

**CITY OF CARSON**

**SMALL BUSINESS  
GRANT PROGRAM**

**PROGRAM GUIDELINES**

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**APPLICATION**

City of Carson  
701 East Carson Street Carson, CA 90745  
310-952-1778

Email: [smallbusiness@carsonca.gov](mailto:smallbusiness@carsonca.gov)

# City of Carson Small Business Grant Program

The City of Carson has developed a Small Business Grant Program which is designed to contribute to the overall economic health of the city. The Program features grants with of **up to \$25,000** to assist businesses in the City of Carson based on the guidelines below.

- Businesses are required to state their number of full-time equivalent employees. Businesses with more than 50 full-time equivalent employees are not eligible for this program and those with 20 or fewer employees will have preference.
- Must be a “brick and mortar” business and physically located in Carson. How long the company has been in business in Carson shall be a consideration and factored into the scoring.
- Bonus points will be awarded to business owners belonging to “Underserved small business groups.” Underserved small business groups include women, minorities (people of color), or veteran-owned businesses where the majority (at least 51%) of the business is owned and run by said group(s) on a daily basis.
- Award Determination Scoring Matrix. Using the criteria from the previous section, the City could develop a scoring matrix that assigns a score based on the type of business in the city and how affected it was by COVID-19, with bonus points for other key factors.
- Businesses that received either a COVID-19 Small Business Loan or a COVID-19 Small Business Grant from the City of Carson during 2020 or 2021 are not eligible to apply.
  1. Basic eligibility: Open prior to March 15, 2020, not a previous program participant meets size and location, demonstrates pandemic losses – 10 points
  2. Business has fewer than 20 employees – 4 points
  3. Business located in Carson more than 5 years – 3 points
  4. Business located in Carson more than 10 years – 6 points
  5. Business located in Carson more than 20 years – 9 points
  6. Business demonstrates 50%+ revenue decline – 15 points
  7. Business demonstrates 41-50% revenue decline – 10 points
  8. Business demonstrates 31-40% revenue decline – 8 points
  9. Business demonstrates 21-30% revenue decline – 5 points
  10. Business demonstrates 11-20% revenue decline – 3 points
  11. Business demonstrates 1-10% revenue decline – 1 point
  12. Business meets diversity criteria – 2 points
    - 13-15 Points – \$ 5,000
    - 16-20 Points – \$10,000
    - 21-25 Points – \$15,000
    - 26-30 Points – \$20,000
    - Over 30 Points – \$25,000

# SMALL BUSINESS GRANT APPLICATION

Date: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Federal Tax I.D. #: \_\_\_\_\_ No. of Employees: \_\_\_\_\_

Date Business Established: \_\_\_\_\_ Years in Carson: \_\_\_\_\_

Description of Business: \_\_\_\_\_

Ownership Structure: (check one)

Sole Proprietorship

Corporation

Partnership

Sub-Chapter S

Does the business qualify as minority/woman/veteran-owned?

YES

NO

Principal(s) in the business who own 10% or more of the company:

1.	_____	_____	_____	_____
	Name and Title	Personal Phone #	% Owned	Salary

2.	_____	_____	_____	_____
	Name and Title	Personal Phone #	% Owned	Salary

Have you applied for a City of Carson Small Business Loan or Grant since February 1, 2020?

YES

NO

If yes, how much? \$ \_\_\_\_\_

## SECTION II – GRANT REQUEST

Amount of Grant Request:

\$ \_\_\_\_\_

Purpose of Grant Request:

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## SECTION III - PUBLIC BENEFIT AND ECONOMIC IMPACT

As a result of this proposed grant, will the business:

A. Save jobs in Carson?

YES

NO

If yes, number of jobs saved? \_\_\_\_\_

B. Increase employment opportunities in Carson?

YES

NO

If yes, how many jobs do you estimate? \_\_\_\_\_

C. Provide needed goods and services presently unavailable within the community?

YES

NO

If yes, what services and goods will it provide?

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D. Did the business suffer a decline in revenue during the pandemic?  YES  NO

If yes, by what percent did business decline? \_\_\_\_\_

## SECTION IV - CERTIFICATION

I \_\_\_\_\_, or we \_\_\_\_\_

certify as principals of \_\_\_\_\_  
that all information in this application and its attachments are true, correct, and complete to the best of my/our knowledge and are submitted to the City of Carson, California in connection with my/our grant request as noted in the application.

APPLICANT: \_\_\_\_\_

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

## APPLICATION CHECKLIST

All applicants must provide:

- Application (Completed and Signed by Applicant)
- If incorporated, evidence that applicant has authorization to apply for program
- Copy of Valid Carson Business License (Applicant)
- Provide clear photocopy of a driver license/state ID for ALL Applicants
- Business Tax Returns for 2019
- Current losses to date in 2022 or quarterly taxes
- DUNS (Dun & Bradstreet's Data Universal Numbering System) Number (if applicable)
- Other evidence documenting statements provided in the application including:
  - (1) Number of years in Carson
  - (2) Business owners belonging to underserved small business groups
- W-9 (Any grants awarded will be made to the address listed on the W-9)

I hereby declare that the foregoing information is true and correct to the best of my knowledge. I authorize the City of Carson to verify the information to determine my eligibility.

\_\_\_\_\_  
Applicant

\_\_\_\_\_  
Date

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