

OUTDOOR BUSINESS ACTIVITY GRANT PROGRAM GUIDELINES

The Outdoor Business Activity Grant Program, administered by Salt Lake City Corporation's ("City") Department of Economic Development ("DED") is designed to assist restaurant and retail businesses expand their services and operations outdoors by providing funding for or reimbursing costs associated with "outdoor business activities." These activities include outdoor retail, dining and bar operations, on both public and private property, that allows businesses to serve more customers during surges in the pandemic or as part of ongoing economic recovery from the pandemic.

Grant funding will be used to cover costs for items such as outdoor patio materials, furniture, fixtures, equipment and City-related fees. Applications will be reviewed and scored to determine whether the grant application meets grant guideline requirements and funding availability. Businesses are required to define a clear description of their business operations, project description, and documentation detailing how the grant funds will be used.

1. Definitions

Fixed Business Location: A permanent place of doing business in this state, such as an office, warehouse, storefront, or similar location owned or controlled by an employer.

Open Streets: An event that closes a City street to cars, allowing pedestrians to use the street and businesses to utilize the sidewalk for Outdoor Business Activities.

Outdoor Business Activities Any retail, or restaurant activity, include retail sales, retail services, or outdoor dining, that would typically occur inside a building or structure but is operating outside and adjacent to the anchor business.

Qualifying Business: A business that meets the Eligibility Criteria described in Section 2.A herein and that has applied for grant funding for one or more Qualifying Use(s) of Funds, as described in Section 2.C herein.

Temporary Business Permit: A temporary permit, issued by Real Estate Services, which offered a prorated, monthly fee to businesses leasing City right-of-way for outdoor dining and retail. This permit was created in response to the COVID-19 pandemic under City Emergency Proclamation and expired in May 2021.

2. General

A. Funding

The City has allocated \$100,000 which will be used to directly fund qualifying businesses. The funding amounts available for each project are as follows:

- Outdoor Business Activities: up to \$5000
- Open Streets events: up to \$10,000

Grant funds will be issued to fund or reimburse the grantees costs associated with Outdoor Business Activities and Open Streets events. The applicants are required to submit bids, quotes, invoices, receipts, or proof of purchase before being issued grant funds. Funding is dependent on meeting application criteria, approved use of funds, and availability of funds.

B. Eligibility Criteria

To be eligible for the Outdoor Business Activity Grant Program a business must:

- Be located within Salt Lake City limits: Review Salt Lake City boundaries here: <https://www.slc.gov/council/find-your-council-member/>
- Have a current Salt Lake City Business License
- Operate out of a Fixed Business Location
- Be defined as in-person retail, restaurant, or bar
- Request reimbursement/funding for costs, including Temporary Business Permits, accrued as of April 1, 2021

C. Qualifying Use of Funds

Grant funds must be used to fund or reimburse costs associated with Outdoor Business Activities, including dining and retail. These uses will be reflected in the Budget section of the application. The following uses of funds qualify for grant funding:

- Outdoor dining/retail furniture, fixtures and equipment (tables, chairs, barrier/patio building materials)
- Personal Protective Equipment (PPE)
- City fees related to outdoor dining (i.e. Temporary Business permits, Use and Fire Operational permits, Outdoor Revocable permits, Building Permits, Special Events permits, encroachment permits)
- Open Streets event costs

D. Diversity, Equity, and Inclusion

To ensure the grant program is available to all potential applicants, DED has instituted the following measures to ensure the program is equitable, transparent and inclusive:

- 20% of funds (\$20,000) is set aside for businesses located west of I-15.
- Application materials will be provided in multiple languages.
- Online and paper applications will be accepted.
- Application assistance will be provided by DED and The International Rescue Committee for applicants in need of translation or other specific needs.

These measures were developed and approved by the Salt Lake City Mayor's Office of Equity and Inclusion are aligned with the SLC Citywide Equity Plan.

D. Outreach and Engagement

To promote the grant program within the community and to ensure engagement and access to all qualified businesses, DED will take the following measures:

- Provide physical promotional materials i.e., flyers, paper applications
- Host online promotion and applications on the department website
- Social media engagement
- Promotion through community partners and business associations
- Multilingual promotional materials and applications distributed through culturally-diverse partner organizations
- Promotion to all businesses that accessed City permits for Outdoor Business Activities after April 1, 2021

3. Grant Criteria

A. Application Information

The following information will be required for each grant application:

General:

- Applicant/Business Name
- Business Location
- Demographic Information (optional)
- Amount requesting (\$100 – \$10,000)

Business Description: Provide a summary of the type of business, and their general operations, applying for the grant. Description must include:

- Address of business' Fixed Business Location
- Proof of current Salt Lake City Business License
- Number of employees

Project Description: Describe the project for which grant funds are requested. If applicant previously hosted an Open Streets Event, please include a description of participating artists, where and when the project took place, what types of arts activities were offered, and how the requested grant funds were used.

Use of Funds: Outline the costs associated with the project. Applicants must provide the following:

- Vendor
- Qualifying Use of Funds type (building materials, furniture, fixtures, equipment, and permits)
- Invoices, quotes, bids, receipts and/or proof of purchase

B. Application Deadline

APPLICATIONS ARE DUE BY MAY 30, 2023

Applications must be complete to be considered for funding. Incomplete applications will not be considered. Qualifying applicants will be approved for funds on a first-come, first-served basis, provided the City has grant funds available.

C. Review Process

Applications will be reviewed by the Grant Administrator (the “Administrator”). The Administrator is Salt Lake City Corporation staff; the Administrator will meet to review grant applications on a first come, first serve basis.

The Administrator will review applications and award grantees provided the completion of the three sections of the application described in Section 4.A., herein. Once the application is complete the Administrator will conduct a review to confirm the applicant meets eligibility criteria and approved use of funds. Funds are limited and grants will be awarded based on application requirements being met and the availability of funds. Grantees will be notified upon final approval.

4. Grant Funding

A. Grant Funding Requirements

The following is required to receive grant funding. Checks will be issued once all requirements are met:

- Each applicant must complete and sign the Grant Agreement
- Use of funds are supported by invoices, receipts, and/or bids
- Issuance of permit(s) (if applicable)