



Silver City MainStreet Small Business Recovery Fund

Businesses located in the Silver City MainStreet District have been impacted by the recent closures and limitations due to COVID-19 with the retail and service businesses seeing the largest decline in revenue. Silver City MainStreet has established a Small Business Recovery Fund to help small businesses get through the economic crisis, keep residents employed, and seed the economic recovery process.

Silver City MainStreet is providing \$250-\$500 grants to seed **GoFundMe crowdfunding campaigns for eligible MainStreet businesses**. Recipients will receive tailored training for developing and managing a successful crowdfunding campaign, as well as technical assistance and support from Silver City MainStreet and its partners. The intent is to provide support and distribute funds quickly. The funds generated from the crowdfunding campaign should be used to:

- Cover short terms costs and needs (rent, utilities, inventory supports, etc.).
- Purchase Personal Protection Equipment (PPE) or supplies to keep your business clean and sanitary.
- Provide incentives to your employees losing wages due to loss of tips or temporary business closures.
- Add “bonuses” (20% or similar) to gift card/certificate purchases.

Simply complete the short application below and send it to: Charmeine@silvercitymainstreet.com. ***Applications are due Wednesday, May 13, 2020, at 5pm.***

Eligibility and Participation Requirements:

- Funding is available by application only. Applicants must be a local proprietor/small business located within the Silver City MainStreet district: Retail, Creative Enterprises, Restaurants, Coffee Shops, Bookstores, etc. Locally owned lodging establishments (motels, bed & breakfast, inns, etc.) also qualify.
- Farmers Markets and/or local food distribution vendors may also be considered.
- **Grant recipients must attend an online webinar on “Launching & Managing a Successful Crowdfunding Campaign” scheduled for Friday, May 15, at 1 pm.** Recipients unable to participate in the webinar at that time must make arrangements with Silver City MainStreet to view the webinar at a later date.
- Recipients must work with Silver City MainStreet to report key business success indicators in a short report to be completed approximately 10 weeks from issuance of grant.
- Recipients must commit to launching their crowdfunding campaign within one week of notification of selection to receive seed grant.
- Recipients must commit to, at a minimum, matching the seed grant provided by Silver City MainStreet via their crowdfunding campaign. Grant amount will be determined by the total of available grant monies divided by the number of approved grant recipients.
- Micro-grants shall reflect alignment with Silver City MainStreet’s mission and strategies and in accordance with adopted non-discrimination policies.
- Applicants should be prepared to describe/demonstrate the need for support. Preference will be given to applicants willing to commit resources (time or money) that support business sustainability or shorten economic recovery time.
- Grantees must agree to use the funds for the intended purposes.

Silver City MainStreet

Application for Small Business Recovery Fund

Business Information

1. Business Name:
 2. Contact Person Name:
 3. Business Address:
 4. Phone Number:
 5. Email Address:
 6. Website Address:
 7. Business Description:
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Silver City MainStreet is committed to providing seed grants via a fair and equitable process. We want to make sure that resources are priorities for those who really need the support. Please tell us about the impacts the COVID-19 crisis has had on your business.

1. Was your business forced to close during the COVID-19 crisis?
2. If you can open back up, per information from the State, when are you planning to do so?
3. What percentage of your monthly revenue have you lost (ex: 35%/month)?
4. Did you apply for any federal/state assistance (PPP, EIDL, NMEDD, SBIC loan, etc.) or grants/crowdfunded resources (Facebook, Salesforce, GoFundMe, etc.)?
 - a. If you received assistance, from which program/funder?
5. Do you already have a GoFundMe Campaign?
 - a. If yes, please provide the link to the campaign:
6. Have you made any adaptations or enhancements to your business in response to the COVID-19 closures (website, social media, curbside pick-up, delivery, gift cards, etc.)?
7. Please describe the needs of your business and how a seed grant to launch (or support an existing) crowdfunding campaign will benefit your business and support its ongoing operation, including what the funds will be used for.