

ALEXANDRIA B2B GRANT PROGRAM

September 2020

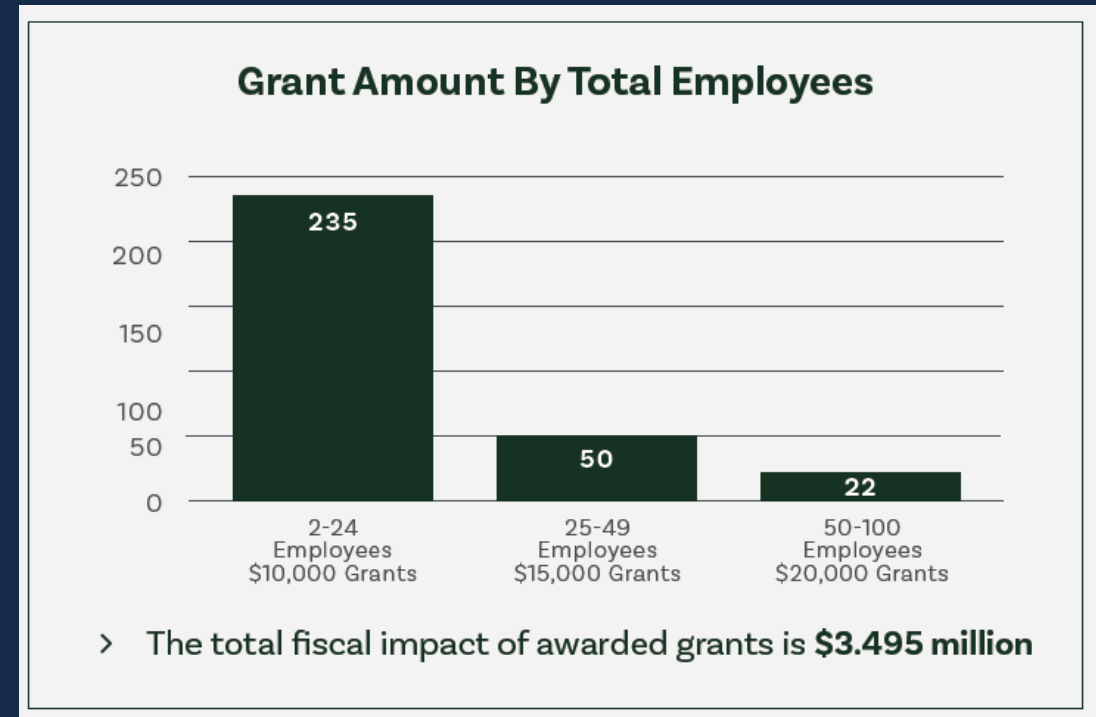


ALX B2B Grant Program

- *To accelerate the recovery and profitability of businesses that have been negatively impacted by the COVID-19 health emergency*
 - Open to small businesses and for-profit/nonprofit childcare providers with less than 100 employees
 - Grants must be used to offset costs and/or investments related to health & safety, technology & e-commerce, and rent or mortgage payments
- 307 businesses awarded grants in Round 1
- \$2.4M available for Round 2 + \$190,000 for Braddock-area businesses
- Application period for Round 2 opens at the end of September

ALX B2B Round 1 Recap

- 307 businesses awarded grants
- \$3.495M in aid distributed
- 5,235 jobs supported
- Majority of grants awarded to businesses with 2-24 employees
- Grants awarded to businesses in every zip code in Alexandria
- Additional Round 1 data available at: <https://alexandriaecon.org/alx-b2b/alx-b2b-round-one/>



ALX B2B Round 2

- \$2.4M approved by City Council to seed a second round of grants
- Round 2 includes an expanded criteria to increase the pool of eligible businesses
- Applications will be accepted at the end of September with grant awards expected in October/November

Round 2 – Expanded Eligibility

Through Round 1 outreach and feedback, the B2B team learned a lot about how many businesses are structured in the City, and created expanded criteria for a Round 2

CRITERIA	ROUND 1	ROUND 2 PROPOSED	WHY THE CHANGE?
Establishment Date	In operation as of March 1, 2019	In operation as of March 14, 2020	Opens the program to businesses established within 12 months of the pandemic
Nonprofit Childcare Providers	Must be a for-profit entity	For-profit small business <u>and</u> any for-profit or nonprofit childcare providers	Childcare providers are critical to economic recovery efforts
Employees	Must have payroll (W-2) employees	1099 workers may be counted as employees	Many businesses utilize 1099 contractors to perform core business functions
Self-Employed Independent Contractors	N/A	Open to self-employed independent contractors	Many IC's work in the personal services industry

Round 2 Grant Criteria

- 25% negative revenue impact attributable to the COVID-19 health emergency
- Licensed business in the City of Alexandria
- Physical location within the City of Alexandria
- In operation as of March 14, 2020
- For-profit small business and any for-profit or nonprofit entity that provides full-day or part-day childcare services to children 0-13 years of age and is licensed or regulated by a local ordinance or state licensing body
- Business is current on all local business taxes or is on a payment plan with the City
- Not currently involved in business bankruptcy proceedings
- Intend to remain operating in Alexandria through December 31, 2020
- Between 0 – 100 employees
- Locally owned and operated
- *All businesses that meet the eligibility for Round 1 but that did receive a Round 1 grant are eligible in Round 2*

Round 2 Ineligible Businesses

- Ineligible business types include:
 - Home-based businesses except for childcare providers located in a residence
 - Any business that was awarded a grant in Round 1 of the Back to Business program
 - Financial institutions, grocery stores & pharmacies, gas stations

Childcare Providers

- For-profit and nonprofit childcare providers may apply
- Open to center-based and family home providers
- Special Requirements:
 - Provide full-day or part-day childcare services to children 0-13 years of age
 - Licensed or regulated by a local ordinance or state licensing body



Grant Size & Acceptable Use of Funds

- Grant awards are based on number of verified employees:
 - \$5,000 Independent Contractors (zero employees)
 - \$10,000 1-24 employees
 - \$15,000 25-49 employees
 - \$20,000 50-100 employees

Grant funds must be spent prior to December 31, 2020, however, acceptable expenses made on or after March 14, 2020 qualify for reimbursement

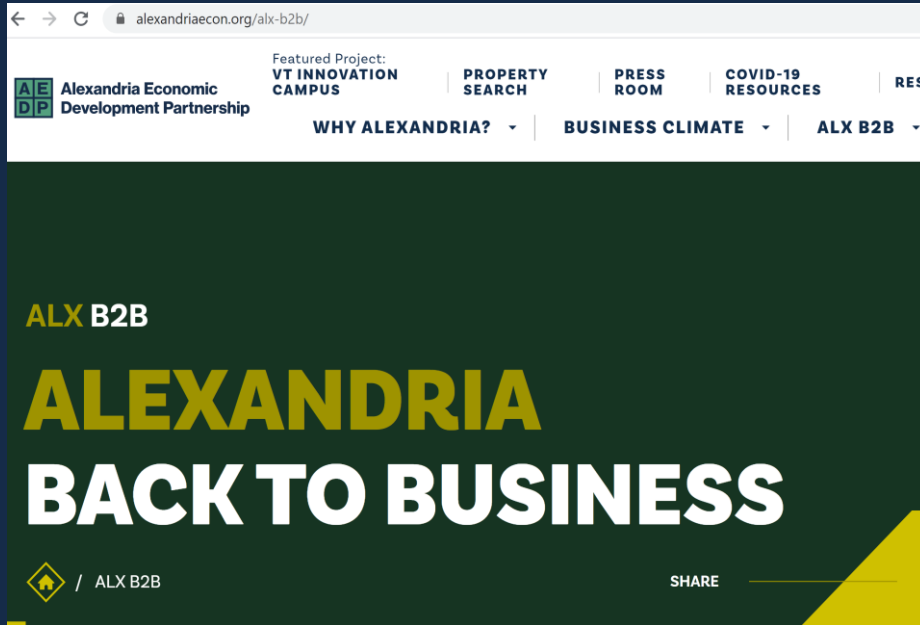
- Acceptable uses:
 - Personal Protective Equipment (PPE) used to stop the spread of COVID-19
 - Other equipment and supplies to promote health and safety
 - Technology to facilitate e-commerce and/or virtual business operations
 - Professional services related to the design and construction/alteration of the built environment necessary to promote physical and social distancing, as well as the actual costs for alterations
 - Initial cleaning and disinfection services prior to reopening
 - Rent or mortgage costs required to be made in order to reopen/restart

Application Period



- Application period:
 - OPEN - Wednesday, September 30th at 8:00AM
 - CLOSES - Monday, October 5th at 12:00PM
- Applications must be completed and submitted online
- AEDP will provide “how to apply” guides and Frequently Asked Questions to help business owners prepare to apply

Outreach & Resources

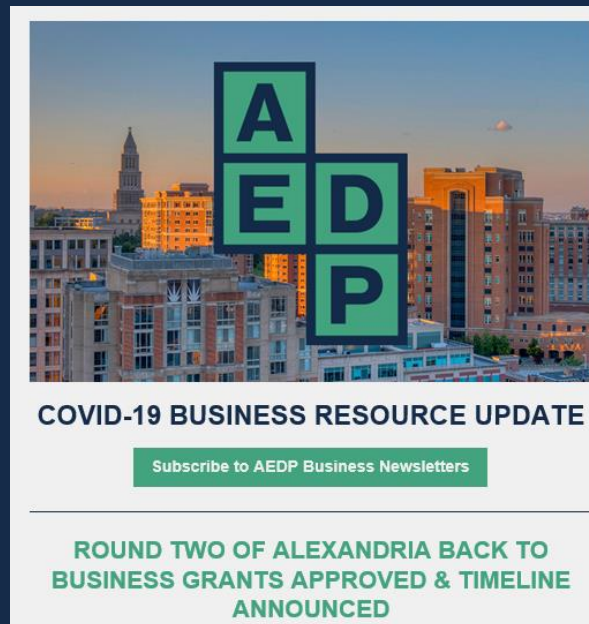


AEDP's B2B Website:

<https://alexandriaecon.org/alx-b2b/>

There are multiple ways to stay informed about the ALX B2B Program

- Check for updates and materials on the ALX B2B website
- Subscribe to AEDP's COVID-19 Newsletter
- Attend a Facebook Live Event (*date TBD*)



Subscribe to AEDP's COVID-19 Newsletter:

<https://alexandriaecon.org/covid-19-resources/>

ALX B2B Round 2 Timeline

- Round 2 officially kicked off on September 9th and will take approximately 9 weeks; the timeline below is an estimate based on Round 1 experience
 - 9/14 & 9/21 (Weeks 1-2): marketing and outreach to business community
 - 9/28 (Week 3): application period is open; initial review of eligibility
 - 10/5 & 10/12 (Weeks 4-5): continued review and verification of applicants
 - 10/19 (Week 6): awardees notified; collection of Performance Agreements (PAs) and bank information begins
 - 10/26 (Weeks 7-9): collection of Performance Agreements and bank information; test direct deposit process for each awardee, deposit of funds to awardees*
 - 11/9 (Week 9): publish Round 2 recap and statistics

Contact Information

Email: info@alexandriaecon.org

Phone: 703-739-3820 (translation services available)

Website: <https://alexandriaecon.org/alx-b2b/>

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