

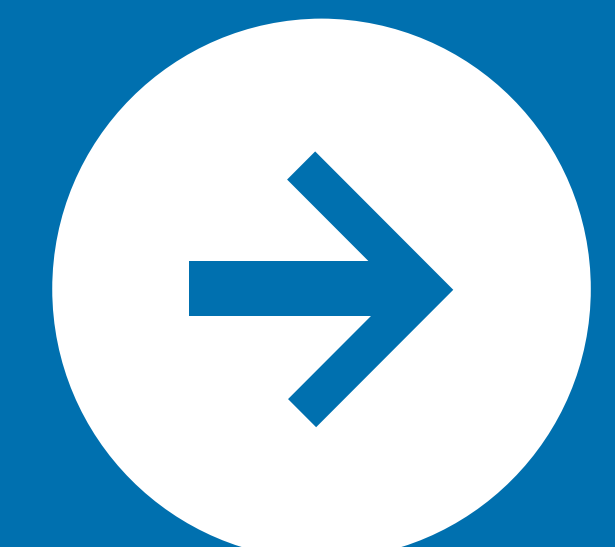
INVESTATLANTA

# City of Atlanta Recovery Fund for Small Business

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June 11, 2024

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Grants to eligible small businesses to support Atlanta's communities, trade, industry and commerce.

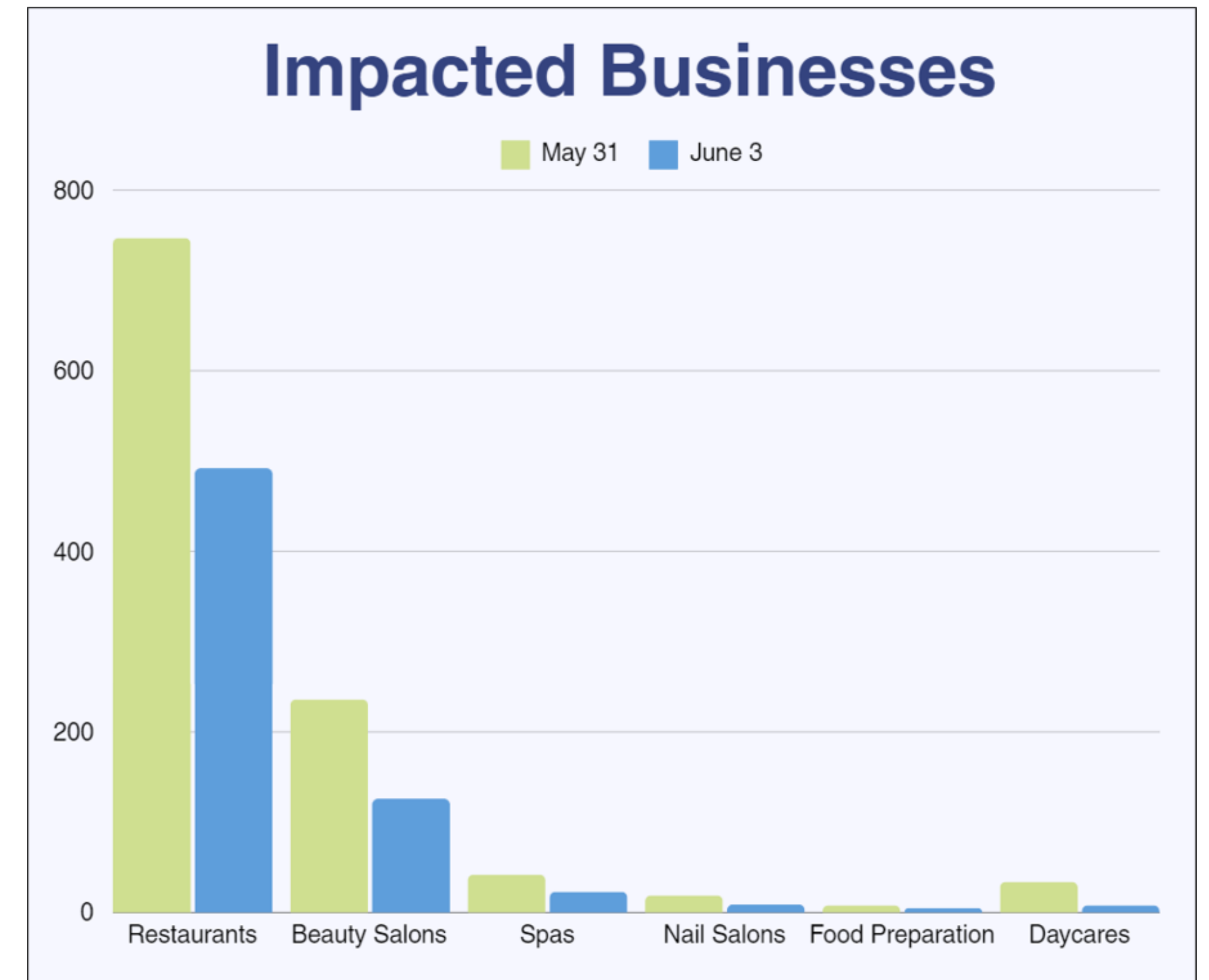
As this is a unique situation in which the City has declared a state of emergency, these grants are to help small businesses recover from the disruption in water service.

1) Data Analysis

2) Direct Outreach to Businesses on Impact

Sample actions in last week:

- Small Business Mixer at Pittsburgh Yards with 100+ businesses
- Executed 6 Mayoral visits to affected businesses in various corridors
- Consulted with organizations, including: GMSDC, 100 Black Men, Our Village United, Atlanta BeltLine, Central Atlanta Progress, and Metro Atlanta Chamber, among others



# Two Step Process

## Step 1:

Prioritization of Businesses

1. Businesses located within the Impacted Areas
  - June 3rd
  - May 31
2. Priority NAICS/Industry codes

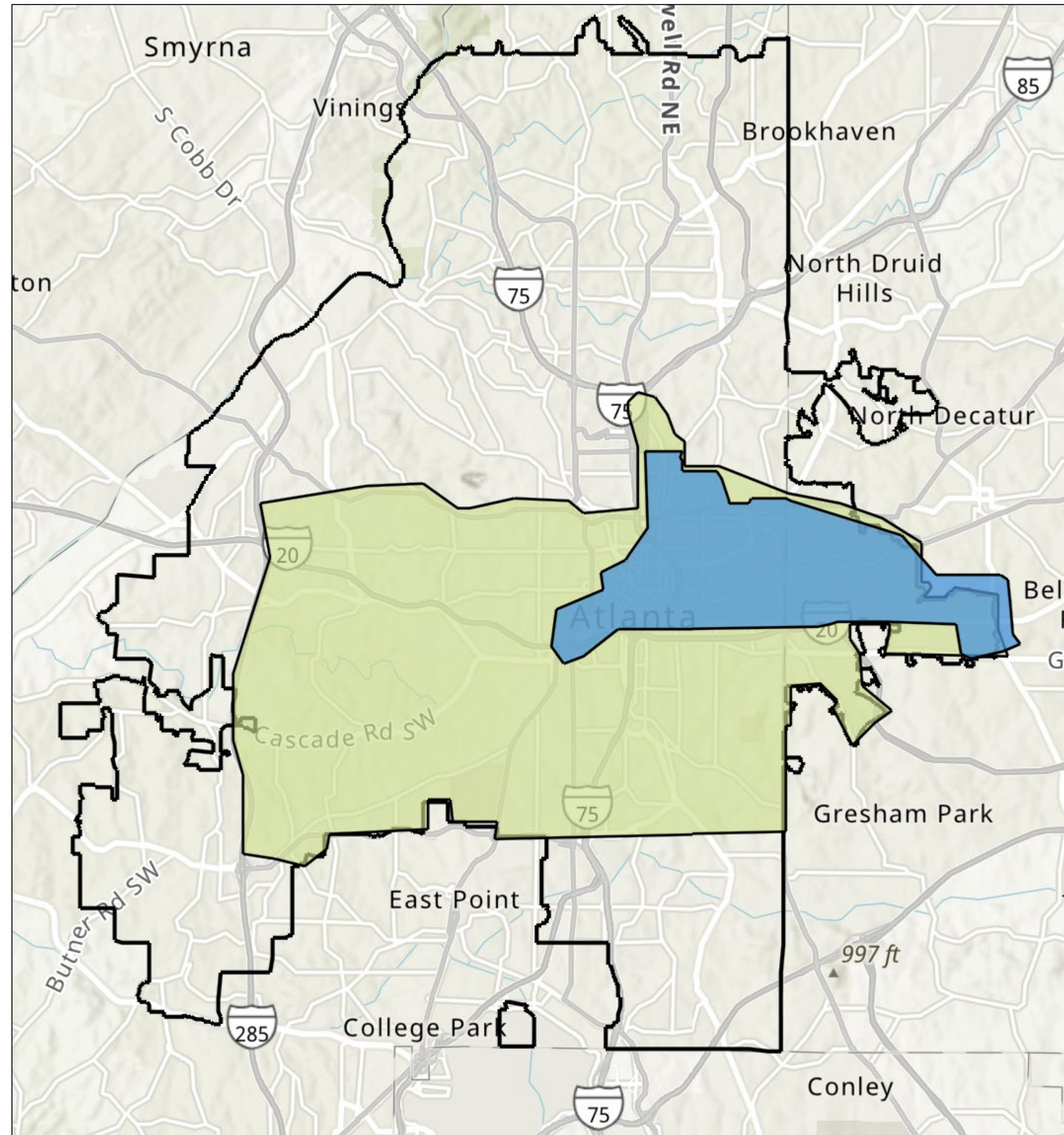
## Step 2:




Award Amount

1. Revenue of the business
2. Number of days closed/impacted

*Each application will be reviewed on a case by case with an appeals process.*

# Impact Area Map



Legend	
<b>Boil Water Advisory June 3rd 2024</b>	
	3,700 registered businesses
<b>Boil Water Advisory May 31st 2024</b>	
	6,960 registered businesses
<b>Atlanta City Limits</b>	
	

- Only businesses with verified addresses within the impacted BWA areas will be approved.
- Priority will be given to industries most directly impacted, including restaurants, beauty salons spas, and daycares
- Application ranking will also consider the number of days the business was impacted
- Businesses must be registered with the Georgia Secretary of State and have an active City of Atlanta business license

## Business Impact by Industry

Date	NAICS Code	Number of Businesses	Description
May 31	722511	747	Full service restaurants
May 31	541611	497	Admin management and general management consulting
May 31	561439	363	Other business service shops (including print shops)
May 31	812112	236	Beauty salons
May 31	531210	21	Real estate agents and brokers
June 3	722511	492	Full Service Restaurants
June 3	541611	269	Admin management and general management consulting
June 3	561439	185	Other business service shops (including print shops)
June 3	531210	133	Real estate agents and brokers
June 3	812112	126	Beauty Salons



**Criterion 1:**

**Businesses closed/impacted for 4 days or more receive more funding**

**Criterion 2:**

**Funding based on the revenue of the business**

**Revenue brackets are recommended as follows:**

- < \$500,000
- \$500,000 - \$1,000,000
- > \$1,000,000

**Combined, we have the following structure:**

- Closed/Impacted 1-3 days, revenue < \$500,000 ~ \$2,000
- Closed/Impacted 1-3 days, revenue \$500,000 - \$1,000,000 ~ \$4,000
- Closed/Impacted 1-3 days, revenue > \$1,000,000 ~ \$5,000
- Closed/Impacted 4+ days, revenue < \$500,000 ~ \$6,000
- Closed/Impacted 4+ days, revenue \$500,000 - \$1,000,000 ~ \$8,000
- Closed/Impacted 4+ days, revenue > \$1,000,000 ~ \$10,000



## Projections from Business License Records

Date	Days Impacted	Revenue Range	Number of Businesses	Relief Grant per Business	Total Cost
May 31	0-3	< \$500,000	476	\$2,000	\$952,000
May 31	0-3	\$500,000 - \$1,000,000	173	\$4,000	\$692,000
May 31	0-3	> \$1,000,000	436	\$5,000	\$2,180,000
June 3	4+	< \$500,000	258	\$6,000	\$1,548,000
June 3	4+	\$500,000 - \$1,000,000	101	\$8,000	\$808,000
June 3	4+	> \$1,000,000	304	\$10,000	\$3,040,000



## Most of the items needed for the application:

- Active business license
- Articles of Incorporation
- Operating Agreement for the corporate bylaws
- Secretary of State registration
- Proof of Revenue: Point of Sale Report for the week prior and the impacted week
- Impact Statement
- Save Affidavit
- Insurance policy
- Proof of damage and/or revenue loss
- Reporting/Compliance affidavit

# Ineligibility

## Expenses:

- Costs already covered through insurance claims

## Business Types:

- Non-profit organizations without for-profit activities
- Businesses that derive any part of their annual gross income (including rental income) (or any of its principal owners) from gambling activities, except in those cases where an otherwise eligible small business concerns obtains less than 1/3 of its annual gross income from its income or commissions from the sale of official state lottery tickets under a state license
- Individuals or organizations who hold real property for passive sale or investment with no active ties to a for profit business with activities at the location
- Home-based businesses
- Businesses from the following industries or types: pawn shops, liquor stores, night clubs, CBD stores, adult business as defined by City Code Section 16-29.001(3)
- Businesses owned or operated by officials or employees of the City of Atlanta or Invest Atlanta
- Corporate-owned franchises

## Touchpoints and Tactics

- Business trade organizations
- Business visits
- Webinars
- In-person meetings
- Mailed post cards
- Email and social media outreach

- June 17 City Council vote
- June 17 Webinar at 5 pm and full outreach program released
- June 20 Invest Atlanta Board vote
- June 24 Application opens
- July 8 Application closes at 5pm
- Week of July 29 Businesses begin to be notified of award

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# Other Programs

1. Small Business Loan Program - Economic Disruption
2. SBA - Economic Injury Disaster Loan Fund (currently in the process of applying for this designation)



Thank you

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