

EWDD \$37M for City's small businesses

Hello – To support struggling for-profit small businesses, the Mayor and City Council, through the 2021-2022 budget process, allocated fifty million dollars (\$50 million) in American Rescue Plan Act (ARPA) funding to implement a series of programs that promote a strong and equitable economic recovery in the City, consistent with ARPA regulations.

EWDD is serving as administrator for this program. Please assist us in informing Angelenos about the upcoming ARPA financial assistance programs, along with guiding them in lining up the required documents in order to apply. Please post the attached “Coming soon!” social media graphics or repost the @LAEWDD social graphics, which we are posting today.

Background information:

In the upcoming weeks, the first round of programs will be announced (tentatively scheduled for late September). A total of \$37 million of “Come Back Checks” will be available for the City’s small businesses.

- \$25M - Restaurant and Small Business Recovery Program
 - Deployment of \$5,000 grants to 5,000 small businesses impacted by COVID-19 including restaurants and other vulnerable industries needing assistance in their economic recovery efforts
- \$12M - Small Business Rental Assistance Program
 - Grants of up to \$15,000 (or six months’ rent, whichever is less) to support rental/lease costs for about 800 small businesses in qualifying industries for both current and arrears rent payments, and to eligible new businesses that need assistance with first and last month rent.

If you have any questions, please let me know.

Thanks in advance for helping us get the word out!*

-Jamie

Below is suggested text for the “Coming Soon” posts.

Twitter: Coming soon! @LACity is launching “Come Back Checks” a COVID-19 financial recovery program. Round #1 offers \$37M for #smallbusinesses! @LAEWDD BusinessSource Centers can help Angelenos prepare applications! Contact: bit.ly/LABusinessSource

Instagram, Facebook and LinkedIn: Coming soon! @LACity is launching “Come Back Checks” a COVID-19 financial recovery program. Round #1 offers \$37M for #smallbusinesses! @LAEWDD BusinessSource Centers can help Angelenos prepare applications! Contact: bit.ly/LABusinessSource

To get started, start gathering required application documents:

- Active Business Registration Tax Certificate (BRTC)

- Recent tax returns (2019-2020)

***Please note, EWDD’s bit.ly/LABusinessSource is case sensitive.**

*Here is the full BusinessSource page link in case your team prefers creating a shorter link in Hootsuite or another application: <https://ewddlacity.com/index.php/local-business/businesssource-centers>

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