



SALT LAKE COUNTY COVID-19 RESPONSE

SLCO SMALL BUSINESS IMPACT GRANT PROGRAM

September 15, 2020

For the 1,116 current SBIG applications...

\$8.3 M

Grants approved
for 492 businesses

\$18.3 M

Grants requested
for 475 businesses under review

**AVERAGE
APPLICATION**

\$21 K
approved grant
in Round 2

\$19 K
requested grant
in Round 2

Communications

Closing Date

- Social Media push for final week accepting applications
- SBIG Round 2 applications must be submitted and complete by 5 p.m. Sept. 18

Social Media in Round 2

- RegDev **Facebook**: 13,559 reached since launch
- RegDev **Twitter**: 25, 575 impressions
- RegDev **Instagram**: 3,591 reached

3
DAYS LEFT!

ROUND 2
Small Business Impact Grant

Apply for a grant up to \$35,000 if you're a small business owner in Salt Lake County impacted negatively by COVID-19. For SBIG Application information and requirements, visit [SLCO.ORG/COVIDGRANTS/](https://slco.org/covidgrants/).
APPLICATIONS CLOSE SEPTEMBER 18 AT 5 P.M.



Website

17,386 visits

since grant announcement

(+546 in past week)

 **5,928** from slco.org banner

 **1,215** from Facebook



491 of views of FAQ translations

173 Spanish

130 Vietnamese (+1)

97 Chinese (+3)

57 Arabic

25 Samoan

9 Tongan

Business Relief Hotline



SLC SALT LAKE COUNTY **BUSINESS RELIEF**
HOTLINE
(385) 468-4011

GET ASSISTANCE WITH YOUR
SLCO SMALL BUSINESS IMPACT GRANT APPLICATION

more info: slco.org/covid-19/economy

Temporary Closure

- To expedite the processing of applications, the Hotline will be closed Sept. 19-30

3,246 calls (+408 in past week)

768 phone numbers (+86 in past week)

since SBIG Round 2 launched

95 calls requesting a non-English speaker

87 Spanish (+1)

5 Vietnamese

3 Mandarin

Note: Source of call data changed to hotline phone logs on Sept 4, 2020

Eligibility Pre-Screening

3,850 screening forms
since June 16 launch
(+92 in past week)

- 83%** likely eligible Round 2
- 50%** likely eligible Round 1
- 2%** pending Round 2
- 5%** pending Round 1
- 15%** ineligible Round 2
- 45%** ineligible Round 1

For the **369 ineligible** businesses in Round 2

- 220** received over \$35k in other CARES Act funding
- 63** not in SLCo
- 63** established after Jan. 1, 2020
- 46** can't prove financial loss
- 8** received \$35k in SBIG Round 1

Note: Some businesses are ineligible for more than one reason

Main Application Process

2,057 applications started

(+87 in past week)

922 Round 2 applications in progress

(not yet submitted) (+26 in past week)

1,135 applications submitted

(+32 in past week)

- **475** under review *(+6 in past week)*
- **492** approved *(+29 in past week)*
- **168** declined *(+29 in past week)*

GRANT PAYMENTS

387

payments
complete

(+31 in past week)

\$6.9 M

total paid

(+\$600k in past week)

Current Applications & Approved Grants

Municipality	Applications (count)	Grants requested (\$)	Grants approved (count)	Grants approved (\$)
Alta	4	\$48,047	2	\$20,509
Bluffdale	6	\$137,087	5	\$96,084
Brighton	2	\$16,250	0	\$0
Copperton	0	\$0	0	\$0
Cottonwood Heights	45	\$894,477	19	\$435,909
Draper	45	\$968,512	21	\$394,027
Emigration	2	\$46,763	0	\$0
Herriman	11	\$200,074	5	\$78,705
Holladay	32	\$638,223	19	\$225,374
Kearns	16	\$265,202	4	\$94,463
Magna	21	\$341,713	7	\$159,335
Midvale	26	\$562,513	8	\$222,979



Current Applications & Approved Grants

Municipality	Applications (count)	Grants requested (\$)	Grants approved (count)	Grants approved (\$)
Millcreek	97	\$1,769,910	48	\$635,792
Murray	55	\$1,199,222	23	\$423,286
Riverton	22	\$364,520	9	\$143,575
Salt Lake City	285	\$5,656,482	142	\$2,950,593
Sandy	84	\$1,584,703	44	\$658,901
South Jordan	44	\$748,791	17	\$246,462
South Salt Lake	38	\$810,319	20	\$383,754
Taylorsville	29	\$544,333	15	\$309,576
Unincorporated SLCo	12	\$204,549	4	\$100,564
West Jordan	56	\$1,015,059	27	\$386,403
West Valley City	44	\$905,517	20	\$338,972
White City	7	\$43,487	3	\$31,725





**SMALL
BUSINESS
IMPACT GRANT
PROGRAM**

[SLCO.ORG/COVID-19](https://slco.org/covid-19)