



Mesa CARES

Mesa CARES Small Business Reemergence Program

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Small Business Reemergence Program

Update on City of Mesa CARES

- Final application form
- Review eligibility and frequently asked questions (FAQs)
- Final timeline of application open, closure, and evaluation period
- Award process, distribution of funds
- Technical assistance program to be launched



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Small Business Reemergence Program

City of Mesa Office of Economic Development Mission

- We work to **enhance Mesa's economy**, by promoting a culture of quality, **supporting the creation of quality jobs**, promoting direct investment, increasing prosperity, and **improving life for residents**.

Mesa CARES Small Business Reemergence Program Goal

- **Provide meaningful assistance** to as many Mesa-based businesses as possible.



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Small Business Reemergence Program – Application

The Mesa CARES Small Business Reemergence Program is a **grant program**, made possible by the federal Coronavirus Relief Fund.

It is designed to assist eligible Mesa businesses with **up to 90 days of utilities and rent/mortgage payments based on the number of applications and funding available** and is aimed at those businesses who have experienced interruption caused by required closures.



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Small Business Reemergence Program – Application

Eligibility:

1. Business must be an eligible business type **located at a physical, commercial address** in the city of Mesa.
2. Business **has not received** any CARES Act funding through SBA or other federal programs (for example, PPP and EIDL).
3. Business must have suffered negative financial impacts due to Governor's **executive orders that mandated closure or limited service options** for the purpose of stemming the spread of COVID-19.

Other programs may be available if you answer False to any of the above.



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Small Business Reemergence Program – Application

Eligibility and Frequently Asked Questions

- FAQs are available now at **MesaAZ.gov/CARESBizGrant** and describes the program and eligibility in greater detail
 - Eligibility/ineligibility is aligned with other federal programs (SBA)
 - For-profit businesses
 - Governor Doug Ducey's related Executive Orders, visit <https://azgovernor.gov/executive-orders>
 - Information about other resources and assistance



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Small Business Reemergence Program – Application

Marketing Campaign for Mesa CARES Business Grant Program

- Partnering with Mesa Chamber of Commerce, Asian Chamber of Commerce and the East Valley Hispanic Chamber of Commerce and other organizations
- Marketing tactics and mediums:
 - Press Releases; Press Interviews; Webinars/Videos in *English* and *Spanish*; Social Media Advertising in *English, Spanish, Chinese, Vietnamese, Korean, Filipino*; NextDoor; Direct Email Campaign/Newsletters; Print Advertising; Outbound Calls
- Re-contacting those businesses we surveyed to inform them of the program
- Integrated 20-day marketing campaign started Tuesday



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Small Business Reemergence Program - Application

Timeline

- Website with FAQs are live now at www.mesaaz.gov/CARESbizgrant
- Online application goes LIVE **Monday, May 11 at 8AM.**
- Applications close **Sunday, May 24 at 5PM.**
- All verification documents must be submitted at that time or application will be considered incomplete.



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Small Business Reemergence Program - Application

Timeline

- Call Center staff will be available to **assist 8AM-5PM, Monday - Sunday.**
- Evaluation period will run approximately 7-10 days during which time Council will be presented with recommendations for awards.
- Award notifications will be made to recipients with an acceptance clause and a certification the funds will be used to pay rent and utilities.
- Once the City receives the formal acceptance, money is distributed to the Mesa company.



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Small Business Reemergence Program

Multi-pronged approach to helping Mesa businesses

1. Financial Assistant Grant Program – Launching May 11
2. Technical Assistance Program – Launch in May/June
3. Marketing Program(s) – TBD
 - Targeting local consumers and businesses to shop/eat local – especially stores/restaurants that were closed
 - Targeting visitors - Leisure travelers, drive markets, and groups, attracting them to Mesa to boost hotel occupancy



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Questions, Comments, Discussion