



*a town for a lifetime*  
**IRONDEQUOIT** *New York*

**Irondequoit RISE Program**

*Revitalizing Irondequoit's Small business Economy*

The COVID-19 health crisis has created an unprecedented burden on businesses located in the Town of Irondequoit, with the abrupt closing of the nation's economy. The Town of Irondequoit has created a small business grant program intended to provide working capital for Irondequoit small businesses which have been adversely impacted by the COVID-19 health crisis. The "Revitalizing Irondequoit's Small business Economy" or RISE program will use supplemental funds to the Town's Community Development Block Grant (CDBG) made available from the Coronavirus Aid, Relief and Economic Security (CARES) Act.

Funding from the RISE program is not to be used for revenue loss or expenses incurred as a result of the COVID-19 economic shutdown; instead, it should be used for costs necessary to help businesses as they re-open and restore operations. This grant funding is available for businesses that were not allowed to remain open under the NY PAUSE Executive Order, those that experienced severe operations limits under NY Pause guidelines, as well as those that remained open during the COVID-19 economic shutdowns.

**PROGRAM DETAILS**

**Available Funding: \$340,000**

**Grant Amounts:**

**\$5,000** - Businesses with over 5 full-time equivalent (FTE) employees

**\$2,500** - Business with 5 or fewer Full-time equivalent (FTE) employees

**ELIGIBILITY**

In order to receive RISE funds from the Town, a business must:

- Be located in the Town of Irondequoit, and have a "brick-and-mortar" business location that is not a home address
- Be established in the Town of Irondequoit as of March 15, 2020
- Be able to document economic loss as a direct result of the COVID-19 health crisis. The simplest way to document comparable sales or revenue between April 2019 and April 2020. For businesses that have not been in operation for one-year, the Town will accept other forms of documentation.
- Not have any outstanding taxes, including: State and Federal income and withholding taxes, sales tax and local property taxes

- Be in compliance with all applicable town and state regulations (e.g. no open Town Code violations or current county/state violations)

**Ineligible businesses include:**

- National Chains
- Non-profit organizations
- Franchises of State/Regional Businesses with 10 or more locations in New York State
- Banking Institutions
- Commercial Real Estate companies
- Medical offices

**ELIGIBLE EXPENSES**

The RISE Grant program is intended to be used for **future** working capital expenses that are necessary to allow the business to continue its operations, including but not limited to:

- Inventory
- Insurance
- Utilities
- Mortgage or Rent payments
- Staff salary/wages
- Equipment, Supplies or contracted services necessary to operate in compliance with state and local social distancing guidelines

**Within 12 months, grant awardees must provide documentation to the Town of Irondequoit demonstrating that grant funds were used for eligible expenses.**

**INELIGIBLE EXPENSES**

- Funding may NOT be used to cover expenditures which were incurred prior to executing a Grant Agreement with the Town
- Funding may NOT be used to cover the following expenses:
  - past-due mortgage or rent payments (as of the month immediately preceding application)
  - owners' salaries
  - travel expenses
  - delinquent property or sales tax payments
  - any other expenses the Town, at its discretion, may deem unessential towards continuing operations of the business

## **SELECTION CRITERIA**

**Eligible Applications will be selected based on the following:**

- Completeness of application
- Degree to which economic loss can be attributed to the COVID-19 health crisis
- Degree to which financial documentation provided supports the funding request
- Degree to which funds provided will help to restart and/or maintain business operations, and maintain employment

**This program has limited funding. Applications will be reviewed, and grants will be awarded on a first come, first served basis.**

## **APPLICATION INSTRUCTIONS**

- Applications will be accepted on a rolling basis beginning June 18<sup>th</sup> 2020
- Applications should be sent via e-mail to Alex Hipolito at [AHipolito@Irondequoit.org](mailto:AHipolito@Irondequoit.org), beginning June 18th, 2020 or mailed to:

Town of Irondequoit  
1280 Titus Avenue  
Rochester, NY 14617  
Attention: Alex Hipolito

- Application and Certification Forms available on the Town's website are provided as fillable PDF forms. Please consider using typing in your responses using these forms to make your application as clear as possible.
- Both the Application and Certification forms must be completed and signed/initialed
- Documentation demonstrating loss of business due to the COVID-19 pandemic, and resulting NY PAUSE economic shutdown, must be included.:
  - Documentation of loss of revenue may be presented through comparable sales/revenue reports for April 2019 and April 2020
  - Sufficient documentation may include ordinary records maintained by businesses, including but not limited to: sales reports, account statements, contracts, purchase orders, bills, invoices and other similar documentation
- Funding is available on a first-come, first-served basis
- Incomplete applications will not be considered. Please use the checklist below as a reference for completing your application
- Questions should be emailed to [AHipolito@irondequoit.org](mailto:AHipolito@irondequoit.org)

**RISE Complete Application Checklist**

- ✓ Complete Business and Business Owner Information. If the application is being completed by anyone other than the owner, please include their name and email in the “Application Representative fields.
- ✓ Complete each of the Grant Eligibility Questions by answering Yes or No. When asked to provide dates, please be as precise as possible.
- ✓ Provide documentation proving the number of FTE employees from your most recent payroll period
- ✓ Be sure to continue to Page 2 of the application! Only completed applications will be considered for grant awards.
- ✓ Describe your business’s Reported Loss resulting from COVID-19 *and provide documentation detailing the Total Dollar Amount.* The easiest way to demonstrate reportable losses is by providing comparable documentation from 2019 and 2020 demonstrating year-over-year adverse impact.
- ✓ Describe the Proposed Expenses for which any grant funding will be used and provide documentation for such expenses. Expense can include utilities, inventory, insurance, rent/mortgage, staff salary/wages, equipment, supplies or contracted services necessary to operate in compliance with state and local social distancing guidelines. Funding may not be used for Ineligible Expenses described above.
- ✓ Explain how this funding will help you retain jobs, particularly those of low-to-moderate income employees
- ✓ Sign and Date the Application Certification
- ✓ Complete the RISE Certification Form by reading, initialing, and dating each of the four sections.
- ✓ You must also complete the RISE Program Certification for your application to be considered complete!
- ✓ Read each certification and provide Initials and Date.
- ✓ Send the Program Application, Program Certification, and any supporting documentation to Alex Hipolito via email ([AHipolito@Irondequoit.org](mailto:AHipolito@Irondequoit.org)) or mail to Town of Irondequoit, 1280 Titus Avenue Rochester NY 14617 C/O Alex Hipolito