

# City of New Iberia



## American Rescue Plan Act Project Business Development Grant Application

Please return to:

457 E. Main St, Suite 300

New Iberia, LA 70560

337-369-2300

-OR-

[lkerlegon@cityofnewiberia.com](mailto:lkerlegon@cityofnewiberia.com)

**Due: August 9, 2024 at 4:30 p.m.**



## City of New Iberia Business Development Grants

### Program Description

On March 11, 2021, President Biden signed the \$1.9 trillion American Rescue Plan Act of 2021 (ARPA), which established the Coronavirus State and Local Fiscal Recovery Fund. These funds are available to state and local governments for a one-time aid to address recovery from the economic and health effects of the COVID-19 pandemic.

The New Iberia City Council allocated \$150,000 of these funds to a Business Development Grant program to award grants to businesses in underserved communities to facilitate growth and development in the City of New Iberia.

In July 2024, applications will open for 21 small business grants (3 per Council member) of \$7,000 to eligible businesses in the City of New Iberia.

Please note that project proposals for the \$7,000 grant application should be feasible to complete with the \$7,000 award.

### What types of businesses are eligible?

Businesses must meet the following criteria to apply:

- The applicant must be the owner of the business. (Sole Proprietorship, Partnership, Corporation, Limited Liability Company)
- The applicant must be at least 18 years or older.
- The business must be registered and operate in the City of New Iberia.
- The business must be in good standing with the State of Louisiana.
- The business must have an occupational license with the City of New Iberia.
- The business must be an independent business and not part of a franchise.
- The business must be in a brick-and-mortar facility.
- The business must employ 15 or less full-time employees.
- The business must have been in operation before May 5, 2023.
- The business must have decreased revenue or gross receipts due to the COVID-19 pandemic.
- The business must agree to provide services to some low- to moderate-income individuals.
- The business must be in a qualified census tract.

### What types of grant expenses are eligible?

Eligible grant expenses include the following:

- Accessibility upgrades – Ramps & other ADA upgrades
- Approved Equipment Purchases
- Marketing – creation of a website, build a social media presence
- Physical Improvements – signage, awnings, façade painting, exterior lighting, solar panels.

*Note that payroll expenses are not eligible.*

## How will recipients be chosen?

Applications will be reviewed based on:

- Feasibility:
  - Proposed project must be completed with \$7,000 grant by December 31, 2026.
- Application
- Administrative Review
- Formal Presentation by applicants at the Sliman Theatre on a date TBD
  - Explain request and how it would positively impact their business

### Program Timeline

- Applications open: July 8, 2024
- Applications close: August 9, 2024
- Grant recipients notified by: September 1, 2024
- Grant funds spending deadline: December 31, 2026

\*\*Pursuant to the Public Records Law, information submitted to the City of New Iberia may become a public record.

# City of New Iberia

## Business Development Grant Application

Applicant Name: \_\_\_\_\_

Applicant Email Address: \_\_\_\_\_

Applicant Phone Number: \_\_\_\_\_

**If the majority owner will not be the primary contact for this application, please provide the primary contact's information, below:**

Primary Contacts Name: \_\_\_\_\_

Primary Contacts Email Address: \_\_\_\_\_

Primary Contacts Phone Number: \_\_\_\_\_

If your business has more than one owner, please list all owners of the company (first and last names) and all applicable ownership percentage.

### **BUSINESS INFORMATION:**

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Does your company have a "doing-business-as" (DBA) name different from its legal name? If so, please provide your company's DBA Name: \_\_\_\_\_

What is your business structure? **Mark only one**

Sole Proprietorship

Partnership (Includes LP or LLP)

Limited Liability Company (LLC)

Corporation

Please answer the following questions:	Yes	No
1. You (the applicant) are the owner of the business.	<input type="radio"/>	<input type="radio"/>
2. You (the applicant) are 18 years or older.	<input type="radio"/>	<input type="radio"/>
3. Your business is an independent business and not part of a franchise.	<input type="radio"/>	<input type="radio"/>
4. Your business employs fewer than 15 full-time employees, including yourself.	<input type="radio"/>	<input type="radio"/>
5. Your business has been in operation since May 5, 2023.	<input type="radio"/>	<input type="radio"/>
6. Are you able to present evidence of decreased revenue or gross receipts due to the COVID-19 pandemic? Please attach this evidence to your application.	<input type="radio"/>	<input type="radio"/>
7. Is your business in a qualified census tract? <a href="https://www.huduser.gov/portal/sadda/sadda_qct.html">https://www.huduser.gov/portal/sadda/sadda_qct.html</a>	<input type="radio"/>	<input type="radio"/>
8. Does your business provide services to some low- to moderate-income individuals?	<input type="radio"/>	<input type="radio"/>
9. Your business is a business entity in good standing in the State of Louisiana.	<input type="radio"/>	<input type="radio"/>
10. Your business is a business entity with an occupational license in the City of New Iberia.	<input type="radio"/>	<input type="radio"/>
11. If your business is awarded this grant, you will be able to complete your project by December 31, 2026.	<input type="radio"/>	<input type="radio"/>

Business Website: \_\_\_\_\_

Please share any links to social media accounts you use to promote your business (Instagram, Facebook, Twitter, etc.)

Tell us a little bit about yourself. What made you want to be a small business owner? How did you get started?  
How have your personal experiences, identity, and community informed how you've developed your business?

Tell us about your business today, including what products and services you offer and which communities you serve.

Which of the following best describes your business's offerings? **Check all that apply**

- Business and financial services (i.e., banking, investing, insurance, financial advising)
- Personal services (i.e., barber, salon, nail salon)
- Professional services (i.e., legal, accounting, advertising, architecture, and design)
- Real estate services
- Social Services
- Retail trade
- Wholesale trade
- Restaurants and bars
- Coffee shop, cafe, or bakery
- Brewery, winery, or distillery
- Hotel, motel, inn, or other accommodations
- Health practitioner/healthcare
- Gym or other fitness-focused business
- Education
- Art and culture (production or performance spaces)
- Events space
- Automotive
- Manufacturing
- Utilities
- Construction or building trades
- Other: \_\_\_\_\_

What were your net sales in 2023?

\_\_\_\_\_

How many full-time employees do you have currently?

\_\_\_\_\_

How many part-time employees do you have currently?

\_\_\_\_\_

Describe the role your business plays in your community. How does your business give back or engage with the community?

Is there anything else you would like our reviewers to know about your business?

How do you plan to use the award, if selected? How would the award help your business, if selected?

Please provide a simple budget that outlines how you would spend the \$7,000 award.

Please select the category that best describes how you would use this grant funding, if selected.

- Accessibility Upgrades (Examples: ramps)
- Equipment (Examples: point of sale device/software, purchasing of items for sale, display cases, kitchen equipment)
- Marketing (Examples: investing in social media campaign, building a website, etc.)
- Physical Improvements (Examples: signage, awnings, painting facade, new shelving, new lighting, etc.)

You may also include any additional documents you feel might further support your application.

APPLICANT ASSURES THAT:

- I have furnished true and correct information and agree to promptly report any changes to the City of New Iberia.
- I grant the City of New Iberia full permission to verify any and all information with both public and private sources or any entity, which may have furnished me services.
- I understand that if I receive services for which I am ineligible because of false information, I may be required to repay the City of New Iberia.
- I understand that by signing this document, I attest to the truth of all information provided (either verbally or in writing) to the City of New Iberia.

I further,

- Give permission for the City of New Iberia to provide services subject to the requirements of the Business Development Grant Program.
- Acknowledge that any services provided will be limited only to services permitted under the Business Development Grant Program and not additional services requested by, or at the personal preference of, the owner of the business.
- Release the City of New Iberia, its contractors, employees, and agents from any liability associated with the Business Development Grant Program and grant permission for photographs and information to be used to document and publicize the Business Development Grant Program.
- Understand information submitted to the City of New Iberia may become a public record.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date