



SALT LAKE COUNTY COVID-19 RESPONSE

SLCO SMALL BUSINESS IMPACT GRANT PROGRAM

September 1, 2020

For the 895 current SBLG applications...

\$6.9 M

Grants approved
for 382 businesses

\$10.0 M

Grants requested
for 513 businesses under review

AVERAGE APPLICATION

\$18 K
approved grant

\$20 K
requested grant

Communications

Webinar

- Held a successful webinar with Salt Lake City on Aug. 26
- Livestreamed on Facebook: 815 views
- Featured on SLCTv: 94 views
- Link to view & share SBIG webinar available here: <https://bit.ly/3bciziQ>

Social Media in Round 2

- RegDev **Facebook**: 12,579 reached since launch
- RegDev **Twitter**: 21,034 impressions
- RegDev **Instagram**: 2,992 reached



**SMALL BUSINESS
IMPACT GRANT**

— **WEBINAR** —

AND Q&A

11 a.m. Wednesday, August 26, 2020

  

Website

16,224 visits

since grant announcement

(+748 in past week)

 **5,737** from slco.org banner

 **1,179** from Facebook

COVID-19 ECONOMIC RESPONSE

SMALL BUSINESS IMPACT GRANT



INFORMATION & APPLICATION

484 of views of FAQ translations (+6)

173 Spanish

127 Vietnamese (+1)

93 Chinese (+5)

57 Arabic

25 Samoan

9 Tongan

Business Relief Hotline



2,437 calls (+384 in past week)

609 phone numbers (+92 in past week)

since SBIG Round 2 launched

93 calls requesting a non-English speaker

85 Spanish (+6)

5 Vietnamese

3 Mandarin (+1)

Common call topics:

- Reporting requirements
- Documentation questions

Note: Source of call data changed to hotline phone logs on Aug. 24, 2020

Eligibility Pre-Screening

3,653 screening forms

since June 16 launch

(+162 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 **339 ineligible** businesses in Round 2

202 received over \$35k in other
CARES Act funding

60 not in SLCo

54 established after Jan. 1, 2020

43 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

1,899 applications started

(+77 in past week)

872 Round 2 applications in progress

(not yet submitted) (+22 in past week)

1,027 applications submitted

(+55 in past week)

- **513** under review (-4 in past week)
- **382** approved (+48 in past week)
- **132** declined (+11 in past week)

GRANT PAYMENTS

195

payments
complete

(+21 in past week)

\$3.3 M

total paid

(+\$345k in past week)

Current Applications & Approved Grants

Municipality	Applications (count)	Grants requested (\$)	Grants approved (count)	Grants approved (\$)
Alta	3	\$26,509	2	\$20,509
Bluffdale	6	\$137,087	5	\$96,084
Brighton	1	\$12,050	0	\$0
Copperton	0	\$0	0	\$0
Cottonwood Heights	38	\$711,732	19	\$435,909
Draper	42	\$955,757	16	\$297,505
Emigration	2	\$46,763	0	\$0
Herriman	11	\$200,074	4	\$43,705
Holladay	30	\$613,298	16	\$212,163
Kearns	15	\$257,780	4	\$94,463
Magna	20	\$318,881	6	\$124,335
Midvale	25	\$575,888	7	\$199,919

Current Applications & Approved Grants

Municipality	Applications (count)	Grants requested (\$)	Grants approved (count)	Grants approved (\$)
Millcreek	90	\$1,614,863	37	\$507,111
Murray	52	\$1,164,402	18	\$327,053
Riverton	22	\$387,745	8	\$118,654
Salt Lake City	258	\$5,208,045	118	\$2,437,942
Sandy	80	\$1,549,195	34	\$473,684
South Jordan	41	\$661,143	15	\$231,061
South Salt Lake	32	\$719,368	16	\$267,960
Taylorsville	25	\$499,367	14	\$274,576
Unincorporated SLCo	9	\$165,934	3	\$65,564
West Jordan	46	\$881,183	25	\$360,340
West Valley City	42	\$907,137	13	\$232,925
White City	6	\$36,219	2	\$27,197



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