
NEIGHBORHOOD BUSINESS GRANT REVIEW CRITERIA






Grant Goal

To award grants of up to \$10,000 to fill gaps in funding by prioritizing businesses owned by people of color, immigrants, and women. While small businesses have kept their doors open, there is a significant need for assistance to fund business continuity. This period of recovery is a pivotal point to keep going. We understand that businesses are essential in the fabric of communities. We look for businesses that frame the way they give back to the community they serve. For example, is the business providing hiring opportunities for community members? Does the business donate food to local community? Proposals that focus on both physical and human infrastructure will be prioritized (technical system upgrades, location alterations, hiring support, marketing, training, PPE, etc.). We make grants to barber shops, restaurants, food carts, vegetable stands, eCommerce and other neighborhood businesses. Unlike many financial opportunities currently available to businesses, this program will provide grants rather than loans.

As with every funder, CitizensNYC has a limited amount of funds that we can give out every year. This document outlines how we review applications based on our funding availability.

ELIGIBILITY SCREENING

A 'NO' RESPONSE TO ANY OF THE QUESTIONS BELOW = INELIGIBLE
ANY INCOMPLETE APPLICATIONS ARE NOT CONSIDERED:
NO DOCUMENTS ATTACHED OR A QUESTION(S) NOT ANSWERED.

-  Based in one of the five boroughs of NYC
-  Generating revenue as of January 2020
-  10 or less employees
-  For-profit business
-  Provided proof of business, such as bank statements, tax documents and POS terminal statement

SCORING CRITERIA

20%

NEED

Applicant clearly demonstrates the impact of COVID-19 on their business, and need for funding to sustain its recovery.

Businesses that demonstrate they haven't had access to other loan programs, such as PPP or SBA, will receive a high score.

25%

SUSTAINABILITY AND CONTINUITY

How will the business use this grant to adapt to sustain?

Businesses that demonstrate how they will use the funds to make improvements to ensure long-term sustainability will receive a high score. Some examples include purchasing bikes to increase delivery capacity and purchasing computer equipment that will allow the business to offer virtual programming.

35%

IMPACT

How important to the neighborhood is the service or product provided by the business?

Businesses that partner with other organizations in the neighborhood, donate goods to community members, hire local, and/or demonstrate how they have made an impact on the neighborhood long-term will receive a high score.

20%

CITIZENSNYC FUNDING MAKES A DIFFERENCE

CitizensNYC's grant will have a meaningful impact on the viability of the business.

If the business's need is high, but the overall monthly cost is much higher without a demonstration of other sources of funding, this section is scored low. In this scenario, the need may be high, but the grant will not have a meaningful impact on the business's viability or sustainability past the grant period.