

The “At Your Side” Small Business Grant Program Application

This is a preview of the grant application. A link to the online application will be available at mainstreet.org/brother starting at 12pm EST/ 9am PST on Thursday, January 21.

Thank you for your interest in the “At Your Side” Small Business Grant Program.

This Grant Program is an initiative between Main Street America and Brother International to support brick-and-mortar small businesses in Main Street districts as they work to adapt to COVID-19 and prepare for the next phases of reopening across the country, while also helping to revitalize and strengthen older and historic commercial corridors.

Small business applicants may apply for any amount between \$5,000 and \$10,000 USD and the final awards will be awarded on a competitive basis. A minimum of 50 percent of grants will benefit diverse-owned businesses, defined as BIPOC, woman, veteran, disabled, and/or LGBTQ-owned.

Applications will be accepted beginning at 9am PST on Thursday, January 21. Applications will continue to be accepted and considered through 4:59pm PST Thursday, January 28.

Please review the application questions in advance and keep a separate record of your answers, in the event that your work is not saved on the form prior to submission. **We cannot accept changes to your application once it has been submitted, so please review it carefully.** All non-public business and financial information provided in the application will be kept confidential.

Finalists considered for a grant may be contacted by Main Street America for additional information, including financial statements, before being selected as a recipient.

Have questions about the application? Please go to mainstreet.org/brother for information about the program.

All applications will be judged based on criteria including, but not limited to, the following:

- Feasibility of proposal
- Extent to which grant will help address an acute business need or help a business owner implement innovative solutions to address COVID-19-related challenges.
- Opportunity for other businesses to learn from work
- How the grant will help improve the viability of business
- Strength of letters of recommendation and supporting documents

Grant Eligibility Criteria

In order to be eligible for participation, you must meet the following criteria:

- The Grantee must be located in an officially designated Main Street America or UrbanMain commercial corridor. This list is available at www.mainstreet.org/theprograms.

- The applicant’s business must be a business entity in good standing in the state in which it was formed and the state in which it does business.
- The applicant’s business must operate a “brick and mortar” store front since at least January 1, 2020.
- The applicant’s business must employ less than 20 full time employees.
- The applicant must be an owner of the business.
- The applicant must be at least age 18 years or older.
- The applicant’s business must be a for profit business. 501(c)(3) entities and 501(c)(6) entities are not eligible for a Program grant.

Application

- The business the grant will be used on behalf of is a business entity in good standing in the state in which it was formed and the state in which it does business.
 - Yes
 - No
- You have an active business license in the state where you do business.
 - Yes
 - No
- You (the small business applicant) are located in a Main Street America or UrbanMain district? (View list here)
 - Yes
 - No
- You (the applicant) are an owner of the business.
 - Yes
 - No
- You (the applicant) are 18 years of age or older
 - Yes
 - No
- Your business operates in a brick-and-mortar location
 - Yes
 - No
- Your business employs less than 20 full-time employees, including yourself.
 - Yes
 - No
- Your business has been in operation since January 1, 2019. (your business must have financial records dating back to January 1, 2019 to be eligible).
 - Yes
 - No
- Your business is a for profit business and not a 501(c)(3) or 501(c)(6).
 - Yes

- No
- Please read carefully through the [Program Terms and Conditions](#). Do you agree to the Terms and Conditions of this grant program?
 - Yes
 - No

If you answered no to any of the questions above, your business does not meet the eligibility requirements for this grant program. Thank you for your interest.

If you answered yes to all of the questions above, your business meets the eligibility requirements for this grant program.

Diversity and Inclusion Profile

The following questions are optional. Some of the funds will be reserved to provide equitable distribution to a diverse range of business owners. Do any of the following apply to your business? (Check all that apply.)

- My business is considered a:
 - Veteran owned business
 - Woman owned business
 - LGBT Owned Business
 - African American Owned Business
 - Asian-American Owned Business
 - Hispanic-American Owned Business
 - Native-American Owned Business
 - Asian-Pacific America Owned Business
 - Disabled Person Owned Business
 - Service-Disabled Veteran Owned Business

Business Owner's Personal Information

- First Name
- Last Name
- Email Address
- Phone Number
- Business Details
 - Legal Entity Name *(This must match the name associated with your state business license.)*
 - Business Name *(If different from legal entity name)*
 - Ownership Breakdown *(If you are the sole owner you can simply state that; if you have co-owners please list below along with applicable ownership percentage.)*
- Business City

- Business State
- Business Street Address
- Please indicate the Main Street America or UrbanMain district your business operates in.
- Please share a link to your business' website, if you have one
- Please share links to social media accounts you use to promote your business (Instagram, Facebook, Twitter, etc.)
- Please provide a photo of your storefront

Business Overview

- Please provide an overview of your small business.
- Tell us a little bit about yourself. What made you want to be a small business owner? How did you get started?
- When did you formally start your business? Please provide month and year.
- How many full-time and part-time employees does your business currently have?
- Tell us about the impact COVID-19 has had on your business. Have you had to make any physical or operational changes to your business as a result of COVID-19?
- If selected as a grant recipient, how would you use the money to recover from COVID-19 related hardships, or invest in innovative initiatives to adapt to the current environment? Explain how grant funds will help your business remain viable.
- Describe the role your business plays in your community. How does your business give back or engage with the community?

Financial Information

- Please indicate the grant amount that would be helpful to you (between \$5K-\$10K USD).
- We'd like to better understand how you would intend to spend the money. Please create and upload a simple budget that outlines the need and the estimated amount. (For instance, if you ask for \$8,000 for ecommerce and new equipment, indicate that you plan on spending \$5,000 to invest in an online commerce platform and \$3,000 for physical equipment. Ranges and estimates are fine.)
- Please provide your net sales for 2020.
- If you are awarded a grant, you will also be required to submit a final grant report. Will you be able to provide the report? (*Grant reports must be submitted twelve months after receipt of funds. The report should include a description of the final completed project, the impact of the final completed project, and receipts from Grantees confirming expenditure of grant funds in accordance with terms and conditions of the Program. Photo documentation of physical improvements (before and after photos) should be included, if applicable.*)
 - Yes
 - No

Additional Information

- Please share up to two professional references in the form of letters of support for your business. Please include the name, email address, and relationship for each (e.g. a fellow business owner, a mentor, etc.) so we can contact them if necessary. These letters can come from your local Main Street program or Chamber of Commerce, a fellow business owner, a customer, a local elected official, or anyone who you think can speak to why your business should receive the “At Your Side” Small Business Grant. Please do not mail your letters of support.
- Full Name of Reference #1
- Email Address of Reference #1
- Relationship of Reference #1
- Full Name of Reference #2
- Email Address of Reference #2
- Relationship of Reference #2
- Upload letters here.
- Is there anything else you would like the reviewers to know about you or your business? This could include links to customer reviews of your business, or links or clippings of any press or media about your business.
- You can also upload any additional documents you feel might further support your application.

Final Questions

- From time to time, Main Street America engages in research among small business owners. Would you be interested in being invited to participate in future surveys, focus groups, or interviews?
 - Yes
 - No
- Main Street America occasionally sends out emails with resources and information geared toward small business owners. Would you like to opt into these emails?
 - Yes
 - No