

# TENDERLOIN

EQUITABLE DEVELOPMENT PROJECT

## Retail Storefront Grant Program Frequently Asked Questions

### 1. What is the purpose of the grant?

This grant provides funds to small storefront Tenderloin businesses with the purpose of promoting business growth and development and Tenderloin neighborhood vitality.

### 2. How many and what types of grants are available?

- 3-4 grants of up to \$3,000 for marketing, social media, and technology upgrades
- 2-3 grants between \$3,000 and \$15,000 for larger needs

### 3. What businesses are eligible for the grants?

- Business must be in first floor retail storefronts.
- Businesses must be located in the Tenderloin (area bounded by McAllister, Larkin, Geary, and Taylor Streets)
- Business must fulfill at least one of the following:
  - Providing resources to take care of the low-income community
  - Creating new economic opportunities
- It is preferred that businesses applying for the larger grant have a minimum of 3 years remaining lease term.

### 4. What businesses are ineligible?

- Wholesale
- Any unlawful or unlicensed business
- Any business that has led to recurrent problem of public safety and welfare
- Pay day lenders, check cashing
- Adult entertainment businesses
- Businesses involved in a legal dispute with the City of San Francisco

### 5. How can grant funds be used?

- Any business-related expense detailed in the Individual Development Plan budget (see #10 below)
- As a 25% match for the SF Shines Façade Improvement Grant application

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## **6. Do business owners have to provide a match?**

- Yes, business owner must contribute a minimum of 10% of total costs of item(s) funded through the grant.

## **7. How are grants disbursed?**

- Grants up to \$3,000 are funded as reimbursements.
- Grants over \$3,000 are funded upon presentation of invoice to TEDP for the item funded by the grant.
- After grantee submits proof of expenditure or invoice to TEDP, TEDP will submit this to the City for disbursement of funds.
- TEDP will disburse grant funds to grantee after receiving funds from the City.

## **8. What is the Application Process?**

- Application submittal deadline October 15 (after the first application submittal deadline, future applications will be submitted on a rolling basis until grant funds have been expended)
- Application review of October 15th application by committee completed November 17<sup>th</sup>.
- If future applications are submitted, committee will review on a monthly basis.

## **9. What needs to be included in the Application?**

- You will need to identify yourself and your business and summarize the grant request.
- Attachments to the application will include the following: business license, Individual Development Plan, Maintenance Commitment, and a signed funding acknowledgement.

## **10. What is an Individual Development Plan (IDP)? (see template)**

- An IDP is a plan prepared with guidance of TEDP staff that outlines future plans for business investment, marketing, and growth.
- It includes the following:
  - business objectives, tasks and milestones in three categories: business planning, capitalization, and marketing;
  - revenue and expense targets, critical path actions, a timeline, and a preliminary budget;

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- business owner's tasks necessary to reach objectives identified on a 3, 6, and 12-month timeframe.
- The IDP supporting marketing, social media and technology upgrades will include specific details/ specifications on the items being acquired.
- If the owner does not have the ability to operate and use the technology items to be acquired, TEDP will assist the owner in identify training resources that he/she can use to learn how to use the item.

## **11. How are grant applications evaluated?**

- The decision to grant funds will be based on the description that is included in the application and the IDP.
- Applications will be prioritized if they are included as part of a small business cluster. Clusters can be on intersection corners or in the middle of a block and should take into account and leverage other important public or private investments such as façade improvements, development projects, infrastructure improvements, as well as existing neighborhood assets.
- Applications will be prioritized if they are located in proximity to the following
  - Tenderloin Museum
  - Boedecker Park
  - Turk and Taylor Arts Venues
  - UN Plaza
  - Little Saigon/Larkin Street
- Applications will be prioritized if the business promotes an inviting, vibrant and neighborhood serving environment:
  - Retail: including but not limited to - produce and grocery stores, coffee/tea shops, bakeries, apparel, hobby
  - Commercial Service: including but not limited to - shoe repair, laundry, fitness, hair salons, barbershops
  - Dining: casual and affordable