



“MANDAN STRONG” BUSINESS MINI MATCH

For Innovation, Adaptability & Diversification

Approved July 7, 2020

Purpose

The City of Mandan is committed to keeping our community vibrant, in part by sustaining and growing the commercial base and business community. To help strengthen small, locally-owned businesses challenged by reduced revenues due to COVID-19, funding from the Mandan Growth Fund (MGF) is being made available to proprietors seeking to implement strategies and take actions to become more innovative and resilient in the face of crisis.

Overview & Procedures

1. Matching funds in the form of a forgivable loan will be offered at a maximum amount of \$3,000 per business seeking to strengthen its business model. A 1:2 match by the applicant is required. In other words, to receive \$3,000 for a project, the applicant will need to commit to an investment of \$1,500 in the project, too.
2. Examples of projects include but are not limited to:
 - a. development of an online presence such as e-commerce websites or social media sites,
 - b. the addition of technology or digital programs to broaden or otherwise enhance customer service and product delivery options,
 - c. creation of outdoor seating spaces, and
 - d. the addition of other products or services to attract more customers or generate more repeat business.
3. The maximum amount allocated from the MGF for the program is \$75,000. The maximum allocation will only be met if enough businesses apply and qualify for the program.
4. Applications received before Monday, July 27, 2020, will be considered in a first round of funding. If funding remains, an additional application round will be held with a deadline of Sept. 14, 2020.
5. Submit applications to the City of Mandan Business Development and Communications Department to Ellen Huber at ehuber@cityofmandan.com or mail/deliver to the department at City Hall, 205 Second Ave NW, Mandan, ND 58554.
6. Tentative schedule for application review:
 - a. Round one applications to be considered by the MGF Committee at a meeting in late July or early August with recommendations forwarded to the City Commission for final consideration by Aug. 18, 2020.
 - b. Round two applications to be considered by the MGF Committee at a meeting in late September with recommendations forwarded to the City Commission by Oct. 6, 2020.

- c. Upon action by the Mandan City Commission and signature on a promissory note, approved applicants will receive 75% of funding. The remaining 25% will be provided after submitting receipts demonstrating correct use of funds and applicant matching dollars within 90 days of application approval to the City of Mandan Business Development Office. Completion of a W-9 form is also required.
 - d. Funding will be structured as an interest-free loan and forgiven as long as the business remains open 12 months after funding approval.
7. Financial information prior to and following COVID-19 business restrictions collected from applicants will be exempt from public disclosure in accordance with N.D.C.C. § 44-04-18.4(5)(b).
8. Through Jan. 1, 2021, an exemption is in effect for the requirement to install an automatic door for recipients of a business incentive from the City of Mandan for the grant or award of funds less than \$5,000.

Eligibility

1. Applicant must have a physical location in a commercial property in Mandan. Home-based businesses are not eligible.
2. Eligible businesses are those forced to cease or drastically reduce business operations because of the governor's executive order. These include but may not be limited to:
 - a. Restaurants, bars and other food service;
 - b. Fitness centers;
 - c. Personal services (hair salons, barber shops, nail salons, tanning salons and other cosmetology related businesses; massage therapy, spas, medispas, tattoo and body piercing),
 - d. Recreational businesses (bowling alleys),
 - e. Event venues and gathering spaces (banquet halls, conference spaces).
3. Other business sectors, including retail, may be eligible if they can document negative impacts from the COVID-19 pandemic.
4. Applicants must have North Dakota ownership and be for-profit businesses. Multi-level marketing businesses will not be allowed.
5. Businesses must have had fewer than 100 total employees on their payroll, including part-time employees, full-time employees, and any employees on leave, for a Mandan location as of March 1, 2020.
6. Grantees must be in good standing with the City of Mandan.
7. Projects are eligible if executed since March 13, 2020 when President Trump issued a declaration of national emergency due to the growing COVID-19 crisis in the United States.

Evaluation Criteria

1. Awards will be based on meeting eligibility requirements. If requests exceed the total amount of funding available, applications will be prioritized according to the following criteria:
 - a. The extent to which the business was negatively impacted by COVID-19. Businesses forced to close or reduce operations will receive priority over those that had more flexibility.
 - b. Businesses with employees or those providing broader public benefits to the community (such as commercial property tax revenue, sales tax revenue, or widely demanded products and services) will receive priority over those only involving self-employment and personal income.
 - c. The degree to which the proposed activity is likely to aid the business in rebounding and remaining open in the future.