

SMALL BUSINESS RELIEF GRANT PROGRAM



ABOUT:

Greater Winston-Salem, Inc. and the Downtown Winston-Salem Partnership announce a grant program for local businesses impacted by COVID 19.

ELIGIBILITY:

-  LOCATED IN FORSYTH COUNTY, LOCALLY OWNED
-  IN BUSINESS PRIOR TO JANUARY 1, 2019
-  BRICK & MORTAR, ALL RETAIL, GOODS & SERVICES
-  5 OR FEWER LOCATIONS

FUNDING:

\$2,500 1-3 EMPLOYEES	\$5,000 4+ EMPLOYEES
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Employee count as of March 1, 2020

GOALS:

Funding priorities include but aren't limited to businesses deemed non-essential during stay at home orders, those owned by women and people of color, and those located downtown that were impacted by the Business 40 closure and COVID 19 in short succession.

APPLY:

 WINSTONSALEM.COM/GRANTS

See website for additional information & application requirements.

DONATE:

Contact Greater Winston-Salem, Inc. or mail a check to: Greater Winston-Salem Chamber of Commerce Foundation, 411 West Fourth Street, Suite 211, Winston-Salem, NC 27101. The Foundation is a 501(c)(3) organization and the EIN # is 51-0167887.

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Greater Winston-Salem Inc. and the Downtown Winston-Salem Partnership, Inc. want to assist small businesses in our community by providing direct grants to small businesses to assist in the recovery of the Covid-19 pandemic and its negative impacts on their business and the community. We will be raising funds privately throughout the community.

It is important to acknowledge that we understand our efforts with this grant fund will be insufficient to help all small businesses in our community that need it. Due to this shortfall, we call upon our federal, state, county, and city governmental entities to continue to explore additional opportunities to assist our local small businesses recover from this crisis.

ELIGIBILITY: Businesses must be located in Forsyth County and have been in business prior to January 1, 2019. Brick and mortar retail locations which would include restaurants, goods, entertainment/bar, and services. Locally owned and independent operator with 5 or fewer locations.

OVERRIDING GOALS:

- Help existing businesses recover from the COVID-19 crisis, especially businesses deemed “non-essential” or that have had to drastically change their business model.
- Maintain the provision of goods and services for residents.
- Retain employment and help small businesses that have created the fabric of the community.

SPECIAL CONSIDERATIONS:

- Provide funding to businesses owned by people of color and women-owned enterprises.
- Provide funding to businesses downtown that have been impacted by the Business 40 closure and COVID 19 in short succession.

GRANT CRITERIA: \$2,500 to businesses with 1-3 employees. \$5,000 to businesses with 4 or more employees. Employee count as of March 1, 2020. Funding decisions will be made by a diverse committee of stakeholders from Greater Winston-Salem, Inc. and the Downtown Winston-Salem Partnership, who will review all eligible applications and award grants based upon their review and consideration of the applicants capacity to meet the overriding goals (mentioned above), the applicants itemized budget for the grant funds and the capacity for those funds to assist the business in reopening, and the review of the financial documents.

REQUIRED DOCUMENTS: Grant Application (Online), Most Recent Tax Returns, Financial Statement, Most Recent Bank Statement, Itemized Budget for Requested Funds, Payroll: IRS Form 941 or Equivalent. If the applicant is unable to provide any of these submission components, please explain why, so the committee still may be able to consider the application.

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