



Denver Business Impact Opportunity Fund 2022

**Grant Application
Technical Assistance Session**



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY

Virtual Meeting Housekeeping Notes

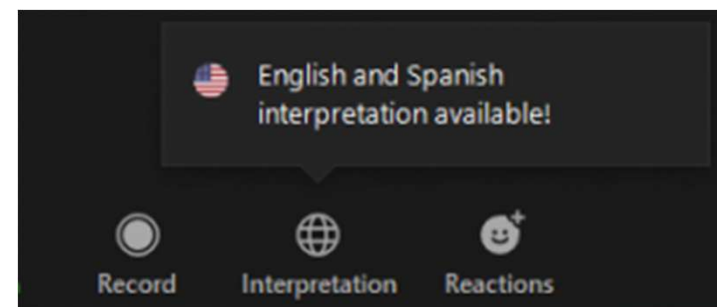
- Your video is turned off and your microphone is muted
- The Question & Answer (Q&A) function is open and at the end of the presentation, we will answer as many questions as possible
- Questions specific to your business application will not be addressed in this session, but you can reach out to our team for technical assistance
- Throughout the presentation, you may submit a question using the Q&A function in the bottom center of the Zoom window:

Virtual Meeting Housekeeping Notes

Language Interpretation

Interpretación en su idioma

1. For interpretation, please connect using a tablet, computer, or your smartphone with the zoom app.
2. Go to the globe icon in the bottom right of your screen.
3. Select the language of your preference.



1. Para escuchar la interpretación haga el favor de conectarse usando una tableta, computadora, o su celular con el app de Zoom
2. Pulse el ícono del globo en la parte inferior derecha de su pantalla o los tres puntos en el app de zoom.
3. Seleccione el lenguaje de su preferencia.

Welcome!

Presenter: Joanne Greek, City & County of Denver

Denver Economic Development & Opportunity (DEDO), Small Business Program
Manager

Host: Dom Williams, DEDO, Business Development Intern

Mile High United Way Team

Cindy Ambs, Michael Burke, Kevin Coffey, Abril Fuentes, Cory Palencia, Portia
Washington

Contact: UFB@unitedwaydenver.org | 720.501.3920

Today's Presentation & Agenda

- This session does not cover all sections of the application but focuses on those parts of the application where businesses have told us they need more assistance
- This session also only focuses on the two grants where revenue loss must be demonstrated: Stabilization grant (pandemic impact) or Anti-Displacement grant (construction impact).
- Eligibility requirements- 15 min
- Review of online application- Specific areas- 30 mins
- Q&A- Remaining time

Overview

- City and County of Denver and Mile High United Way
- The program is designed to address the challenges faced by small businesses that have been negatively impacted by the COVID-19 public health crisis and more severely experienced certain challenges and systemic barriers such as:
 - **Involuntary business displacement:** This includes both the immediate risk of displacement where mitigation is still possible or assisting businesses facing involuntary business displacement resulting from new development where a business is left with no option but to relocate.
 - **Mitigation of construction impacts:** Business readiness for construction and revenue loss resulting from publicly funded construction impacts.
 - **Operating challenges:** Challenges to a business's operations attributed to or aggravated by the COVID-19 public health crisis and systemic barriers that prevent a small business from withstanding economic shocks and/or increasing sales
 - **Community activation and safety:** Safety concerns and space activation activities in designated commercial corridors with high vacancies or significant service gaps

Overview

- The program offers a combination of grants and technical assistance.
- Grant amounts are based on annual gross revenue tiers:
 - Equal to or less than \$100,000: \$7,500
 - Equal to or greater than \$101,000: \$15,000
- Businesses may apply for a **one-time** grant in only **one** of the following categories.
 - **Stabilization Grants:** Mitigate specific operating challenges exacerbated by the pandemic.
 - **Activation Grants:** Establish/renew leases in designated commercial corridor; also under this category, existing or new businesses in these designated commercial corridors may apply for reimbursement of eligible expenses such as security measures and equipment to provide building and surrounding security.
 - **Anti-Displacement Grants:** Alleviate revenue losses resulting from publicly funded construction projects or partial relocation assistance in cases where a business has no option but to relocate because of impending new development.

Eligibility

Business is located in a pre-qualified area as identified on the Denver Recovery Index Map. These are areas of the city identified at high-risk of recovering from the economic impacts of the pandemic.

OR

Business is in one of the following eligible NAICS codes <https://www.census.gov/naics/>. These NAICS codes have been identified as experiencing at least 8% employment loss from pre-pandemic levels.

23 - Construction

32 – Manufacturing (lumber focused)

33 – Manufacturing (mechanical or chemical)

442 – Furniture and Home Furnishings Stores

443 – Electronics and Appliance Stores

448 – Clothing and Clothing Accessories Stores

451 – Sporting Goods, Hobby, Musical Instrument,
and Book Stores

4522 – Department Stores

4543 – Direct Selling Establishments

48 – Transportation and Warehousing

56 – Administrative and Support and Waste
Management and Remediation Services

61 – Educational Services

71 – Arts, Entertainment, and Recreation

72 – Accommodation and Food Services

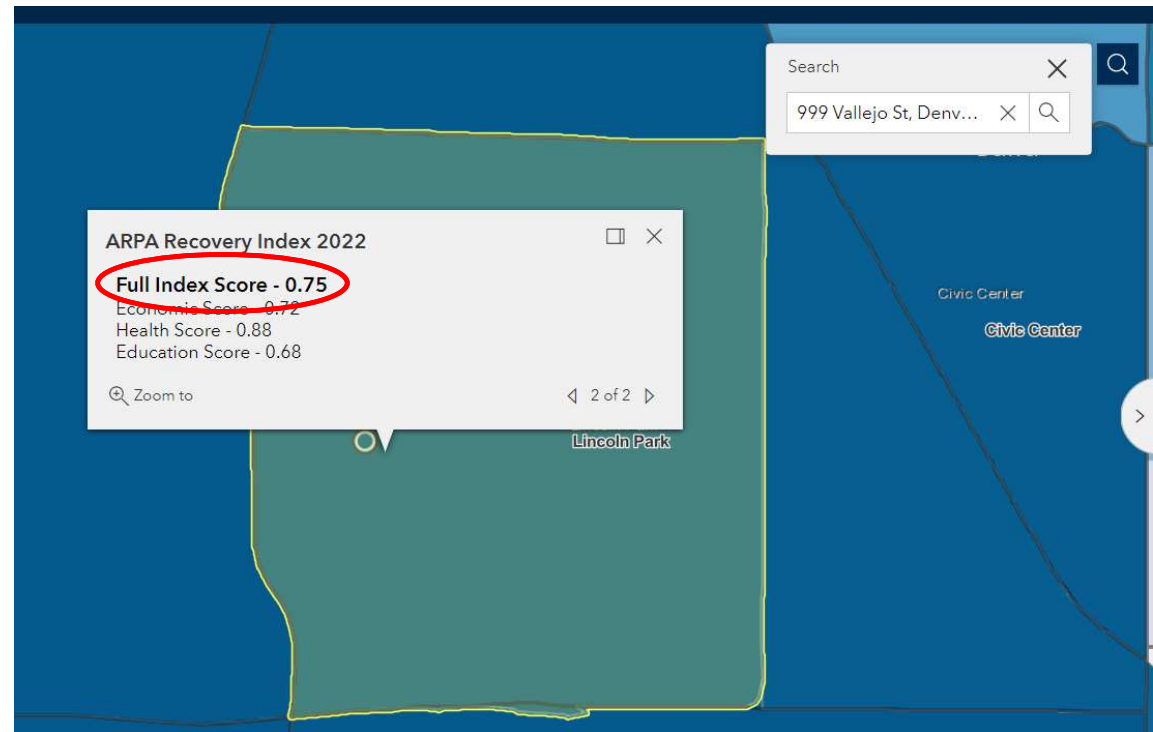
81 – Other Services (except Public Administration)

Additional Eligibility

- Located in the City and County of Denver
- In good standing with the Colorado Secretary of State's office, and compliant with all city, state and federal licensing and taxing authorities.
- \$5m or less in annual gross income in 2021
- Legal business under both state and federal law – no cannabis retail or wholesale
- See the application for detailed requirements for each type of grant

Determining Your Business Location with the Recovery Index Map

- Click on the magnifying glass icon and enter the address of the business in the search field
- As you type the address, the search function will auto-populate
- Once the address appears, select it.
- Double click the area that the business is located within
- Click the arrows on the pop-up window until the Full Index Score appears
- If the Full Index Score is equal to or less than 0.89, your business meets one of the either/or criteria. You may be eligible to apply based on NAICS if not in one of these areas.



Helpful Tips for a Successful Application



1. If applying for the Stabilization or Anti-Displacement grant (impacts from the pandemic or construction), gather your financial documents first.
 - Know what your true revenue decline is – it must be 10% or greater comparing pre-pandemic/construction with during-pandemic/construction.
2. Leave it in draft status if you're not done. Once you hit "Mark Complete" you cannot go back and modify or upload documents
3. Hit "Mark Complete" when finished– do not leave in draft status or your application will not be submitted or reviewed

Helpful Tips for a Successful Application

4. Secretary of State (SOS) registration

- If expired, delinquent or you've never registered, register now because it could take a couple days before your certificate is ready for download.
- SOS registration must match the name of the legal business name or dba/Trade Name
- Why SOS registration?
 - a) the SOS recommends it because it protects you as an individual and limits your liability;
 - b) there are legal and tax benefits for registering your business;
 - c) there are several business assistance programs to which you can apply, e.g., this grant program

Colorado Secretary of State Registration

Acceptable:

What you must upload
should look like this.

However, the Summary is
acceptable too if Status shows as
"Good Standing" or "Effective".

Details			
Name	Marvala LLC		
Status	Good Standing	Formation date	11/28/2017
ID number	20171888380	Form	Limited Liability Company
Periodic report month	November	Jurisdiction	Colorado
Principal office street address	3550 W 38th Ave, Ste 82, Denver, CO 80211, United States		
Principal office mailing address	n/a		
Registered Agent			
Name	Valarie A Mares		
Street address	4673 W 50th Pl, Denver, CO 80212, United States		
Mailing address	n/a		

OFFICE OF THE SECRETARY OF STATE
OF THE STATE OF COLORADO

CERTIFICATE OF FACT OF TRADE NAME

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office,

Marvala LLC

is a

Limited Liability Company

CERTIFICATE OF FACT OF TRADE NAME

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office, a Statement of Trade Name for:

COLORADO BLVD CHIROPRACTIC CENTER

Colorado Secretary of State Registration

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office, Marvala is a Limited Liability Company formed or registered on 11/28/2017 under the laws and requirements of this office, and is in good standing with identification number 20171888380 .

1 This certificate reflects facts established or disclosed by 04/26/2022 that have been posted, and by document 04/27/2022 @ 10:20:20 .

CERTIFICATE OF FACT OF GOOD STANDING

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office,

Great Auto Repairs LLC

2 Limited Liability

Legal Business Name *

Great Auto Repairs|LLC

- 1 The date you download the certificate from the SOS site must be within the past 12 months.
 - o If the date is older than 12 months, it means you haven't filed your annual report, your business is noncompliant, and your registration has expired or is delinquent.
 - o The grant application has links where you can bring your registration current.
- 2 The business name entered in the application should match the certificate.

Colorado Secretary of State Registration

Not acceptable:

- Business license
- Evidence of sales tax license
- Colorado Department of Regulatory Agency license
- IRS EIN (Employer Identification Number) assignment letter

Only one document is acceptable: a Certificate from the Colorado Secretary of State's Office

Helpful Tips for a Successful Application

5. Enter the physical location of the business address; a PO Box will be automatically disqualified. If you have more than one location, complete an application for each location because the neighborhood is a factor in evaluation.
6. If you're a mobile business operating in Denver, you may only claim revenue decline from sales made in Denver. You may be asked to provide evidence of ownership or lease of Denver property such as a kitchen commissary (e.g., food truck) or a parking garage (e.g., pedi-cab) and your sales tax license.

Non-Denver based Mobile Businesses

For example, your home office may be in Aurora, but all or the majority of your operations are within the City & County of Denver.

You may be asked to provide evidence of Denver sales tax payment and evidence of ownership or lease of Denver property, e.g., storage unit for your pedicab or a commissary where you prepare food for your food truck. Only your Denver revenue decline will be considered.



Completing Your Application

- Pay attention to the instructions in the application; Watch for areas where it says not to enter commas or dollar signs
- Upload PDF documents as one document (preferred)
- JPEGs or Excel spreadsheets are acceptable; use the additional upload fields if you need them
- Fields marked with a red asterisk (*) are required
- Please avoid uploading documents that are not requested

Completing Your Application

- Again, know your numbers. Enter the actual revenue from the quarter or 90-day period pre-pandemic/construction and the actual revenue for 2021 or 2022 (during-pandemic/construction).
- **Compare same periods:** Select the correct revenue reporting period. E.g., if you select Q2 of 2019 ensure you select Q2 of 2021 as the correct corresponding revenue period.
- Upload profit and loss statements, income statements or point of sales reports that **match** the self-reported revenues and the corresponding revenue period.
- Hand-written notebooks will be considered if supported by a federal income tax return. Consider trying the various mobile apps that can track your business activity.

Review Process

- We begin review of applications at the close of each round
- It takes about three weeks **after the application round closes** before we inform you of the outcome of your application. You will receive correspondence either way.
- We will focus our efforts on reviewing and processing your and other applications so we can respond in a timely manner

Online Application

Eligibility! Recall that your business must be in an area of the Recovery Index Map that is equal to or less than .89 **OR** in one of the pre-qualified industry NAICS. If neither, a message stating your business is not eligible will pop-up.

Is your business located in a census tract with a Recovery Index of equal to or less than 0.89? *

No

Verify by [clicking here](#). For instructions on how to navigate the map, refer back to the program page.

Is your business classified within one of the following North American Industry Classification System (NAICS)

No

If the business's NAICS code starts with any of the following numbers listed below, respond yes to the question. NAICS Codes: 23, 32, 33, 442, 443, 448, 451, 4522, 4543, 48, 56, 61, 71, 72, or 81. NAICS codes references can be found by [clicking here](#).

Based on your responses above, your business is not eligible for this funding. If you would like to learn about other small business programs and services offered by DEDO, please refer to the [Small Business and Startup Toolbox](#).

If you answer "Yes" to either one, you may apply. Both will be verified by the review team.

Online Application

After you answer questions about your business (ownership, years in business, etc.), you will **select the grant you want to apply for:**

- Stabilization
- Activation
- Anti-Displacement

I am applying for one of the following types of financial assistance for my business. NOTE: You only may apply for one of the following: *

- Stabilization Grant
- Activation Grant
- Anti-Displacement Grant

Depending on your selection, the related questions will appear for you to answer.

Online Application

- The following slides are for the Stabilization grant (pandemic impact) or the Anti-Displacement grant (construction impact) where you must demonstrate 10% or greater revenue decline
- You must provide a minimum of 90 days of revenue to compare from each year, e.g., quarter, 90-days (Dec 2019, Jan 2020, Feb 2020), or annual
- This step is critical– please follow the instructions carefully to give your application the best chance of success
- If you are applying for the Activation grant or the Anti-Displacement grant (business relocation), you **will not** be completing the revenue decline section. There will be different questions for these selections

Online Application

Stabilization Grant (pandemic impact)

In this EXAMPLE:

- Enter your gross revenue *pre-pandemic*: \$10,000
- Select the revenue period: Quarter 4 Select the year: 2019
- Enter your gross revenue *during-pandemic*: \$9,000
- Select the revenue period: Quarter 4
- Select the year: 2021

The screenshot shows two sections of an online application form. The first section is for 'Pre-pandemic gross revenue prior to March 2020 at this location'. The input field shows '\$ 10,000'. A blue callout bubble points to this field with the text 'This number should be higher...'. Below this is a dropdown menu for 'Select the pre-pandemic revenue period you are reporting on. *' with 'Quarter 4' selected, and another dropdown for 'Enter the year of the revenue period above. *' with '2019' selected. The second section is for 'Gross revenue in 2021 or 2022 at this location (the address you are reporting on)'. The input field shows '\$ 9,000'. A yellow callout bubble points to this field with the text '...than this number.'. Below this is a dropdown menu for 'Select the pre-pandemic revenue period you are reporting on. *' with 'Quarter 4' selected, and another dropdown for 'Enter the year of the revenue period above. *' with '2021' selected. A red callout bubble points to the second section with the text 'If it isn't, your business had no revenue decline and may be disqualified.'

Online Application, cont.

Anti-Displacement Grant (construction impact)

In this EXAMPLE:

- Enter your gross revenue *pre-construction*: \$10,000
- Select the revenue period: Quarter 1 Select the year: 2021
- Enter your gross revenue *during-construction*: \$9,000
- Select the revenue period: Quarter 1
- Select the year: 2022

The screenshot shows a form with two sections. The first section is for pre-construction revenue, with a callout bubble stating 'This number should be higher...'. The second section is for during-construction revenue, with a callout bubble stating '...than this number.' and another red callout bubble stating 'If it isn't, your business had no revenue decline and may be disqualified.'

Gross revenue pre-construction for the selected period below

\$ 10,000

Select the pre-construction revenue period you are reporting on

Quarter 1

Enter the year of the revenue period above. *

2021

Gross revenue during-construction for the selected period

\$ 9,000

Select the period you are reporting for during-construction

Quarter 1

Enter the year of the revenue period above. *

2022

Online Application

Stabilization or Anti-Displacement Grant

Upload the financial documents that match the revenue figures you entered. If you entered Q4 2019 and Q4 2021 revenue, your financial documents should reflect those same figures.

Upload financial documentation that supports the revenue loss you reported above.

- A profit and loss or income statement is best.
- Point of Sale reports, sales reports or sales tax reports are acceptable too.
- Documentation must support the revenue periods selected, e.g. quarter, 90-day period, annual revenue)

Financial documentation *

+ Select a file



Additional documents may be uploaded here.

+ Select a file



Additional documents may be uploaded here.

+ Select a file



Online Application

Examples of Financial Documentation: Profit & Loss Statement comparing year

Income Statement December 2019			
	Dec 19	Jan - Dec 19	
Ordinary Income/Expense			
Income			
Sales Income			
Bar	26,223.15	383,835.88	
Food	0.00	0.00	
Total Sales Income	26,223.15	383,835.88	
Total Income	26,223.15	383,835.88	

Income Statement December 2021			
	Dec 21	Jan - Dec 21	
Ordinary Income/Expense			
Income			
Sales Income			
Bar	27,266.20	282,037.13	
Food	0.00	0.00	
Total Sales Income	27,266.20	282,037.13	
Total Income	27,266.20	282,037.13	

Online Application

Examples of Financial Documentation: Federal income tax return comparing year

Form **1120-S** | **U.S. Income Tax Return for an S Corporation** | OMB No. 1545-0123

Department of the Treasury
Internal Revenue Service

▶ Do not file this form unless the corporation has filed or is attaching Form 2553 to elect to be an S corporation.
▶ Go to www.irs.gov/Form1120S for instructions and the latest information.

2020

For calendar year 2020 or tax year beginning , 2020, ending , 20

G Is the corporation electing to be an S corporation beginning with this tax year? Yes No If "Yes," attach Form 2553 if not already filed

H Check if: (1) Final return (2) Name change (3) Address change (4) Amended return (5) S election termination or revocation

I Enter the number of shareholders who were shareholders during any part of the tax year 1

J Check if corporation: (1) Aggregated activities for section 465 at-risk purposes (2) Grouped activities for section 469 passive activity purposes

Caution: Include **only** trade or business income and expenses on lines 1a through 21. See the instructions for more information.

1a Gross receipts or sales	1a 42,126.
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Form **1120-S** | **U.S. Income Tax Return for an S Corporation** | OMB No. 1545-0123

Department of the Treasury
Internal Revenue Service

▶ Do not file this form unless the corporation has filed or is attaching Form 2553 to elect to be an S corporation.
▶ Go to www.irs.gov/Form1120S for instructions and the latest information.

2021

For calendar year 2021 or tax year beginning , 2021, ending , 20

G Is the corporation electing to be an S corporation beginning with this tax year? See instructions. Yes No

H Check if: (1) Final return (2) Name change (3) Address change (4) Amended return (5) S election termination

I Enter the number of shareholders who were shareholders during any part of the tax year 1

J Check if corporation: (1) Aggregated activities for section 465 at-risk purposes (2) Grouped activities for section 469 passive activity purposes

Caution: Include **only** trade or business income and expenses on lines 1a through 21. See the instructions for more information.

1a Gross receipts or sales	1a 29,770.
---	-------------------

Online Application

Examples of Financial Documentation: Sales report comparing Q1



Online Application

Examples of Financial Documentation: Income statement comparing year end

For the month ended 31 December 2019

	Dec-19	YTD
Revenue		
Product Income: Accessories	-	30
Product Income: Clothing	-	330
Product Income: Food/Drink	20	168
Product Income: Juice Bar	276	4,796
Product Income: MyZone	255	3,376
Product Income: Supplements	186	5,151
Products: Books, Videos, Music, Other	-	100
Services Income- E3 Program	32,959	223,283
Services Income: Consultation	-	126
Services Income: Dance	240	5,550
Services Income: Group Fitness	12,821	154,741
Services Income: Outdoor Conditioning	-	2,654
Services Income: Private Training	299	3,749
Services Income: Testing	-	105
Total Revenue	47,056	404,158

For the month ended 31 December 2021

	Dec-21	YTD
Product Income: Accessories	-	31
Product Income: Clothing	-	470
Product Income: Food/Drink	-	14
Product Income: Juice Bar	40	1,098
Product Income: MyZone	(10)	1,820
Product Income: Supplements	121	5,582
Products: Books, Videos, Music, Other	-	820
Riverfront	199	13,349
Services Income: Corporate Fitness	-	500
Services Income: Cycling	-	894
Services Income: E3 Program	11,155	169,675
Services Income: Group Fitness	8,703	113,908
Services Income: Not Assigned	-	1,264
Services Income: Outdoor Conditioning	-	576
Services Income: Private Training	750	15,280
Total Revenue	20,958	325,280

Online Application

Examples of Financial Documentation: Sales tax report (provide three months)



Denver Sales Tax Return Monthly

City and County of Denver
 Department of Finance, Treasury Division
 P.O. Box 660860
 Dallas, TX 75266-0860
www.DenverGov.org/eBizTax

Business Name Account Number Phone Number

[Redacted Business Information]

- ▶ YOU MUST FILE A RETURN EVEN IF YOU HAVE DETERMINED THAT NO TAX IS DUE
- ▶ IMPORTANT INFORMATION IS ON THE BACK
- ▶ INSTRU

SCHEDULE A - SALES TAX CHECK HERE IF THIS IS AN AMENDED RETURN

1	Gross Sales and Services (Total receipts from City activity must be reported and accounted for in every return including sales, rentals, leases, online sales and all services both taxable and non-taxable)	73620	00	ACCOUNT NUMBER	PHON	TAX
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Denver Sales Tax Return Monthly

City and County of Denver
 Department of Finance, Treasury Division
 P.O. Box 660860
 Dallas, TX 75266-0860
www.DenverGov.org/eBizTax

Business Name Account Number Phone Number

[Redacted Business Information]

- ▶ YOU MUST FILE A RETURN EVEN IF YOU HAVE DETERMINED THAT NO TAX IS DUE
- ▶ IMPORTANT INFORMATION IS ON THE BACK
- ▶ INSTRUCTIONS ARE ON THE BACK

SCHEDULE A - SALES TAX CHECK HERE IF THIS IS AN AMENDED RETURN

1	Gross Sales and Services (Total receipts from City activity must be reported and accounted for in every return including sales, rentals, leases, online sales and all services both taxable and non-taxable)	38395	00	ACCOUNT NUMBER	PHONE NUMBER	PERIOD END
						30-April-2020
				TAX TYPE		MEDIA #

Online Application

- Review your entries carefully. As instructed in the application, once you submit the application, you cannot go back and modify it or upload additional documentation. Select “Save Draft” if you anticipate going back and adding information.
- If you leave it in Draft status, you must complete and submit the application before the round closes, otherwise, it stays in Draft status and will be disqualified.
- Hit “Mark Complete” – when you are done.
- We cannot modify your application or upload additional documentation sent outside the application portal.
- Once the application is closed, you cannot log in to see the status of your application, i.e., if it was accepted or if your business was awarded. Program staff will communicate the outcome of your application by email once our application review has been completed for all applications.



1:1 Assistance

UFB@unitedwaydenver.org
(720) 501-3920



Questions? Thank You!

UFB@unitedwaydenver.org
(720) 501-3920



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY