

REDMOND SMALL BUSINESS RESILIENCY GRANT PROGRAM

HELPING SMALL BUSINESSES
NEGATIVELY IMPACTED BY COVID-19



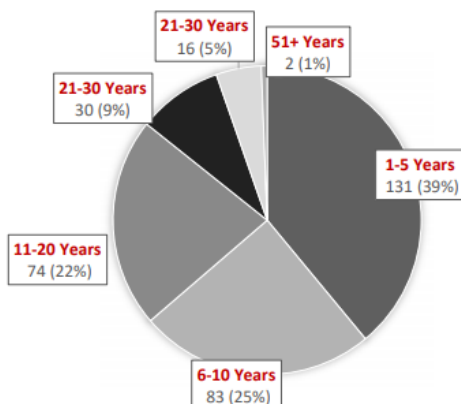
REDMOND 2020 COVID-19 GRANT PROGRAM SERIES

Purpose: To address the needs of Redmond small businesses impacted by the COVID-19 Pandemic, in July 2020, Redmond City Council voted to allocate over \$1.5 million in CARES Act funds to provide grants to small businesses to be distributed by October 31, 2020. In November 2020, a subsequent allocation of an additional \$324,000 CARES Act dollars was made for Phase II of the grant program prioritizing home-based businesses, and for Winterization Reimbursements. This allocation increased the total amount of grants distributed to small businesses to \$1.854 million. The City of Redmond, working in partnership with OneRedmond, developed and executed these three grant programs in accordance with the CARES Act Requirements: The Phase I Resiliency Grant, the Phase II Resiliency Grant, and the Winterization Reimbursement Grant. All combined, a total of 352 grants were distributed to small businesses and non-profit organizations by the end of 2020.

Grant Recipient Summary: Through the online application process, OneRedmond was able to capture information about the companies applying for and receiving the grants. Almost all of the organizations that applied, and met the eligibility criteria, were awarded a grant. A total of 336 grant recipients were awarded grants from \$1,500 to \$10,000. Grant funds were automatically deposited into the bank accounts of the grant recipients or a physical check was mailed to those that decided not to provide banking information.

Grant Program	Recipients	Dollars
Resiliency – Phase I	254	\$1,530,000
Resiliency – Phases II	76	\$228,250
Winterization Reimbursement	22	\$95,950
Total Grants	352	\$1,854,200
Total Recipients	336	

Years in Operation: A relative significant number of businesses were young, with 131 (39%) had been in operation for between 1-5 years. 83 (25%) had been in operation for 6-10 years. 74 (22%)



Years in Operation

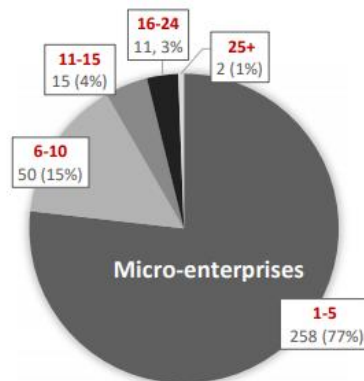
1-5	131	39%
6-10	83	25%
11-20	74	22%
21-30	30	9%
31-50	16	5%
51+	2	1%
	336	100%

businesses had been in operation for between 11-20. 30 (9%) had been in business for 31-50 years, and 16 (6%) had been in operation for over 31 years.

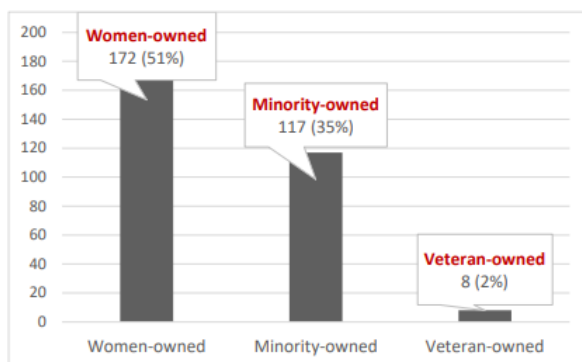
Number of Full-Time Employees: The significant majority of grant awardees, 258 (77%) operated with between 1-5 employees. 50 (15%) organizations employ between 6-10 FTEs, and 8% (28) employ 16 or more FTEs. It should be noted that the Phase 1 and Phase 2 grant criteria stipulated that only organizations with 25 or less FTEs could apply.

Number of
Full Time Employees (FTE)

1-5	258	77%
6-10	50	15%
11-15	15	4%
16-24	11	3%
25+	2	1%
	336	100%



Women/Minority/Veteran – Owned: Interestingly, more than half of all awardees, 172 (51%), were women-owned companies. 117 (35%) were minority-owned and 8 (2%) were Veteran-owned. This data is based solely on the information submitted by the applicants, which was not always complete.



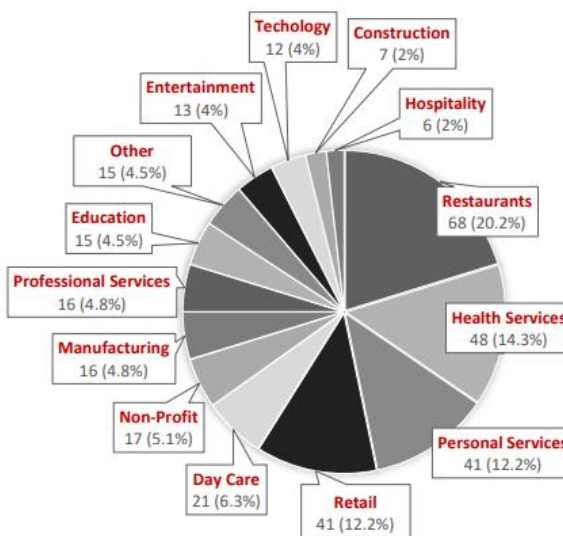
Women | Minority | Veteran-Owned

Women-owned	172	51%
Minority-owned	117	35%
Veteran-owned	8	2%

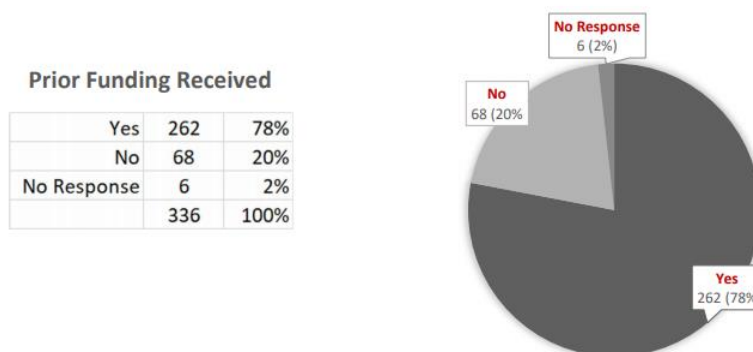
Industry Category: These three grants received applicants across more than 14 different industry sectors. The top five industry sectors that received grants were Restaurants, Health Services, Personal Services, Retail and Daycare establishments. These top five accounted for more than 65% (218) of all grant recipients.

Industry Category

Industry	No.	%
Restaurants	68	20.2%
Health Services	48	14.3%
Personal Services	41	12.2%
Retail	41	12.2%
Day Care	21	6.3%
Non-Profit	17	5.1%
Manufacturing	16	4.8%
Professional Services	16	4.8%
Education	15	4.5%
Other	15	4.5%
Entertainment	13	3.9%
Technology	12	3.6%
Construction	7	2.1%
Hospitality	6	1.8%
	336	100%



Prior Funding Received: 262 (78%) if recipients indicated that prior funding (such as PPP, EIDL or other grant program) had been received, while 68 (20%) said no prior funding support had been received.



Outreach & Marketing: OneRedmond and the City of Redmond launched the Phase I Redmond Small Business Resiliency Grant Program in August 2020 with distribution of a press release to media and our database of 13,000+ contacts in addition to a social media campaign. A direct mail postcard was then mailed to 8,000+ Redmond-based small businesses and non-profits. Interested organizations were directed to the grant webpage with details on the program including an overview of the timeline, eligibility requirements and the online application portal. With limited time to implement Phase II of the Resiliency Grant and the Winterization Reimbursement Grant, a press release, social media posts, and e-newsletter notifications were sent out. In addition, OneRedmond partnered with multi-cultural organizations to reach our local BIPOC SMB owners.

Application Process: A streamlined grant application was created in the WizeHive grant platform for all three grant opportunities. Physical copies of the application were also created. Those applicants who chose to submit a physical copy had their information entered in the system by OneRedmond staff. In addition, OneRedmond offered translation services as needed.

The Resiliency Grant applications focused on the impacts of COVID-19, in addition to plans for recovery and resiliency. An optional Cash Flow & Recovery Plan Template was provided to track both historical and future projections to determine a feel for the overall health of the applying organizations. The Winterization Reimbursement Grant application required submittal of paid invoices for items requested for reimbursement.

OneRedmond hosted webinars on the grant programs that featured updates and presentations by Executive Director Kristina Hudson, Mayor Birney, the grant program's contract-Chief Financial Officer, and our Redmond-based Small Business Development Center (SBDC) Advisor. Over 200 interested representatives participated in the webinars that were recorded and archived on the grant web page. Throughout the application process, the OneRedmond team fielded inquiries from interested organizations in addition to outreaching to contacts a week prior to the deadline to answer any last-minute questions and encourage submissions.

Review Process: A preliminary review of the grant applications was conducted with follow up to confirm and ensure eligibility. Cash Flow & Recovery Plan Worksheets were reviewed and ranked by the grant program's contract-CFO. Applications were then scored based on a pre-established standardized criterion.

This was followed by a review and ranking by a blue-ribbon Grant Review Panel, comprised of local experts and advocates. Reviewers focused on providing qualitative analysis on the applicant's open-ended responses including resiliency plans for operating through 2021. To keep the process fair and unbiased, the names and contact information for the applicants were removed and replaced by a unique identification number. Reviewers were also asked for their overall recommendation on each application in addition to their thoughts on grant award amounts. The Winterization Reimbursement Grant program did not include a judging panel but was vetted by OneRedmond staff for eligibility and required submitted documentation of winterization-related expenditures.

Grant Awards: In order to expedite the delivery of dollars to our small businesses and non-profits, OneRedmond offered ACH deposit for those who were interested in this payment option with over 81% of the grant recipients taking advantage of the opportunity. All grant recipients were given free access to OneRedmond's SBDC Small Business Advisor for further resources and support. In addition, they also received a complimentary one-year membership to OneRedmond which provides them access to cost-savings on a comprehensive suite of health insurance options from top carriers via its partnership with Business Health Trust. Quarterly follow-ups will be performed on all grant recipients to track health of the companies as well as to provide additional advising services as needed.

Program Summary: The City of Redmond's grant programs were the most generous amongst our neighboring municipalities. In 2020, the City of Bellevue gave out \$675,000, and the City of Kirkland gave out \$1,035,000. Redmond is leading the way in small business support.

Financial Resources webinars and advising services have also been a critical component to the health of our small businesses. Top business advising topics include: COVID-19 resources, Financing/Capital, Managing a Business, Marketing/Sales, Buy/Sell Business, and Human Resources/Employee Management.