



SALT LAKE COUNTY COVID-19 RESPONSE

SLCO SMALL BUSINESS IMPACT GRANT PROGRAM

August 11, 2020

For the 718 current SBIG applications...

\$3.3 M

Grants approved
for 201 businesses

\$14.1 M

Grants requested
for 517 businesses under review

**AVERAGE
APPLICATION**

\$17 K
approved grant

\$20 K
requested grant

Communications

#SLCoSmallBusinessStrong

Story #2: Mimi's Munchies

- Mexican-American fusion snacks delivered
- Received SBIG in Round 1
- Hopes to open a food truck in August
- Read more: [Mimi's Munchies Pivots and Takes to Salt Lake County Roads Delivering Mexican-American Snacks](#)

Social Media in Round 2

- RegDev Facebook: 8,024 reached since launch
- RegDev Twitter: 18,000 impressions
- RegDev Instagram: 748 reached



Website

14,044 visits

since grant announcement

(+1,827 in past week)

 **5,367** from slco.org banner

 **1,086** from Facebook

COVID-19 ECONOMIC RESPONSE

**SMALL BUSINESS
IMPACT GRANT**



INFORMATION & APPLICATION

446 of views of FAQ translations

162 Spanish

114 Vietnamese

83 Chinese

54 Arabic

24 Samoan

9 Tongan

Business Relief Hotline

491 calls + over 70 voicemails
fielded since SBIG program announcement

73 calls requesting a non-English speaker

- 67** Spanish
- 5** Vietnamese
- 2** Mandarin

Common call topics:

- SBIG 1 / CARES requirements
- Reporting requirements
- Documentation questions



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

Eligibility Pre-Screening

3,162 screening forms
since June 16 launch
(+368 in past week)

- 82%** 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 **267 ineligible** businesses in Round 2

- 166** received over \$35k in other CARES Act funding
- 45** not in SLCo
- 41** established after Jan. 1, 2020
- 26** can't prove financial loss
- 7** received \$35k in SBIG Round 1

Note: Some businesses are ineligible for more than one reason

Main Application Process

1,614 applications started

(+373 in past week)

813 Round 2 applications in progress

(not yet submitted) (+154 in past week)

801 applications submitted

(+219 in past week)

- **517** under review *(+165 in past week)*
- **201** approved *(+34 in past week)*
- **83** declined *(+20 in past week)*

GRANT PAYMENTS

138

payments
complete

(+24 in past week)

\$2.5 M

total paid

(+\$406k in past week)

Current Applications & Approved Grants

Municipality	Applications (count)	Grants requested (\$)	Grants approved (count)	Grants approved (\$)
Alta	2	\$20,509	2	\$20,509
Bluffdale	5	\$102,087	4	\$61,084
Brighton	1	\$12,050	0	\$0
Copperton	0	\$0	0	\$0
Cottonwood Heights	33	\$583,988	8	\$166,119
Draper	30	\$638,624	8	\$138,510
Emigration	2	\$46,763	0	\$0
Herriman	9	\$163,504	1	\$5,764
Holladay	29	\$463,894	8	\$89,606
Kearns	10	\$176,530	4	\$94,463
Magna	13	\$177,258	0	\$0
Midvale	20	\$511,353	5	\$154,237



Current Applications & Approved Grants

Municipality	Applications (count)	Grants requested (\$)	Grants approved (count)	Grants approved (\$)
Millcreek	63	\$1,121,538	19	\$227,425
Murray	35	\$866,365	9	\$121,996
Riverton	16	\$196,937	4	\$65,422
Salt Lake City	216	\$4,565,682	65	\$1,139,655
Sandy	69	\$1,325,725	19	\$248,319
South Jordan	31	\$491,620	7	\$94,213
South Salt Lake	31	\$691,446	9	\$178,252
Taylorsville	24	\$441,877	9	\$221,291
Unincorporated SLCo	4	\$76,161	1	\$34,993
West Jordan	38	\$655,371	8	\$76,048
West Valley City	30	\$618,713	9	\$156,244
White City	4	\$88,194	2	\$27,197





**SMALL
BUSINESS
IMPACT GRANT
PROGRAM**

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