



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

Irondequoit RISE Program Phase II *Revitalizing Irondequoit's Small business Economy*

The COVID-19 health crisis has created an unprecedented burden on businesses located in the Town of Irondequoit. These challenges have been exacerbated by the recent increase in local cases, resulting in some parts of Irondequoit being designated as “Orange Zones” under New York State’s Cluster Action Initiative. This designation has resulted in many businesses being forced to shut their doors or limit their operations.

Building off the success of the *Revitalizing Irondequoit's Small business Economy* (RISE) Program, the Town of Irondequoit is offering affected small businesses additional financial assistance through the RISE Phase II Program.

RISE Phase II will provide grants up to \$7,000 to businesses located in Orange Zones which experienced a financial loss due to their business operations being closed or modified. These Phase II grants are available to businesses which have received other COVID-related funding, including through the original RISE program.

RISE Phase II 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 RISE Phase II 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 overhead/capital costs necessary to help businesses until they can safely resume operations.

More information about New York State’s Cluster Action Initiative is [available here](#)

RISE PHASE II PROGRAM DETAILS

Grant Amounts:

\$7,000 - Businesses with more than 5 full-time equivalent (FTE) employees

\$3,500 - Business with 5 or fewer Full-time equivalent (FTE) employees

ELIGIBILITY

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

- Be located in an Orange/Red Zone within 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 Orange/Red Zone designation on or after November 25th 2020. Businesses may have to submit supporting financial records showing sales figures from both before and after the designation of their business as being in an Orange/Red Zone.
- 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. Additionally, funding received through RISE Phase II MAY NOT be used for the same expense as any funds receiving through the initial RISE Program. Businesses which received RISE funding and are applying for RISE Phase II funding must provide any outstanding documentation for expenditure of funds before their Phase II application can be considered.

INELIGIBLE EXPENSES

- Funding may NOT be used to cover expenditures which were encumbered 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 designation of Orange/Red Zones under the New York State Cluster Action Initiative
- Degree to which funds provided will help to restart and/or maintain business operations, and maintain employment
- Degree to which financial documentation provided supports the funding request

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 December 8, 2020
- Applications should be sent via e-mail to Alex Hipolito at AHipolito@Irondequoit.org, beginning December 8, 2020 or mailed to:

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

- The application available on the Town's website is provided as fillable PDF form. Please consider typing in your responses using these forms to make your application as clear as possible.
- The application must be completed and signed/initialed
- **Documentation demonstrating loss of business due to designation in an Orange/Red Zone should be included:**

- Documentation of loss of revenue may be presented through comparable sales/revenue reports for October/November 2020 and November/December 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 directed Alex Hipolito at 336-6029 or 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.
- ✓ Provide documentation proving the number of FTE employees from your most recent payroll period
- ✓ Complete each of the Grant Eligibility Questions by answering Yes or No. When asked to provide dates, please be as precise as possible.
- ✓ If your business has previously received funding through the RISE Program, please be sure that you have submitted the required documentation showing how those funds were spent. If you have received funding through the RISE program and have not yet provided documentation, your business cannot be considered for RISE Phase II funding.
- ✓ Be sure to initial and date the certification questions on page 2 of the application. Your application cannot be processed unless these are complete.
- ✓ Send the Application and any supporting documentation to Alex Hipolito via email (AHipolito@Irondequoit.org) or mail to Town of Irondequoit, 1280 Titus Avenue Rochester NY 14617 C/O Alex Hipolito