

ECONOMIC OPPORTUNITY GRANTS (EOG) FACT SHEET

» What is the Economic Opportunity Grant Program?

- The LA County Department of Economic Opportunity (DEO) will disburse over **\$54 million across 6,800 grants** for small and microbusinesses and nonprofit agencies through the new Economic Opportunity Grants Program (EOG), prioritizing the most COVID-impacted regions and organizations in LA County. Eligible grantees may be awarded between \$2,500 and \$25,000 in a phased roll out through the EOG.
- The EOG combines the California Microbusiness COVID-19 Relief Grant with four American Rescue Plan Act (ARPA) grant programs - Keep LA Dining, LA Regional COVID-19 Relief Funds for Small and Microbusinesses, LA Regional COVID-19 Relief Funds for Nonprofits, and Youth Workforce Development Partnerships.
- DEO has partnered with Lendistry to create the application portal and L.A.'s Small Business Development Centers (SBDCs) to provide outreach and application assistance. SBDC has further contracted with small, hyperlocal organizations to ensure the EOG reaches those that need the grant relief most to recover from the pandemic.

» Why is EOG Needed?

- EOG will help LA County's small business and nonprofit community continue to recover from the COVID-19 pandemic. This program will infuse much needed capital into the local economy, focusing on small businesses and nonprofits with historically disinvested business owners and clients and located in under-resourced areas. This program will also expand access for local small businesses and nonprofits to LA County's vast programs and services, grants, and contracting opportunities and build trust in the public sector to meet community need.
- The EOG will create a single point of entry for small and microbusinesses and nonprofit agencies for this and future grant and loan opportunities through DEO and its Office of Small Business, streamline applications between State and ARPA funds to make it easier to apply and access resources, and include robust and targeted outreach and assistance to identify prioritized organizations and guide applicants every step of the way. The EOG makes it easy to apply for available grants today and get on-demand application assistance, which includes one-on-one support virtually and in person. DEO has received an additional \$5 million for EOG through ARPA Tranche 2, which will increase the total grant amount above \$54 million.

» Outreach and Communications

- DEO is leading digital outreach (toolkit available at socialpresskit.com/countyofla), targeting the department's list of 150,000+ subscribers and engaging diverse networks and partners including County departments, America's Job Centers, Councils of Government, Chambers of Commerce, Town Councils, economic development organizations and more.
- DEO, with its community and business service partners, is coordinating field outreach in high need areas in each Supervisorial District (SD) to better reach those businesses and nonprofits who are most impacted by the pandemic and have limited capacity and access to EOG.
- SBDC is hosting monthly virtual and in-person EOG webinars in each SD and Countywide, targeting their lists of **160,000+ subscribers**, and conducting direct calls to **11,000 targeted small and microbusinesses** with their local partner agencies' support. SBDC will engage at least 18,000 businesses, improving readiness for the EOG as well as other County resources.
- DEO will start press outreach for the program via the County's Ethnic Media Briefing (scheduled for 1/26/23) and a dedicated EOG press conference (TBD on or around 2/23/23).
- DEO is pursuing additional paid marketing strategies and linking to other ARPA-funded programs and outreach to businesses between now and December of 2024.

» Application Details and Instructions

- The EOG will launch in two phases, prioritizing early grants for our smallest and most vulnerable microbusinesses under \$50k in revenue in phase 1. DEO will launch the phase 1 application for microbusiness grants, funded by the State, on **January 25**. DEO will then launch the phase 2 application for small and microbusinesses and nonprofits funded by ARPA on **February 23**.
- **Phase 1: Microbusinesses (\$2,500 per grant)**

Phase 1 is for microbusinesses and will open on January 25, 2023, and stay open for at least 30 days or until funds are expended.

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Application Details and Instructions (Cont'd)

- Eligible microbusinesses must have less than \$50,000 in annual gross revenue and be in County of Los Angeles including the City of Los Angeles. All other eligible businesses and nonprofits can apply in Phase 2.
- Phase 2: Small businesses (\$15,000 or \$20,000 per grant) and non-profit organizations (\$20,000 or \$25,000 for nonprofits)**
- Phase 2 will continue to include microbusiness throughout the County and will expand to small businesses and nonprofits on February 23, 2023, and run at least through May 20, 2023, or when available funds are expended.
- The application will be available at the EOG Program website: grants.lacounty.gov.
- At the the website, constituents may see open and upcoming application opportunities and access a variety of instructional videos and demos, live webinars and events across the County; they can also access 1:1 application support in multiple languages with our partners via the **EOG Application Assistance Center at 833-364-7268**, and via grants.lacounty.gov and by direct street-level outreach.
- Applicants will receive an immediate email confirmation upon submission and an approval email with any additional information needs within 10 days. To make changes to applications within five days, or for portal support or technical issues, applicants should call **EOG tech support: (866) 238-0516**.
Successful applicants will receive notice of grant award within 30 days of submission.

Eligibility and Qualified Applicants

- The EOG reduces applicants' need to review eligibility across a variety of grant programs. If a business or nonprofit meets the basic eligibility outlined below for the State and ARPA grants, DEO and our providers will verify total eligibility and position the applicant for the best grant available for them.
- Eligibility Requirements include:**

For microbusinesses applying during Phase 1 & Phase 2:

- Must have a physical location and is headquartered in Los Angeles County.
- Is currently active and operating since at least December 2019.
- Significantly impacted by the COVID-19 pandemic.
- Had less than \$50,000 in revenue in the 2019 taxable year
- Has fewer than 5 full-time equivalent employees currently and in the 2020 taxable year based on self-attestation on a valid application.
- Had fewer than 5 full time equivalent employees in 2019 based on tax filings.
- Owner must provide an acceptable form of government-issued photo ID such as:
 - Driver's License
 - State ID or Foreign ID
 - Passport or Foreign Passport
- Owner applying for the grant must be the majority owner and manager of the qualified microbusiness and the qualifying microbusiness must be the owner's primary means of income in the 2019 taxable year.
- Owner must not be ineligible from participation in the California Small Business COVID- 19 Relief Grant Program or have already receive a grant through this program.

For Small Businesses applying during Phase 2:

- Small Businesses must have annual gross revenue of under \$2M
- Priority on food industry business types
- Additionally, street vendors, sole proprietors, LLCs, LLPs, other for-profit structures are eligible business types
- Must have brick-and-mortar location in LA County (excluding City of LA and street vendors)

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>> Eligibility and Qualified Applicants (Cont'd)

➤ Necessary documentation for the Microbusiness application includes:

- Applicant Certification
- Signed and unaltered Federal 2019 Tax Returns (All Pages must be submitted)
- Official filing w/ the California Secretary of State (must be active) or a local municipality, as applicable for the business, verified through:
 - Articles of Incorporation
 - Certificate of Organization
 - Fictitious Business Name Filing
 - Professional License
 - Government-issued business license (if current license is unavailable, an expired license with proof of renewal payment made)

>> Application Assistance

➤ All applicants are encouraged to visit the EOG Program website: grants.lacounty.gov.

➤ The website provides links for application assistance and support, which will be provided by SBDC and partners from launch day until total EOG Program funds are expended and includes:

Level 1

Online and live webinars to guide applicants through the process

Level 2

EOG Application Assistance Center at **(833) 364-7268** to speak directly with a business counselor to answer any questions.

Level 3

1:1 virtual or in person sessions with SBDC business counselors

Level 4

In-person local community engagement events and street team drop-ins

➤ Assistance is available in the following languages: Arabic, Armenian, Cantonese, Mandarin, Russian, Spanish, Tagalog, Farsi, Hindi, Japanese, Khmer, Korean, Thai, and Vietnamese.

➤ To make changes to applications within five days, or for portal support or technical issues, applicants should call EOG tech support: **(866) 238-0516**.

>> Phase Two Documents for Small Businesses & Non-Profits

➤ Necessary documentation for the small business and non-profit application includes:

- Application Certification
- Signed federal 2019 or 2020 or 2021 tax returns (Form 990 for nonprofit types)
- Copy of IRS Tax filing 501c3, 501c4, & 501c6
- Current business license. If current license is not available, expired business license with proof of renewal payment made.
- Copy of inspection grade card issued by the Public Health Department showing minimum grade of "C" or City of Long Beach Inspection Summary Report showing business in good standing.
- Bank Account or Voided Check (required)
- Government-issued photo identification for business principals
- SOS Filings based on business structure/ Organizational documents. To issue grant award payments in a timely manner, it is imperative that applicants submit applications with information that matches what has been filed with the Secretary of State. To file a Statement of Information with the Secretary of State, please visit: lcbizfile.sos.ca.gov/SI. Please plan accordingly and consider filing electronically when possible. Please see Secretary of State website for processing timeframes.

Sole proprietor

Fictitious name filing, if applicable

Corporations

Filed State of California Secretary of State Statement of Information (SOI) showing all officers. Provide copies of all filed amendments to the SOI. Two officers will be required to sign the Grant Agreement.

Limited Liability Companies (LLC)

Secretary of State Statement of Information (Limited Liability Company) forms LLC-1 and LLC-12, and LLC-2, if applicable.
§ Operating Agreement

Partnerships

Provide a copy of the signed Partnership Agreement

➤ IRS Forms 941 for Quarter 3- 2020 or payroll documentation to verify employee size

IRS 501(c)(3); 501(c)(4); 501(c)(6) filing

department
of economic
opportunity

COUNTY OF LOS ANGELES

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A Snap Shot

- \$54 million across 6,800 grants for micro/small businesses and nonprofits
- Combines one State and four ARPA grant programs and creates a single point of entry for this and future grant and loan opportunities.
- Focuses on small businesses and nonprofits with historically disinvested business owners and clients in under-resourced areas.
- Provides application assistance to guide them every step of the way, including webinars, phone support, 1:1 virtual or in person sessions and local community events.
- Phase 1 launching January 25th for microbusinesses (less than \$50k in revenue and less than 5 employees)
- Phase 2 launching February 23rd for small businesses and nonprofits
- All potential applicants are encouraged to visit the EOG Program website to apply or obtain application assistance.
- Businesses and nonprofits must be established prior to December 31, 2021
- Application website: grants.lacounty.gov
- Application Assistance Center: 833-364-7268
- EOG Tech Support: 866-238-0516