



CITY OF NEW LONDON CONNECTICUT

OFFICE OF DEVELOPMENT & PLANNING

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New London, CT 06320
Tel (860) 437-6309
enocera@newlondonct.org

SERG 4.0 Guidelines

SERG (Surge) (S)mall Business (E)mergency (R)elief (G)rant - Competitive

The Office of Community and Economic Development has designated a total of \$150,001 of the CARES Act funding to offer financial relief to small businesses in order to create long-term sustainability and resiliency for our businesses.

Funding Use & Objective

The CARES Act funds will provide funding to assist brick & mortar businesses who create new innovative ways to promote their business, create long-term sustainability, and demonstrate resiliency during difficult times. The city will fund innovative projects that propose ways to increase traffic to businesses, including but not limited to: website development, improved branding, increased social media presence, creative ways of marketing your business, increasing online retail, expanded outdoor seating, improved safety measures, solutions to mobilize your business, sustainable solutions for your business (e.g., investing in green to-go packaging).

Not all applicants will receive a grant and applications will be reviewed and awarded as they are received until all funding is expended. This is a rolling grant with a first come first reviewed process. This is a VERY competitive grant that will be awarded based on the strength of the application/proposal and demonstrated need for your project, up to \$10,000. In order to receive the maximum amount, it is required that the proposal will demonstrate additional sources of income (e.g., other grants, investment income, personal savings) to commit to the project (see budget section of the grant application). All proposals are strongly encouraged to demonstrate additional sources of income in order to receive priority consideration.

Payment process

All grant payments will be paid directly to the vendor upon receipt of an invoice or directly to business owner upon receipt of a paid invoice.

Required documentation

- Signed Application
- Signed and notarized Tax Affidavit
- Signed Exhibit A

Applications will can be found on the City of New London website www.newlondonct.org. Completed applications are to be emailed back to enocera@newlondonct.org and will be reviewed and funded as received beginning October 25, 2021, until all SERG 4.0 funding is expended.

Incomplete applications will not be considered. All questions must be submitted in writing to enocera@newlondonct.org, no later than Monday, October 18, 2021, by 4 p.m. All answers will be published on the city website under SERG 4.0 Frequently Asked Questions by October 21, 2021.

Awardees will be notified via email, as awards are determined.



Equal Employment Opportunity/Affirmative Action Employer

To be completed by city staff: Date Received in ODP: _____

Application Number: _____

CITY OF NEW LONDON
COMMUNITY AND ECONOMIC DEVELOPMENT PROGRAM
COVID 19 SERG 4.0 APPLICATION (Round 4)
SERG (Surge) Grant. (S)mall Business (E)mergency (R)elief (G)rant - Competitive

INSTRUCTIONS: Applications will be accepted beginning October 25, 2021, and accepted until all funding is exhausted. City Hall is currently under construction and closed to the public. Please submit this form and all required documents electronically to enocera@newlondonct.org. All questions must be submitted in writing to enocera@newlondonct.org, no later than Tuesday, October 18, 2021, by 4 p.m. All answers will be published on the city website under SERG 4.0 Frequently Asked Questions by October 21, 2021.

1. APPLICANT AND OWNER INFORMATION

Business Name _____ Date business opened _____

Business Address _____, New London, CT 06320

Owner's Name _____

Owner's Address _____

Telephone number (daytime/cell) _____ Email _____

Business Organization of Applicant:

- Corporation (d/b/a) _____ Minority Owned
- Partnership _____ Woman Owned
- Sole Proprietorship

Owners and officers in applicant's business organization

<u>Position</u>	<u>Name and Address</u>

Have you been cited for any existing zoning, building or property maintenance code violations that remain uncorrected?

- Subject Property: Yes (Please explain with attachment) No
- Other Properties: Yes (Please explain with attachment) No N/A
- Are you or the business involved in any litigation with the City of New London? Yes No

If yes, please explain: _____

2. SERG FUNDING

Did you apply for any previous City of New London SERG funding or Humanitarian Aid? Yes No

If yes, how much funding did your business received from either program? \$ _____

What did you use the City Grant funding for?

3. OTHER COVID FUNDING RECEIVED (Required)

Have you applied for any other type of Federal, SBA, or State Funding? Yes No

If so, list funding applied for, funding received, or status of pending applications. Include amounts and use of funding (use attachment if necessary)_____

4. DEMONSTRATED NEED (Required)

Provide a detailed narrative describing how you were impacted by COVID-19. Include information that we can use to evaluate the need compared to other applicants to determine the amount of award.

5. PROPOSAL FOR GRANT FUNDS (Required)

Priority and amount of SERG 4.0 funding will be based on detailed proposed use of funds. Proposals that demonstrate innovation, resiliency, and long-term solutions to improve the city’s small businesses will receive priority points and funding. All narratives must be completed to receive priority points.

A) Describe in detail how the proposed use of funding is innovative:

B) Describe in detail how your proposal will help your business be resilient in the economic climate of the ongoing COVID-19 pandemic:

C) Describe in detail how your proposal will provide long-term support for your business:

6. PROPOSAL BUDGET

SERG 4.0 Funding Requested: \$ _____

Applicant Contribution/Additional Income:* \$ _____

*In order to receive the maximum amount, it is required that the proposal will demonstrate additional sources of income (e.g., other grants, investment income, personal savings) to commit to the project in a 1:1 ratio. All proposals are strongly encouraged to demonstrate additional sources of income in order to receive priority consideration.

Total Proposal Budget: \$ _____

BUDGET TABLE – Please complete for TOTAL project budget

<u>Budget Category (e.g., supplies, utilities, consultant)</u>	<u>Brief Description</u>	<u>Amount</u>

Total Proposal Budget: \$ _____

7. CERTIFICATIONS

I/We, the undersigned, hereby represents and certifies to the best of his/her knowledge and belief that the information contained on this statement and any exhibits or attachments hereto are true and complete. I/We understand that false, inaccurate, or incomplete information in the foregoing application shall be considered cause to be disqualified from being considered for SERG 4.0 and any future grants from the City of New London.

Print Name

Applicant Signature

Date

Awardees will be notified via email, as awards are determined.

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TAX AFFIDAVIT

I, _____, (Owner's name) swear that the statements true and correct to the best of my knowledge.

I am certifying that the facts herein, and, if called as a witness, could testify completely thereto that;

1. _____, (Business name) is current on all Federal, State and local taxes through June 30, 2021.

Signature of Owner

Owners name

Date

State of Connecticut

County of _____

City of _____

Subscribed and sworn before me, _____, this _____, day of _____, 2021.

Signature of Notary Public

My commission expires: _____

EXHIBIT A:

EQUAL OPPORTUNITIES, TRAINING AND DUPLICATION OF BENEFITS

The following provisions are to be addressed by all applicants applying for a funding through the City of New London's Small Business Emergency Relief (SERG) program funded through the supplemental CDBG CARES Act funding to address effects of COVID-19.

Equal Opportunity Provisions

Applicants are required to ensure that employees and applicants for employment are not discriminated against because of their race, color religion, sex or sexual orientation, national origin, age, marital status, ancestry, mental retardation or physical disability, unless it is shown by the applicant that such disability prevents performance of the work involved. Additionally, it is encouraged that the applicant will make a good faith effort to employ minority business enterprises as subcontractor and suppliers of materials on City funded projects.

Training and Local Business Provisions

Applicants are called to the requirement for ensuring that, to the greatest extent feasible, in connection with work covered, opportunities for training and employment be made available to lower income residents of the Project area. Additionally, it is encouraged that every effort is made to retain vendors and contractors which have their major business interest located in the City of New London.

Duplication of Benefits and Subrogation

No recipient (Grantee) shall receive a duplication of benefits. Subrogation In consideration of Grantee's receipt of funds from the City, Grantee hereby assigns to the City all of its future rights to reimbursement and all payments received from any grant, subsidized loan, or insurance policies of any type or coverage or under any reimbursement or relief program related to or administered by the Federal Emergency Management Agency or the Small Business Administration to the extent of proceeds paid to Grantee under this Agreement and that are determined in the sole discretion of the City to be a duplication of benefits ("DOB"). Upon receiving any DOB proceeds, Grantee agrees to immediately notify the City. If some or all of the proceeds are determined to be a DOB, the portion that is a DOB shall be paid to the City forthwith.

Notice to Applicants

This is notice to you as required by the Right to Financial Privacy Act of 1978 that the Department of Housing and Urban Development has a right of access to financial records by a financial institution in connection with the consideration or administration of the SERG funding for which you have applied. Financial records involving your transaction will be available to the Department of Housing and Urban Development without further notice or authorization, but will not be disclosed or released to another government agency or department without your consent, except as required or permitted by law.

I/we hereby certify that all of the foregoing information is true and complete to the best of my/our knowledge, and hereby give my/our permission to the City of New London's SERG program (or any lender acting on the City's behalf) to conduct further credit and financial investigation, as deemed necessary to determine eligibility. Furthermore, I/we agree to abide by the eligibility and program requirements set forth in connection with any opportunities, which may be offered, to me/us by the City of New London pursuant to this application. I/we understand that false, inaccurate, or incomplete information in the foregoing application shall be considered cause for me/us to be disqualified from participation in the City of New London's SERG program.

I, _____ have read and fully understand the provisions that are to be addressed by applicants applying for SERG funding through the CDBG CARES Act funding support.

Signature: _____

Dated: _____