

# PURE MICHIGAN SMALL BUSINESS RELIEF INITIATIVE FAQ

The Pure Michigan Small Business Relief Initiative will utilize federal CARES Act funding to provide \$10 million in grants to meet the urgent need of Michigan small businesses disproportionately impacted the COVID-19 virus.

## Who will administer the grant?

MEDC has selected Michigan Municipal League Foundation (MML) as the statewide grant administrator for the Pure Michigan Small Business Relief Initiative.

## Where do businesses apply?

Applications will be available online by December 15 at [michiganbusiness.org/relief](http://michiganbusiness.org/relief).

## Is it first come first serve, or will all businesses who apply receive consideration?

The Pure Michigan Small Business Relief Initiative will be managed on a first come, first served basis for eligible applicants within each prosperity region.

## Is there a cap on how much each small business can receive?

If the small business meets all of the eligibility requirements, grants will be awarded in the amount up to \$15,000 per business.

## How can small businesses use the funding?

Grants may be used for working capital to support payroll expenses, rent or mortgage payments, and utility expenses.

## When will funds be distributed?

MML will disburse all funds to selected small business grantees as soon as possible, but not later than within 60 days of receipt of the MSF funds.

- December 15: Application window opens
- Early January: Small business grantees notified of awards
- Mid-late January: Grant funds disbursed by MML

## What type of businesses qualify for funding?

Small businesses include those disproportionately impacted by COVID-19 and recent DHHS epidemic orders that can self-certify that their business falls into one of the following industries will meet the first eligibility requirement:

- Restaurants, bars and other food and beverage service providers;
- Travel and tourism destinations including lodging providers; and hospitality businesses

- Live event venues and movie theaters; conference and meeting facilities;
- Ice skating rinks;
- Indoor water parks;
- Bowling centers; and
- Gyms, fitness centers and indoor recreation facilities

Grant administrators will certify that every business selected to receive grant funding meets all eligibility criteria.

## What is the employee criteria for a business to be eligible for funding?

Eligible businesses must have at least two employees, including the owner(s) and fewer than 50 employees (including full-time, part-time, and owner(s) on a world-wide basis.

## Are businesses eligible if they received any previous relief program funding?

Businesses that may have received funding from previous Michigan Strategic Fund or MEDC relief programs may still qualify for relief through the Pure Michigan Small Business Relief Initiative. However, grant funds may not be used for any eligible expense that were previously funded or will be funded by another state or federal grant program, including but not limited to, the Michigan Small Business Relief Program or the Michigan Small Business Restart Program.

## Are not-for-profits eligible for the funding?

Non-profits are not eligible for grant funding.

## What will reporting requirements be for the program?

Prior to funds being redistributed to the eligible businesses, the grant administrator(s) will report the small business grantees and relevant data to the MEDC. This information will be used to post a report of grantees on [michiganbusiness.org/relief](http://michiganbusiness.org/relief) and in a public announcement announcing the small business grantees.

For more information and requirements please refer to the Pure Michigan Small Business Relief Initiative [program guidelines](#).



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