



SALT LAKE COUNTY COVID-19 RESPONSE

SLCO SMALL BUSINESS IMPACT GRANT PROGRAM

September 29, 2020

For the 1,153 current SBIG applications...

\$11.4 M

Grants approved
for 624 businesses

\$10.0 M

Grants requested
for 529 businesses under review

**AVERAGE
APPLICATION**

\$18 K
approved grant

\$20 K
requested grant

Communications

Business Story: Liberty Park Rides & Concessions

- Owned and operated by Craig Silverstein
- Historic icon and rare feature
- SLCo grant allowed business to survive 2020 and hopefully reopen in 2021
- **WATCH VIDEO:** <https://bit.ly/3cEnSnF>

Social Media in Round 2

- RegDev **Facebook:** 14,187 reached since launch
- RegDev **Twitter:** 28,239 impressions
- RegDev **Instagram:** 3,897 reached



Website

18,723 visits

since grant announcement

(+354 in past week)

 **6,043** from slco.org banner

 **1,261** from Facebook

COVID-19 ECONOMIC RESPONSE

SMALL BUSINESS IMPACT GRANT



INFORMATION & APPLICATION

503 of views of FAQ translations

173 Spanish

133 Vietnamese (+2)

106 Chinese (+1)

57 Arabic

25 Samoan

9 Tongan

Business Relief Hotline



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

Temporary Closure

- Hotline will reopen on Thursday, October 1

3,938 calls

894 phone numbers

since SBIG Round 2 launched

95 calls requesting a non-English speaker

87 Spanish

5 Vietnamese

3 Mandarin

Eligibility Pre-Screening

3,985 screening forms
since June 16 launch

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 **381 ineligible** businesses in Round 2

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

67 established after Jan. 1, 2020

66 not in SLCo

48 can't prove financial loss

9 received \$35k in SBIG Round 1

Note: Some businesses are ineligible for more than one reason

Main Application Process

1,317 applications submitted

- **529** under review
- **624** approved (+115 in past week)
- **164** declined (+1 in past week)

GRANT PAYMENTS

486

payments
complete

(+43 in past week)

\$9.0 M

total paid

(+\$0.8M 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	7	\$172,087	5	\$96,084
Brighton	2	\$16,250	0	\$0
Copperton	0	\$0	0	\$0
Cottonwood Heights	54	\$1,122,998	23	\$504,129
Draper	50	\$1,071,417	27	\$526,064
Emigration	2	\$28,263	0	\$0
Herriman	13	\$248,570	5	\$78,705
Holladay	35	\$681,553	23	\$289,522
Kearns	18	\$294,042	7	\$118,822
Magna	21	\$342,458	9	\$199,910
Midvale	30	\$696,755	15	\$332,124

Current Applications & Approved Grants

Municipality	Applications (count)	Grants requested (\$)	Grants approved (count)	Grants approved (\$)
Millcreek	118	\$2,097,986	64	\$931,079
Murray	62	\$1,354,980	31	\$626,030
Riverton	23	\$380,590	11	\$150,222
Salt Lake City	319	\$6,720,900	189	\$3,806,148
Sandy	94	\$1,819,848	54	\$886,251
South Jordan	46	\$907,523	26	\$456,539
South Salt Lake	46	\$980,396	25	\$515,902
Taylorsville	37	\$630,432	24	\$428,773
Unincorporated SLCo	14	\$245,449	6	\$108,895
West Jordan	71	\$1,243,106	39	\$588,441
West Valley City	56	\$1,155,975	33	\$600,683
White City	10	\$156,056	4	\$38,993



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