

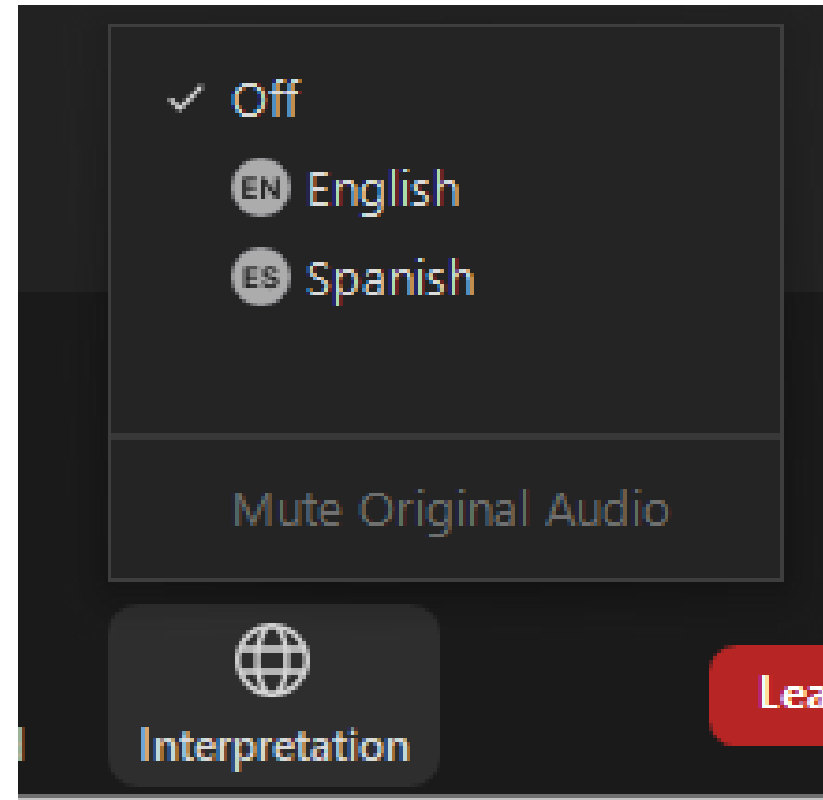
The City of Laredo Small Business Outdoor Improvement Grant Program

Grant Application opens Friday, October 3 @ 9 am

Bilingual Session - Audio Instructions

1. In your meeting/webinar controls, click "Interpretation"
2. Click the language that you would like to hear
3. (Optional) To only hear the Interpreted language, click "Mute Original Audio".

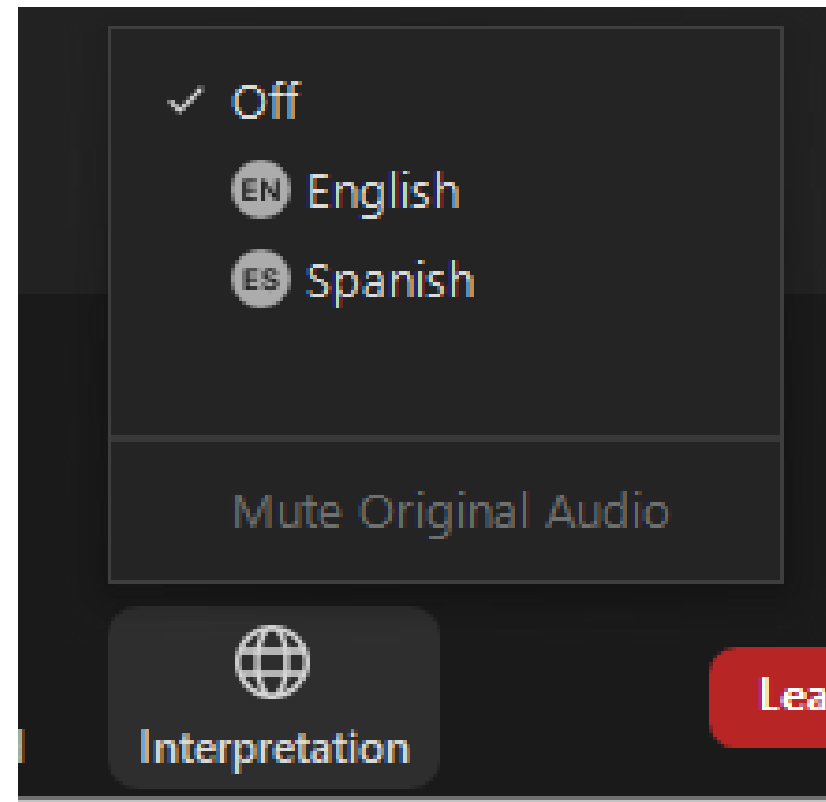
Language Options:
English and Spanish



Sesión Bilingüe - Instrucciones de Audio

Escuche en Español

1. En los controles de la reunión, selecciona el botón de interpretación.
2. Selecciona la idioma que desee escuchar: Español
3. Para escuchar solo la idioma interpretado, selecciona silenciar audio original, esto es opcional.



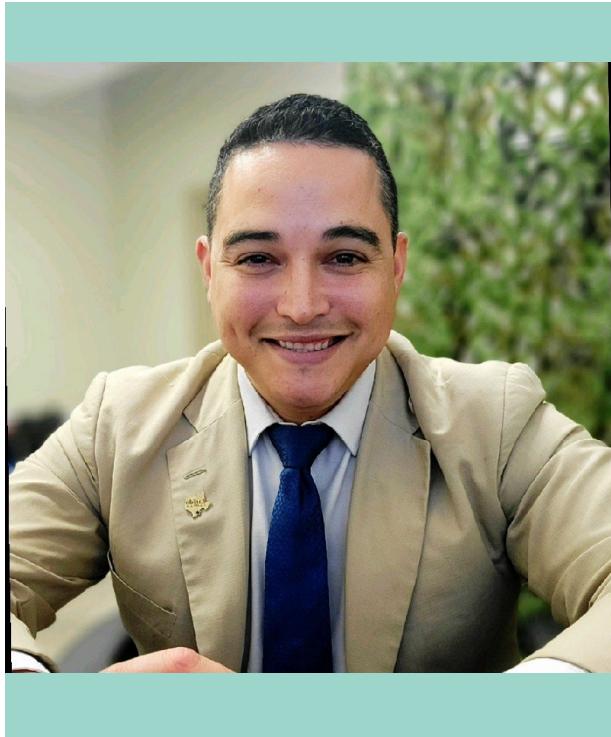
Welcome



Liliane Spenlé

Development Operations Manager

Welcome



Arnold Lozano

Economic Development Administrator
City of Laredo

Grant Program Overview & Goals

- Applicants may apply for 1 of 2 categories:
 - Category A - up to \$5,000 to eligible micro/ small businesses and non-profit organizations that have faced negative financial impacts of the pandemic.
 - Category B -up to \$25,000 to eligible micro/small businesses and non-profit organizations to improve the commercial location's outdoor area to mitigate the spread of airborne illnesses.
- Applicants are eligible to receive one grant award for one category. Only one grant may be awarded per businesses with more than one location.

Grant Awards & Limitations

Category A Pandemic Recovery Grant:

- Funds must be used for business-related expenses, including payroll, working capital, business rent, inventory, supplies, equipment, and other operating costs.

Category B Outdoor Space Improvement Grant:

- Funds may be used to cover the cost of design, engineering, materials and labor for the eligible projects below. The grant amount will be based on the project quote.
- Funds cannot be used to pay the applicant, their employees or contractors.

Category B Eligible Project Examples

Eligible Costs Include:

- Design and engineering
- Materials and labor
- Canopy installation and/or repair
- Exterior lighting
- Umbrellas, fans and other cooling/ heating systems
- Outdoor furniture
- Decorative fencing (excluding chain-link)

Ineligible Costs Include:

- construction of a new structure
- Parking lots, areas or spaces
- Burglar bars
- Sidewalk installation or repair

Qualifications for Category A & B

- Business must be located within the City of Laredo. See website for address lookup map.
- Annual gross sales between \$10,000 and \$2 million. Gross sales are based on Line 1 of Schedule C or Line 1a of 1120, 1120S, or 1065.
- Be in good standing with the Texas Comptroller's Office, if applicable
- Business activity not within a prohibited industry: franchisors, home based businesses (Category B only), gambling/gaming businesses, sexually oriented businesses, payday and auto loan providers, tobacco, CBD or vape stores, government-owned and/or occupied buildings. See website for list of ineligible NAICS codes.
- Business operating on or before May 11, 2023 and currently operating
- Experienced negative economic impact as a result of the pandemic.

Qualifications for Category B only

- Be in good standing and registered with the City of Laredo Tax Office, as well as current with local taxes and fees.
- Must have no current unpaid code enforcement liens or violations of any local, state or federal laws.
- Must be current on all taxes including payroll, sales, unemployment, property, state and federal.
- If applicable, plans must be approved by the City of Laredo Historical District/Landmark Board.

Qualifications for Category B only (ctnd.)

- Applicants are required to meet all codes and ordinances of the City of Laredo.
- Applicants are also required to secure any necessary permit(s) from the City of Laredo before work may commence. Applications will not be considered if any code or ordinance violations exist.
- The grant cannot be used to pay for work that is currently in progress or has been already completed.
- Provide a quote from a contractor that is registered as a business in the city of Laredo to prove estimate or total project costs. Proposals should include design layouts that show dimensions, proposed colors, and any other design concepts.

Business Program Qualifications for Category B

- The applicant's project must be completed within 120 days of receipt of funds.
- Schedule final inspection completed by CITY.
- Once the applicant advises CITY that work is complete, the Economic Development Department will schedule a formal project inspection along with the applicant to ensure the project complied with all terms and conditions of the program, and to verify all expenses totaling the grant request.

Program Qualifications

Ineligible businesses: warehousing, international trade, logistics, transportation, franchisors (local or non-local), sexually oriented businesses, payday and auto loan providers, government owned and or occupied buildings. See list of ineligible NAICS codes here.

Businesses with NAICS Codes in fields related to wholesale or retail trade will be considered on a case-by-case basis.

Ineligible Businesses based on NAICS Code

NAICS code	Industry
424590	Cannabis and Hemp Product Distribution
453998	Smoke, Vape, or Head Shops
522292	Real Estate Credit
522294	Secondary Market Financing
523110	Investment Banking and Security Dealing
523120	Securities Brokerage
523930	Investment Advice
523999	Miscellaneous Financial Investment Activities
525920	Trusts, Estates, and Agency Accounts
525990	Other Financial Vehicles
531110	Lessors of Residential Buildings and Dwellings
531120	Lessors of Nonresidential Buildings
531190	Lessors of Other Real Estate Property
531390	Other Activities Related to Real Estate
551112	Offices of Other Holding Companies
551114	Corporate, Subsidiary, and Regional Managing Offices
711120	Dance Companies (if related to exotic dancing)
713210	Casinos
713290	Other Gambling Industries
713990	Other Amusement and Recreation Industries (if adult-themed)
721120	Casino Hotels
813940	Political Organizations
921130	Public Finance Activities
1119998	Cannabis Cultivation

Required Documents for All Applicants

- Current valid driver's license or government-issued photo ID.
- Business formation documents: Assumed Name Certificate/DBA filed with Webb County or articles of formation/incorporation filed with the Texas Secretary of State.
- Copy of most recent business utility bill (water, gas, electric).
- Most recent business bank statement (personal bank statements will be accepted if business activity is clearly identifiable)
- List of board of directors (non-profits only)
- 501c3 determination letter (nonprofits only)
- Grant resolution (LLCs, corporations, partnerships and non-profits only- templated provided in application)

Additional Required Documents for All Applicants

- For businesses formed prior to March 15, 2020, submit your 2019 filed business tax return 2019 + one other year from: 2020, 2021, 2022 or 2023.
- For businesses formed March 15, 2020 to February 21, 2021, submit an attestation of negative impact as a result of the emergency orders, shelter in place, stay at home or continuing emergency measures which were issued beginning March 16, 2020 and were in effect until February 21, 2021. (Template provided in application)
- For businesses formed between February 22, 2021 and May 11, 2023, submit an attestation that applicants started their business as a result of the pandemic. (Template provided in application)

Required Documents for Category B Applicants

- Quote from a contractor that is registered as a business in the City of Laredo detailing total project costs. Proposals should include design layouts that show dimensions, proposed colors and any other design concepts.
- At least five photos of the current state of the building BEFORE any improvements
- Business owners renting their commercial space must provide a notarized letter of approval for improvement from the property owner
- Attestation of no duplication of federal funds (template provided in application)

Application Process & Timeline- Category A

The application opens October 3 and will remain open until all funds are exhausted. Applications will be reviewed on a first come, first served basis.

1. Complete, submitted applications will be reviewed by LiftFund. For Category B applicants, the city will review the application for the secondary eligibility criteria.
2. If all eligibility requirements are met, LiftFund will issue an award agreement via DocuSign.
3. Upon completion of the DocuSign, approved applicants must complete a brief virtual verification call with LiftFund.

Application Process & Timeline- Category B

The application opens October 3 and will remain open until all funds are exhausted. Applications will be reviewed on a first come, first served basis.

1. Complete, submitted applications will be reviewed by LiftFund for primarily eligibility requirements. If met, LiftFund will notify City to review the application for secondary eligibility criteria.
2. If requirements are met, the city will schedule a consultation with the applicant to review permitting/ licensing requirements for the intended project.
3. Once necessary permits and licenses are obtained, City will notify LiftFund. LiftFund will issue an award agreement via DocuSign.
4. Upon completion of the DocuSign, approved applicants must complete a brief virtual verification call with LiftFund.

Application Process & Timeline Cont.

5. Within 3-5 days of completion of DocuSign and voided check, grant funds will be deposited
6. Recipient has 120 days to complete the project.
7. Upon completion of the project, recipient must notify the City and the City will complete an inspection of the work.
8. Within 60 days of completion of the project, applicants must submit a final report to the City, including receipts for all project expenditures and project contractor's certified payrolls. All Final reports must be submitted no later than December 31, 2025. Failure to submit the final report may result in disqualification from future grant programs or mandated repayment of funds. Grant repayment may also be required if improvements completed deviate from those described in the application.

Questions?

laredooutdoorimprovementgrant.com

800-923-9551

sbgrants@liftfund.com

Additional Resources

Capital

- LiftFund Loans:
www.liftfund.com/funding/our-products

Business Support

- Business consultations and guidance
www.liftfund.com/business-support

Virtual Events

- Workshops and training sessions:
www.liftfund.com/business-support/events-workshops

Website & FAQs

Details can be found on the website, including:

- Eligibility criteria
- Required documents
- Program timeline
- Additional Resources
- Frequently asked questions

Let's visit the [website](https://laredooutdoorimprovementgrant.com)!

laredooutdoorimprovementgrant.com