

Coronavirus Relief Fund Grants

July 22, 2020

Economic Recovery Grants

Kent County Small Business Relief Fund

\$25,000,000

The County contracted with the Grand Rapids Area Chamber of Commerce to administer the Kent County Small Business Recovery Fund. The Fund will provide grants of \$5,000-\$20,000 to small businesses to address COVID-19 related losses.

Program status: Ongoing

Outreach

- The Chamber launched the initial outreach about the County's grant program the day after the COVID-19 Subcommittee's allocations for the CARES Act funds were approved by the Commission
- The Chamber contracted with advertisers such as MLive, WZZM, WOOD-TV, El Informador, the Grand Rapids Times, El Vocero Newspaper, VietSong Magazine, and Women's Lifestyle Magazine to promote the program, as well as working with partner organizations to market the grant program
- The Chamber made very specific efforts to reach out to all communities of color
- The Chamber's outreach program continues with an emphasis on identifying geographic areas, business types, and communities that have not yet been submitting grant applications at the expected volume
- The County has asked the Chamber to specifically target outreach to farms and daycare operators, and the Chamber did so beginning last week
- The Chamber is contracting with various organizations and individuals to provide outreach and translation services
- The Chamber has held clinics for the African American and Latinx communities to increase awareness of the grants, assist in completing applications, and overcome perceptions that this is a complicated program like PPP

Applications

- The Chamber began accepting applications on June 22, 2020
- The Chamber is providing assistance to complete the application or who submits an incomplete application. This includes assistance in preparing financial documentation for those businesses who may not have ever had formal financials
- As of July 22, more than 1,600 applications have been received

- Demographics (as of July 17)—63% identify as owned by persons of color:
 - 30.4% of applicants identify as Caucasian
 - 26.4% African American
 - 15.0% Hispanic or Latinx
 - 12.5% Asian
 - 6.9% More than one race
 - 1.4% Middle Eastern
 - 0.2% Native American

- 43% women owned

- As of July 22, these applications were clustered in four industry groups:
 - Services: 48.7%
 - Food/Beverage: 16.6%
 - Retail 12.1%
 - Manufacturing 2.2%

- The Chamber is going to be focusing additional outreach to restaurants (food and beverage) and retail because they have a lower-than-expected representation in the program

Review Committees

- All applications are reviewed by a team of 5 reviewers using an online platform

- Reviewers were solicited from a wide range of community organizations including from area chambers of commerce and local units of government

- Reviewers go through an orientation program and are trained to use the database platform

- County staff has access to review the application information, committee scores, and individual committee members' comments

- The Chamber collates the results and forwards recommendations to the County

Grant Approvals

- County received initial recommendations for grants of \$2.445 million to 354 applicants last week

- Review committees declined 46 applications, and County staff asked that those that received at least two positive committee votes be submitted to a second committee for a second review

- County asked for clarification on 2 grant recommendations and approved grants to the remaining 352 applicants

- Average grant size is about \$7,000, and the average grant recipient has 2.8 FTEs

- County has provided plain-language grant agreements in both English and Spanish

- Notification of grant awards will be sent this week

Business Support Organization Grant Program **\$420,000**

The County received numerous requests for support from local and cultural chambers of commerce. Recognizing the importance of these organizations to Kent County's economic recovery, the County awarded each organization a grant of \$20,000 and \$40,000. The local and cultural chambers will use the funds to support business development responses to COVID-19 in Kent County and promote County initiatives. Twelve of fourteen organizations accepted the grants and have already received funds. FAQs are attached as Exhibit A.

Program status: Funded

Right Place Economic Development Grant **\$600,000**

The County has provided a grant to the Right Place to fund many of the initiatives identified in the Right Place's proposal to the Subcommittee. This grant is intended to spur economic development, talent retention, and talent attraction in response to the COVID-19 pandemic. The Right Place will also provide resources for businesses resuming operations and connecting businesses to COVID-19 related resources.

Program status: Starting

Experience GR Grant **\$820,000**

The County has committed to providing a grant to Experience GR to promote post-pandemic economic recovery for tourism and hotel industry. This grant includes \$20,000 for the Sports Commission. Experience GR has provided the County with a more specific version of its earlier proposal to the Subcommittee, and the County staff and counsel are putting together a grant agreement.

Contract status: In process

Grants to Support Vulnerable Populations

Kent County Non-Profit Organization COVID-19 Relief Fund **\$9,500,000**

The County contracted with Heart of West Michigan United Way to administer the Kent County Non-Profit Organization COVID-19 Relief Fund. The Fund will provide grants of \$5,000 to \$150,000 to Kent County non-profit organizations for services to address and mitigate the effects of COVID-19 in Kent County. Specifically, grants are available for non-profit organizations to address and mitigate the effects of the coronavirus public-health emergency in the areas of personal basic needs (not including housing-related needs), food security, educational support, transportation, healthcare (including mental and behavioral health), and family-crisis services. FAQs are attached as Exhibit B.

Program status: Ongoing

- United Way launched the program on July 13, 2020
- United Way conducted outreach using its database of non-profits and social media contacts
- United Way has assembled a 14-person diverse review committee—all committee members have experience in reviewing grant applications
- As of July 22, United Way had received 48 applications
- Applications are increasing in the manner that United Way would expect at this point in the program
- United Way has been receiving numerous inquiries about the program and has been discussing these with County staff multiple times each week
- 7 applications were reviewed last week, and 5 applications were approved for grants
- 24 applications were reviewed this week, and 17 are in the queue for review next week
- County staff sat in on this week's review committee meeting
- Organizations approved for grants range from those providing food security to support for victims of domestic violence to assisting people with mobility impairments
- Approved grants ranged from \$5,000 to \$150,000
- Notification of grant awards along with individualized grant agreements will be sent this week

Family Promise **\$500,000**

The subcommittee approved a grant to reimburse Family Promise up to \$500,000 for non-congregate shelter for homeless families in area hotels. This expense is directly tied to the need to provide social distancing and avoid the spread of COVID-19 among the County’s homeless population. To date, Family Promise has submitted requests for reimbursements totaling just more than \$300,000.

Family Promise reports that, to date, County-provided funds “have provided shelter to 202 people, including 132 children” who are experiencing homelessness because of the COVID-19 pandemic. The funds have provided the equivalent of 3,644 nights of shelter “to a total of 62 households, with 48% of those households having exited shelter and the remaining families still in shelter.” Family Promise is ensuring that these families “are receiving supportive rehousing services to ensure they are connected to all funding our community is receiving to support prevention, diversion and rehousing.”

Program status: Ongoing

GRow1000 **\$75,000**

The City of Grand Rapids has launched a program to provide summer internships for young people with various corporate, governmental, and nonprofit organizations. The program aims to provide summer employment for 20 hours per week for six weeks at \$10/hour for 1,000 young people. The program runs from July 13 through August 21.

Contract status: Awaiting execution by City

Urban Outreach Center Grant **\$75,000**

The Urban Outreach Center, led by Rev. Jerry Bishop, has also asked for the County’s support for a summer employment program for youth who are unemployed because of COVID-19 pandemic. This grant will fund supplies for lawn care and outside maintenance activities, as well as providing funding for wages and meals to be delivered to those needing food assistance by the employed youth.

Contract status: Executed agreement expected 7/23

NAACP Grant **\$TBD**

The NAACP has asked for financial assistance to continue to address COVID-19 related needs in the African-American community throughout Kent County, as the organization has done since the onset of the pandemic.

Contract status: In process; awaiting information from NAACP

Hispanic Community Center Grant **\$TBD**

The Hispanic Community Center spoke with County staff last week regarding financial assistance for on-going community outreach activities that the Center has been engaged in throughout the public health emergency.

Contract status: In process

Other Grants

Local Units Of Government

The County will be reimbursing local units of government for COVID-19 related expenses that are not subject to reimbursement by the State or other federal government grant programs. County staff have identified the following list of principles to apply to determine which expenses will be reimbursed (and these principles have also been applied to other grant requests):

1. All projects funded by the County with Coronavirus Relief Fund (“CRF”) money must comply with the requirements of the CARES Act and the associated Treasury guidance to the satisfaction of the County;
2. Projects must have a clear connection to addressing the effects of the COVID-19 public health emergency;
3. The County will not provide pass-through funding for sub-grantees;
4. The County will not provide funding where there are funds available for the same purpose from the federal government, the State, or other sources until such other resources are exhausted or the applicant has been unable to obtain such funds despite diligent efforts to do so;
5. The County will generally avoid funding duplicative programs;
6. Because the need throughout the County for funding to address the effect of COVID-19 significantly outstrips the resources available to the County, projects that provide a direct benefit to Kent County residents are favored over those that provide only indirect benefits;
7. The County will not fund any projects that may create future liabilities;
8. If the County and local units of government provide comparable services or incur comparable expenditures, the County will generally reimburse local units of government for expenditures that are similar to those that the County is funding from CRF money for itself and vice versa; and
9. The goal of all expenditures of CRF moneys is to cost effectively respond to and mitigate the effects of COVID-19.

Contract status: In process; anticipate reimbursement requests around July 31

John Ball Zoo **\$200,000**

The County owns the property on which the John Ball Zoo is located. For that reason, the County has agreed to reimburse COVID-19 related expenses that the Zoo identified in correspondence to the subcommittee. FAQs are attached as Exhibit C.

Contract status: Awaiting execution by zoo

Exhibit A

Kent County Business Support Organization Grant Program Frequently Asked Questions

1. What is the Kent County Business Support Organization Grant Program?

This program provides grants to local 501(c)(3) and 501(c)(6) business support organizations that are helping mitigate the effects of the COVID-19 public-health emergency within the business communities that they serve. The County recognizes that business support organizations, like those in this program, play a crucial role in the maintaining the vitality of the County's diverse economy. These organizations have largely been unable to access resources through other government and private grant programs.

2. What are the goals of this grant program?

The County's goals in providing these grants are to address business response to the coronavirus pandemic and to promote the various County efforts to address the pandemic's effects on the business community throughout the County.

3. Why is the County giving my organization a grant?

The business support organizations in this program gave presentations to the Kent County Commission COVID-19 Relief Subcommittee regarding the effect of the pandemic on their members, and many noted that their organizations are also suffering economically because of the pandemic. So far, local chambers and similar organizations have been unable to access any government funding or private grants. The County wants to address that lack of resources while ensuring that grant recipients are able to continue to promote business development and support for re-opening while assisting with enhancing awareness of the County's COVID-19 relief programs without financial hardship.

4. Which other organizations are receiving grants under this program?

The chambers of commerce for Byron Center, Caledonia, Cedar Springs, Cutlerville-Gaines, Grandville, Lowell, Rockford, Sparta, Walker, and Wyoming-Kentwood as well as GRABB Local, Inc., the Grand Rapids Black Chamber, the West Michigan Hispanic Chamber, and the West Michigan Asian American Association are receiving grants.

5. How much money has the County allocated to this program?

The County will award grants of \$20,000 to \$40,000 each up to a total of \$420,000 in grants.

6. How did the County allocate the funds?

The County provided grants at two levels, \$20,000 and \$40,000. The County analyzed each organization's annual expenditures for 2017 and 2018 as reported in each organization's most recent Form 990 or 990-N filed with the IRS. The County chose this measure because the information was readily available and provided a rough indication of the activities of each

organization. Organizations with average annual expenditures of less than \$150,000 per year received grants of \$20,000. Organizations with average annual expenditures of more than \$150,000 received grants of \$40,000.

7. How did the County notify grant recipients?

The County notified all grant recipients via email to the organizations' executive directors.

8. How can my organization use the grant?

The grants may be used to provide services and support to businesses within each organization's geographic region in the County in accordance with the CARES Act and related guidance (see Question 9 below). Each organization will also be expected to partner with the County to promote the County's other COVID-19 assistance programs like COVID-19 testing, the PPE distribution program (<https://kentcountybacktowork.com/ppe/>), the Small Business Recovery Program (<https://www.grandrapids.org/kent-county-small-business-recovery-program/>), and the upcoming grant program for general non-profit organizations providing services to our community.

9. Are there any limitations on how the grant can be used?

Yes. The grants are part of the County's allotment from the federal government's Coronavirus Relief Fund, a part of the CARES Act. The U.S. Department of Treasury has provided additional guidance that governs how the funds can be used. Consequently, your organization's use of the grants is subject to all the applicable requirements of the CARES Act and the Treasury guidance including the requirement that the grants only be used to address and mitigate the effects of the coronavirus public-health emergency.

In addition, you cannot use the funds to favor your organization's member businesses over non-members.

10. Can the grant be used to cover payroll costs?

Yes. Up to 50% of the grant can be used to cover payroll costs incurred fulfilling the purpose of the grant.

11. Will the County want any information from my organization about how we used the grant funds?

Yes. The County needs an interim report on the use of the grant by October 1, 2020, and a final report by January 31, 2021. These reports should identify how the grants were used and the outcomes of the funded activities. The County may need additional information for its own internal audit and to respond to any inquiries from the federal government.

12. If my organization accepts the funds, do we have to nominate someone to serve on a selection committee for the Kent County Small Business Recovery Program?

No, but nominations are welcome.

13. If my organization accepts this grant, can we also apply for grants under other County COVID-19 relief programs?

No, but organizations that receive grants under this program can also receive free PPE from the County. The County does not anticipate that 501(c)(6) organizations will be eligible to participate in other grant programs. If a 501(c)(3) organization receives a grant under this program, it will not be eligible for grants from other County COVID-19 relief programs like the upcoming grant program for non-profit organizations (which will focus on social services and vulnerable populations).

14. If my organization accepts this grant, can we also receive PPE from the County?

Yes.

15. When will my organization receive its grant?

The County anticipates funding grants within 10 business days of receiving the signed grant agreement and the organization's W-9.

16. When do I need to get my organization's grant agreement back to the County?

Signed grant agreements and your organization's W-9 should be received by the County by no later than noon on July 6, 2020. If this deadline will pose a problem for your organization, please contact Jeff Dood, Kent County Fiscal Services Director, at jeff.dood@kentcountymi.gov, before July 6 to make alternative arrangements.

17. Who should I contact if I have any questions about this program?

Jeff Dood
Fiscal Services Director
(616) 632-7690
jeff.dood@kentcountymi.gov

Exhibit B

Kent County Non-Profit Organization COVID-19 Grant Program Frequently Asked Questions

1. What is the Kent County Non-Profit Organization COVID-19 Grant Program?

This program provides grants of \$5,000 to \$150,000 to local non-profits to fund projects to mitigate the effects of COVID-19 throughout the County. The grants are available for projects in the areas of personal basic needs, food security, educational support, transportation, healthcare, and family crisis services.

2. What are the goals of this grant program?

The County's goal is to respond to and mitigate the effects of COVID-19 by partnering with local non-profit organizations to provide services to those affected by the pandemic in a fair and equitable manner. The County recognizes that the non-profit community has developed specific areas of expertise in addressing needs in various communities. Rather than trying to duplicate this expertise, the County will support those non-profits' activities to respond to the pandemic.

3. How much money has the County allocated to this program?

The County will award grants of \$5,000 to \$150,000. The Kent County Board of Commissioners has appropriated \$9.5 million for this program.

4. Where is the money for this program coming from?

The County is funding this program with moneys it received from the federal government under the Coronavirus Relief Fund, which is part of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act).

5. What non-profit organizations are eligible for grants?

To be eligible for a grant under this program, a 501(c)(3), 501(c)(4), or 501(c)(6) organization must:

- Have an address in Kent County;
- Serve individuals and communities within Kent County;
- Provide services in one or more of these areas: educational support, family crisis, food security, physical healthcare, personal basic needs, and transportation;
- Comply with all applicable federal and state laws;
- Have the ability to provide documentation of non-profit status, an IRS Form 990, a board-approved current-year operating budget, a list of members of the organization's

board of directors (with affiliations), and compiled, reviewed, or audited financial statements; and

- Have an administrative structure with defined lines of responsibility, a mission statement, and bylaws.

The County adopted these requirements to ensure that the grants would be used by established non-profit organizations in Kent County to benefit the residents of Kent County. They are consistent with the standards imposed by organizations like United Way that regularly provide grants to non-profit organizations.

6. Are all types of non-profit organizations eligible for grants?

No. Only those organizations that are recognized under subsections 501(c)(3), 501(c)(4), and 501(c)(6) of the Internal Revenue Code are eligible. Non-profit organizations that are instrumentalities of the United States, non-profit holding companies, labor organizations, clubs organized for recreational or pleasurable purposes, fraternal organizations, credit unions, or recognized under other subsections of the Internal Revenue Code are not eligible.

7. Why is housing not included in the list of services?

The County will be providing support to address housing-related issues created by the COVID-19 pandemic through a different program that is still being developed.

8. How can my organization apply for a grant?

The Kent County Non-Profit Organization COVID-19 Grant Program is being administered by the Heart of West Michigan United Way. You can obtain a grant application on their website: <https://www.hwmuw.org/kent-county-covid-19-grant-fund>

9. What criteria is being used to decide which applications will be approved?

Grant applications are scored on the following factors:

- The grant applicant's financial need;
- The extent of coronavirus-relief related services the grant applicant intends to provide;
- The number of Kent County residents to be served;
- The geographic and demographic makeup of the population to be served;
- The services proposed, their anticipated impact on the community, and how that impact will be measured;

- If the applicant has already received public or private support, the reason additional funds are needed; and
- The applicant's history and financial stability.

10. What is the process for application review and approval?

Applications will be reviewed on a weekly basis by a committee comprised of 10-15 community members who are geographically and culturally diverse and who have experience reviewing grant applications.

After receiving the review committee's scoring information, Heart of West Michigan United Way (HWMUW) will make grant recommendations to the County. The County will then make the final decision regarding any proposed grant.

11. How do I know if I receive a grant?

Approved grant recipients will then be notified by HWMUW and asked to submit an executed grant agreement and a W-9 to the County.

12. When will grant funds be awarded?

The County will fund grants within 10 business days of receiving the completed grant application and W-9.

13. What is the County doing to make sure the funds are distributed equitably?

Kent County wants to comprehensively meet community needs, reduce implicit bias, and combat racial disparities in the granting of the CARES Act dollars entrusted to us. Accordingly, it has required Heart of West Michigan United Way to intentionally assemble a team of reviewers with a high degree of geographic and cultural diversity, representing a wide range of sectors including County and municipal government, local business, philanthropy, human services, racial justice advocacy groups, and healthcare. The County will monitor the process and assess results to meet this goal.

14. Why is the County partnering with Heart of West Michigan United Way to administer this program?

The Heart of West Michigan United Way (HWMUW) has a long history of evaluating grant requests from area non-profits and working with grant recipients to achieve measurable positive results for our community. HWMUW organized and operated its own grant program at the outset of the COVID-19 pandemic, distributing \$3.1 million to area non-profit organizations. In addition, through United Way 2-1-1, HWMUW has been instrumental in connecting individuals with community resources to address basic needs. Working with HWMUW allows the County to leverage HWMUW's recent experience addressing COVID-

19 related needs in the community. HWMUW is the only organization within Kent County with a county-wide reach that sought the opportunity to administer the grant program.

15. What services is Heart of West Michigan United Way providing?

In addition to processing applications, assembling the review committee, and making recommendations to the County, HWMUW will provide technical assistance to grant recipients including:

- Identifying additional funding opportunities;
- Providing connections to other resources;
- Regularly following up with grant recipients to assess progress; and
- Working with grant recipients that are struggling to meet the outcomes that the recipient identified in its grant application.

HWMUW will also provide regular updates to the County and give the County access to its web-based data management system to monitor the program.

16. Is Heart of West Michigan United Way being compensated for administering the grant program?

Yes. Consistent with the Kent County Small Business Recovery program, HWMUW is receiving a 3.2% fee (\$304,000) to staff and administer the program. This fee is less than the normal administration fee of 6%-10% that is common for government grant programs. The County appreciates HWMUW's willingness to provide a below-market rate to administer this program to ensure that funds are available for those most affected by the COVID-19 pandemic.

The County retains all the grant funds and will make grant payments directly to recipients.

17. Will the County retain input and direction over the program?

Yes. The County will be active in the entire process, including soliciting applicants, application review, funding decisions, and monitoring results. The County retains the grant funds and will make grant payments directly to recipients.

18. Are there any limitations on how the grant funds can be used?

Yes. The grants are part of the County's allotment from the federal government's Coronavirus Relief Fund, a part of the CARES Act. The U.S. Department of Treasury has provided guidance that governs how the funds can be used. Consequently, a non-profit organization's use of the grants is subject to all the applicable requirements of the CARES Act and the Treasury guidance including the requirement that the grants only be used to address and mitigate the effects of the coronavirus public-health emergency. Furthermore,

the grant funds can only be used in Kent County and must be expended by December 30, 2020.

19. Can funds be used to cover operational costs?

Yes. Grant recipients may use up to 10% of grant funds to cover their operational costs related to administering grant funds, as long as such expenditures are permitted under the CARES Act. This is consistent with norms for charitable non-profit grant programs.

20. Can funds be used for payroll costs?

Funds may be used for payroll expenses, as long as those expenses are connected with the services for which the agency received funds and were incurred between July 1, 2020 and December 30, 2020.

21. Will the County want any information from grant recipients about how we used the grant funds?

Yes. The County needs an interim report on the use of the grant by October 1, 2020, and a final report by January 31, 2021. These reports should identify how the grants were used and the outcomes of the funded activities. The County may need additional information for its own internal audit and to respond to any inquiries from the federal government.

22. If my organization accepts this grant, can we also receive PPE from the County?

Yes.

23. If my organization has already received CARES Act funds from the County, am I still eligible to receive a grant?

Yes, but because this program is limited to non-profit organizations, grant recipients under this program are not eligible grants from the Kent County Small Business Recovery Grant Program (which is limited to for-profit entities).

24. How many times can an organization apply for funding related to COVID-19 from the County?

An organization must wait at least 21 days after notification that their grant application was rejected before reapplying under this program. Grant recipients may apply for additional funds after 45 days, but absent approval by Kent County, no non-profit organization may receive more than \$150,000 in total under this grant program.

25. When do I need to get my organization's grant agreement back to the County?

An executed grant agreement and your organization's W-9 should be received by the County by no later than five business days after receipt of notification that your organization's grant

application has been approved. If this deadline will pose a problem for your organization, please contact Jeff Dood, Kent County Fiscal Services Director, at jeff.dood@kentcountymi.gov, to make alternative arrangements.

26. Who should I contact if I have any questions about this program?

For general questions about the CARES Act grant application process, please contact Emily Schichtel at eschichtel@hwmuw.org.

Note: These FAQs are intended for informational purposes only. If any information in these FAQs conflicts with the grant application, the grant agreement, the CARES Act, or any guidance issued by the U.S. Treasury related to Coronavirus Relief Funds, those documents, laws, and guidance (not these FAQs) control.

Exhibit C

Kent County John Ball Zoo Reimbursement Grant Agreement Frequently Asked Questions

1. What are the goals of this grant?

The County owns the property on which the John Ball Zoo is located and thus is a partner with the Zoo. The County's goal with this grant is to reimburse the Zoo for its COVID-19-related expenses to help the Zoo operate safely during the COVID-19 pandemic.

2. How much money has the County allocated for this grant?

The County will reimburse the Zoo for its COVID-19-related expenses up to a total of \$200,000. The amount is based on the Zoo's assessment of its costs for PPE and other expenses resulting from COVID-19.

3. Where is the money for this grant coming from?

The County is funding this grant with monies it received from the federal government under the Coronavirus Relief Fund, which is part of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act).

4. Are there any limitations on how the grant can be used, or what expenses will be reimbursed?

Yes. The grants are part of the County's allotment from the federal government's Coronavirus Relief Fund, a part of the CARES Act. The U.S. Department of Treasury has provided additional guidance that governs how the funds can be used. Consequently, the Zoo's use of the grant is subject to all the applicable requirements of the CARES Act and the Treasury guidance including the requirement that the grant only be used to address and mitigate the effects of the coronavirus public-health emergency.

5. Will the County want any information from the Zoo regarding how it will use the grant funds?

Yes. The Zoo must submit a written request for reimbursement that specifies the amount of COVID-19-related expenses to be reimbursed by the County, which must include an itemized account of the expenses requested to be reimbursed and supporting receipts. The County also requests a certification with each written request that all requested reimbursement amounts were spent on COVID-19-related expenses. The County may need additional information for its own internal audit and to respond to any inquiries from the federal government.

Note: These FAQs are presented for informational purposes only. To the extent any information may conflict with the Grant Agreement, the Terms and Conditions, the CARES Act, or any guidance issued by the U.S. Treasury related to Coronavirus Relief Funds, the aforementioned documents, laws, and guidance, not these FAQs, control.