark, you have to submit your claim to GoFundMe to be reviewed for approval of the match. Once submitted, it will take 7-10 business days for review. If you are approved you will see a donation in your campaign from GoFundMe.

For a complete explanation of the initiative, visit gofundme.org.

For questions or more information, contact the Downtown Mobile Alliance at 251-434-8498



Application

Date:

Name of Business:

Name of Applicant:

Telephone #:

Email Address:

Business Location Address:

Date Business Opened at this address:

Corporate Mailing Address:

Date Business Closed to inside customers:

If a tenant, who is your landlord:

Number of Employees on March 1, 2020: Full time Part time

Go Fund Me campaign created since March 1, 2020? Yes No

If not, do you need assistance creating your campaign? Yes No

Please include a copy of your City of Mobile business license.

Signature _____

Return completed application to Linda Bowles at lbowles@downtownmobile.org.

Note: While we encourage you to apply for this grant as soon as possible it is not mandatory that you apply before creating or completing your GFM campaign. Awards will be considered in order of receipt however. We have the right to decline any application for any reason.

The deadline for submitting your request for the Downtown Strong matching is grant is May 20, 2020.

Enter the Date of this Application MM/DD/YYYY →

Check Box

Are you a business or non-profit located at street-level within the Hank Aaron Loop or a Downtown Mobile Alliance member?

Is your business independently owned and operated and not nationally dominant in the field of operation for that business?

Is it your intention to use the funds to either help care for your employees/workers or pay ongoing business expenses?

Have you raised at least \$1,000?

Number of donors that helped you achieve the \$1,000 minimum

Is the business owner set up as the beneficiary to the campaign (if they aren't raising funds themselves)?

Have withdrawals been set up?

Has the hashtag #SmallBusinessRelief been added to your campaign story?

Did you raise the minimum \$500 Go Fund Me funds by May 5, 2020?

Do you have an active lease?

Do you have a City of Mobile business license?

Were you open for business on December 15, 2019?

Was your business still open on March 09, 2020?

From Dec 25, 2019 to Mar 9, 2020, did you employ at least 1 full time employee and fewer than 25 full time employees?

Was your business or non-profit operation ordered reduced or closed by state or local order between Mar 15, 2020 and Apr 15, 2020?