

NEWINGTON AMERICAN RESCUE PLAN COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM

Small Business Assistance Program Overview

The Newington Small Business Assistance Program was established to provide financial assistance to eligible Newington businesses and non-profits that have been impacted by the coronavirus pandemic. The Program will provide limited, one-time direct financial assistance to eligible Newington businesses and non-profits adversely impacted by the COVID pandemic. The Program is funded through the American Rescue Plan Act (ARPA) and administered by the Town of Newington. It is intended to help businesses, non-profits and the Newington business community become stronger and prosper.

Who is Eligible to Apply?

- A small business is defined as employing not more than 50 employees and has operations in Newington, CT (Examples: a trade name on file with the State of Connecticut or appearance on the Town's Grand List.)
- A non-profit entity is defined as an entity with a Newington address organized and operated for a collective, public or social benefit (non-profit status may be demonstrated by supplying the organizations CT-990 form or 501(c) incorporation documents.)
- Businesses and non-profit organizations must currently be in and have been in operation as of January 1, 2019.
- Businesses must be in "Good Standing" with the Connecticut Department of Revenue Services and be current on its federal, state and local tax obligations and have no outstanding liens or judgments. Letters of Good Standing (Status Letters) may be requested via www.portal.ct.gov/DRS/TSC/Help-Text/Status-Letter or via paper request (TPG-170).
- Businesses and non-profit organizations must be compliant with the Connecticut Department of Labor Office of Unemployment Assistance and all applicable State and Federal employment laws and regulations, including but not limited to minimum wages, unemployment insurance, workers' compensation, and child labor.
- Non-profit organizations must have proof of 501c status.
- Small Businesses and Non-profit organizations who have not already been awarded an assistance grant from the Town of Newington.

Applicants must self-certify the eligibility requirements on the application.

Eligible Use of Funds

Grant funds may be used for the categories listed below to address costs and expenses associated with the COVID-19 pandemic:

- Payroll costs
- Rent/Mortgage assistance
- Utilities
- Employee protection expenditures
- Costs associated with the compliance of public health measures related to Covid-19
- Costs associated with outdoor dining areas
- Marketing programs to increase business and employee recruitment

What is the Approval Process?

All applications will be reviewed by the Town Manager, Finance Director, Town Planner, Assessor and a member of the Town Council. Program staff will make every effort to ensure timely review of all applications received.

Applications will be evaluated and ranked to ensure the review criteria listed in the following section are met. The extent to which prior financial assistance/relief funds received from other COVID-19 eligible programs at the State or Federal level will also be taken into consideration.

In addition to other documents, please be aware that the following documents may be requested in order to perform a complete and thorough review of applications:

- 2019 & 2020 Business tax returns appropriate to your business
- Form W-9 Request for Taxpayer Identification Number & Certification
- Quarterly Form 941 or CT 941
- Form 990 if a non-profit

Upon approval, an award letter will be issued to each grant awardee specifying the amount of funding, the duration of such funding and any conditions placed on the grant award. A formal Assistance Agreement between the awardee and the Town will be executed.

Review Criteria

Businesses must be able to demonstrate they have been negatively impacted by the COVID-19 pandemic and that grant funds will enable the business to continue to operate and become stronger. The business must present a reasonable likelihood for long-term viability.

Businesses and non-profit organizations must have a clear and specific use for grant funds and demonstrate that such funds will be used exclusively for future expenditures directly related to the COVID pandemic. It is vital to demonstrate economic hardship and demonstrate that operating funds are necessary and sufficient, when combined with other sources, to sustain the organization.

Applications will be evaluated and ranked based on the following criteria:

- A. Application completeness
- B. Application submitted within the allotted time frame
- C. Eligibility qualifications
- D. Economic hardship-negative impact of COVID-19
- E. Use of funds
- F. Documentation to support the amount being requested (the budget/costs)
- G. Impact the grant will have on the business
- H. Viability of the business
- I. Financial need
- J. Prior financial assistance
- K. Certified Minority/Women-Owned Business Enterprise, Certified Small Business Enterprise or veteran owned

Submissions

Applications will be accepted from 8:30 AM October 24, 2022 through 4:30 PM November 18, 2022. **Applications submitted prior to or after this date will not be considered.**

Applications are available at <https://www.newingtonct.gov/2966/Small-Business-Assistance-Program>.

Applications (and all required documentation) are to be submitted via email to jmurphy@newingtonct.gov, with "Small Business Grant Program" in the subject line.

Questions may be directed to:

Janet Murphy, Director of Finance
(860) 665-8525 (office)
jmurphy@newingtonct.gov