EAST LANSING DOWNTOWN DEVELOPMENT AUTHORITY AGENDA
Downtown Development Authority Meeting
4:30 PM - Thursday, April 30, 2020
Zoom

1. CALL TO ORDER
   1.1. Roll Call
   1.2. Approval of the agenda
   1.3. Adoption of Time Limit for Public Comments Under Communications from Audience
       Memo
   1.4. Approval of April 23, 2020 Minutes
1.4. Approval of April 23, 2020 Minutes

2. FINANCIAL REPORTS

3. WRITTEN COMMUNICATIONS
   3.1. Letter to City Council Regarding Business Support
       Business Support Letter
   3.2. Letter from DMB Regarding Business Support
       Letter to the DDA Regarding Request to Support a Grant Program for Businesses
   3.3. Email from Tom Muth
       Email from Tom Muth

4. COMMUNICATIONS FROM THE AUDIENCE

5. BUSINESS AGENDA
   5.1. Consideration of Program Guidelines and Selection Criteria For Business Relief Program
       Business Relief Program 04-30-20
       Memo
       Draft Application

6. UNFINISHED BUSINESS AGENDA

7. COMMITTEE REPORTS

8. REPORTS FROM CHAIR AND BOARD MEMBERS

9. ANNOUNCEMENTS / BOARD MEMBER COMMENTS

10. ADJOURNMENT
MEMORANDUM

TO: Downtown Development Authority

FROM: Heather Pope, Department Operations Analyst

CC: Tom Fehrenbach, Director, Planning, Building & Development

DATE: April 28, 2020

SUBJECT: Adoption of Time Limit for Public Comments Under Communications for Audience

Due to the COVID-19 pandemic, the Downtown Development Authority is holding its board meeting via the video conferencing platform Zoom. In correspondence with MCL 15.263(1), it is the recommendation of the City Attorney's Office that all City affiliated boards and commissions holding virtual meetings adopt a rule limiting public comment to 2 minutes per individual.

The recommended motion for consideration is "In order to maintain the order of an online public meeting, I move to adopt a rule pursuant to MCL 15.263(1) limiting public comment to two minutes per individual".
Item 1                      Call to Order

A.) Roll Call

The meeting was called to order at 12:02 p.m. by Chair Dewan. The meeting was held via Zoom Internet Conference.

Present: Dewan, Croom, Rhode, Lahanas, Ballein, Mayor Beier, Clayton, Hackney, Krueger, Smith

Absent:

Staff Members Present: Tom Fehrenbach, Heather Pope, Nicole Bartell, Chad Shepard

Guest: Tom Yeadon, City Attorney

B.) Approval of Agenda

Tom Fehrenbach, Director of Planning, Building and Development, requested removal of item 6E, the Evergreen Property Leases.

Moved by Dewan, seconded by Clayton to approve the agenda as amended.

ALL YEAS
MOTION CARRIED

C.) Adoption of Time Limit for Public Comments Under Communications From Audience

Dewan reviewed a memo regarding the Adoption of Time Limit for Public Comments Under Communications for Audience in correspondence with MCL 15.263(1) limiting public comments to 2 minutes per individual.

Moved by Dewan, seconded by Clayton to adopt the 2 minute rule for public comments Under Communications from Audience.

ALL YEAS
MOTION CARRIED

D.) Resignation of Eric Sudol

Dewan introduced the Resignation Letter from DDA Board Member Eric Sudol. Moved by Dewan, seconded by Hackney to accept Eric Sudol's resignation.

ALL YEAS
MOTION CARRIED
E.) Approval of the Minutes

Moved by Dewan, seconded by Hackney to approve the minutes from the February 20, 2020 meeting.

ALL YEAS
MOTION CARRIED

Item 2 Financial Reports

A.) Treasurer’s Report for February 2020 and March 2020

The Board reviewed the report.

B.) Bond Schedule

Item 3 Written Communications

A) 131, 135, 207, 217, & 227 Bogue Street Letter
B) Convexity Withdrawal of Letter of Intent for Evergreen RFQ/P
C) Letter from East Lansing Art Festival
D) Park District Project Notice of Enforced Delay
E) Letter from Harbor Bay
F) Business Support

Item 4 Communications from Staff

Mr. Fehrenbach gave updates on Center City, The Graduate Hotel, The Abbot, MSUFCU and the Evergreen properties.

Fehrenbach reported the City has been searching for business grants and participating in webinars to locate grants, loans, and federal funds to assist businesses.

Fehrenbach reported Gotcha scooters received “essential” clearance and have deployed.

Fehrenbach reported the housing study on hold until more info becomes available.

Item 5 Communications from Audience

Dillon Rush, Lansing Area Economic Partnership, 1000 S. Washington Ave., discussed the Business Relief Program.

Chris Root, 729 Sunset Lane, discussed CDBG funds available for business support.

Mark Bell, CEO, Harbor Bay, discussed business support.

John McGraw, River Caddis, thanked the Board and would be available to answer questions on the MOU.

Kevin McGraw, River Caddis, had no comment at this time.
A.) DDA FY2021 Budget and Tax Rate Resolution

Tom Fehrenbach discussed the budget and acknowledged it will need to change once we have a better understanding of the effects of Covid-19 on the businesses.

Heather Pope, Department Operations Analyst, provided an overview of the FY 2021 Budget, Tax Rate Resolution and the Evergreen Properties.

Dewan asked for an explanation of the budgetary change procedure. Tom Fehrenbach reviewed the process.

Lynsey Clayton requested the Board hold a public hearing on the budget.

Moved by Dewan, seconded by Hackney to approve the FY21 DDA budget as presented.

ALL YEAS
MOTION PASSES

Moved by Croom, seconded by Dewan to approve the FY2021 Budget and Tax Rate Resolution.

ALL YEAS
MOTION PASSES

B.) Business Support Options During COVID-19

Mr. Fehrenbach discussed the struggles businesses are going through. He discussed identifying opportunities to provide support to the businesses and an overview of the potential funding source. He reviewed three opportunities which include a program similar to the Lansing Economic Area Partnership, small relief grant program; reduction of licensing and other fees to downtown businesses and a gift card program.

Dewan acknowledged that the Glencairn neighborhood provided many creative ideas to leverage purchasing power for the DDA District.

Smith recommended a combination of option one and a blend of option two.

Croom stated he is very supportive of option one and working with LEAP. Croom noted he would like all available funds to go directly to businesses.

Dewan disclosed his working relationship with LEAP as their insurance agent and asked if he should be recused. Hackney responded he didn’t believe it would be necessary. Tom Yeadon, City Attorney, provided the criteria for recusing yourself.

Hackney disclosed an indirect working relationship with LEAP, as he serves on the LDFA, and stated his decisions would not be influenced in any way.

Ballein recommended dividing up the funds evenly between all the businesses within the DDA District. Hackney supported Ballein’s recommendation.
Lahanas supported addressing business relief by need.

Clayton stated she cannot support paying LEAP more money than the businesses would receive grants.

Dillon Rush, LEAP, discussed the Small Business Relief Program and answered questions.

Moved by Rhode, seconded by Lahanas, to approve a contract with LEAP contract to award 100 businesses $2,500 grants, totaling $250k, for a fee of $10,000 and the City Manager's Office is authorized to make any changes necessary.

Discussion followed on how the grants and businesses are evaluated following the allocation of the funds.

A friendly amendment by Rhode, to modify the project development fund by reallocating $250,000 which would be distributed by LEAP in $2,500 increments to 100 businesses and authorizing a $10,000 fee to LEAP for administrative costs, and have staff work with DDA appointees to return to DDA with the proposed criteria early next week; with the Chair appointing 3 members to work on the program criteria.

9 YEAS, 1 NAY
MOTION PASSED

Rhode proposed a second meeting to discuss criteria and bring it back to a vote early next week.

Discussion followed.

Fehrenbach revisited the business license and entertainment licenses fee relief. Lahanas reviewed the proposed fee reduction, in the amount of $2,000 per business.

Moved by Croom, seconded by Hackney, to support the business license and entertainment fee relief program.

ALL YEAS
MOTION PASSED

The gift card program was discussed.

Moved by Dewan, to allocate resources remaining toward a gift card program with details to emerge at a later time. There was no second on the motion. Fehrenbach reviewed the program outline.

Discussion followed.

Dewan withdrawals his motion to support the gift card program.

C.) Consideration of a Memorandum of Understanding with River Caddis Development for Evergreen Properties

Fehrenbach gave an overview of the timeline of the Evergreen RFQ/P and discussed the River Caddis proposal. River Caddis and the City are looking for ways to keep project moving during pandemic. Staff recommends approval of the River Caddis Memorandum of Understanding.

John McGraw, River Caddis stated they are eager to begin process and encouraged.
Moved by Dewan, seconded by Ballein, to accept the recommendation of staff and approve the Memorandum of Understanding with River Caddis Development for Evergreen Properties.

Dewan makes a friendly amendment, Ballein seconds, to make the Memorandum of Understanding effective starting April 24, 2020.

Moved by Croom, seconded by Mayor Beier, the following amendments:
Paragraph 2) "requires parties to use best efforts" changed to "requires parties to use reasonable efforts"
Paragraph 3) "the DDA grants RCD the exclusive right and option" changed to "the DDA grants RCD the exclusive right to investigate"
The Last Paragraph should be changed so the City is not incurring attorney costs.

ALL YEAS
MOTION PASSED

Moved by Mayor Beier, seconded by Dewan, to amend the “DDA grants RCD the exclusive right to investigate to “DDA grants RCD the exclusive right to investigate as long as the developer pursues the project as initially presented”.

ALL YEAS
MOTION PASSES

Kevin McGraw, River Caddis, acknowledged, understood and agreed with the changes.

ORIGINAL MOTION VOTE AS AMENDED
ALL YEAS
MOTION PASSES

Moved by Lahanas, seconded by Ballein, to allow Chair Dewan to assemble a review team to assist City staff in the project review.

ALL YEAS
MOTION PASSED

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Moved by Dewan, seconded by Krueger to adjourned at 3:10 p.m.
April 23, 2020

The Honorable Ruth Beier  
East Lansing City Council  
410 Abbot Road  
East Lansing, MI 48823  

Re: Business Support

Dear Mayor Beier and Council Members:

At its April 23, 2020 Special board meeting, the Downtown Development Authority discussed ways the DDA could support businesses during this period of pandemic.

Following the discussion, a motion to approve an agreement with LEAP, to implement a grant program, which will provide 100 businesses with a $2,500 grant, passed 9-1. The DDA will fund this program from its Project Development fund line item budget.

Another option that was discussed was the reduction of business licenses fees. A reduction of fees would provide the businesses with some relief. Therefore, with ten members present, the board voted unanimously to recommend to City Council to approve a fee reduction for restaurant licenses, entertainment licenses, and ROW licenses for outdoor dining.

Thank you for considering this recommendation and supporting the businesses during this difficult time.

Sincerely,

Peter Dewan, Chair  
Downtown Development Authority

c: DDA Board  
Thomas Fehrenbach, Director, Planning, Building and Development
April 22, 2020

Dear Members of the East Lansing Downtown Development Authority,

On April 16, 2020, the East Lansing Downtown Management Board (DMB) held a Special Board Meeting to discuss recommendations on business support initiatives that could be implemented in direct response to the COVID-19 pandemic. Board members reviewed and evaluated project recommendations focused on both financial and marketing support.

At this time, the DMB has identified financial assistance that supports business operations as the highest priority. As such, the Downtown Management Board formally requests that the Downtown Development Authority (DDA) consider providing grant opportunities for businesses located within the DMB district.

As the Downtown Management Board recognizes that local organizations are limited in financial funding, the DMB is not requesting a specific grant amount be awarded. Instead, the board requests that the DDA consider a funding amount that would allow several of our 192 member businesses the opportunity to apply for monetary support. In addition, the Downtown Management Board requests that the DDA consider limiting application restrictions by allowing businesses that have already received federal, state, or local emergency funding the opportunity to apply for DDA resources.

The Downtown Management Board appreciates all partnership opportunities with the Downtown Development Authority, and we look forward to discussing new projects to support Downtown East Lansing soon.

Sincerely,

Chanelle Crouch, Chairperson
East Lansing Downtown Management Board
I would like to thank the DDA for taking quick action on making funds available for downtown businesses during this time of crisis. After listening to the meeting last week, I agree with most of the other business owners on the DDA that any disbursement of funds should be distributed equally among the businesses in the district. Though it would be less than the $2500 that will be allocated to selected businesses under the grant contest plan, a $1,000 to go towards rent or other baseline would be a tremendous help to every business that needs it.

Further, I think it's important to keep in mind that the money that is being awarded as grants is money that ALL businesses have paid in to the DDA. Prior uses such as sidewalk beatification and façade enhancement benefit the entire business community, but this use of funds is significantly more targeted. Effectively, some businesses will be paying other businesses out of their own pocket, while they themselves may be in dire financial straits. I have serious reservations about applying for any grant that would take money my neighbors business to give my own a better financial footing. I think an even distribution or an across the board proportional distribution would be a better method.

Finally, while previous grant awards (MEDC or other sources) are a consideration in the application, it is not a disqualifier. That seems like a huge oversight. Businesses that have not received any kind of funding should have exclusive priority, in my opinion.

I encourage the DDA to revisit this plan and make the funds we have all paid in available to all.
East Lansing Downtown Development Authority
Business Relief Program (ELDDABRP) – Grants

East Lansing Downtown Development Authority District

Business Eligibility, Application Scoring Criteria & Review Process

Business Eligibility:
Requirements – All businesses seeking funds must meet all minimum requirements:

1. A business must be physically (brick and mortar) located within the East Lansing Downtown Development Authority District (DDA) (boundary map attached). Virtual tenants and home-based businesses are not eligible.
   - If applying for multiple locations, one application is required for each desired brick and mortar location

2. Business must be directly affected by and listed in Executive Order (EO) No. 2020-9 and/or subsequent related EOs:
   - Ex. Restaurants, cafes, bars, breweries, distilleries, wineries, performance venues, libraries, museums, gyms, sports facilities, exercise studios, spas, amusement venues, non-essential manufacturers, retailers

3. Business must demonstrate income loss specifically related to the COVID-19 pandemic or Executive Order (EO) No. 2020-9 and/or subsequent EOs, rather than financial hardship in general

4. Business must demonstrate need for working capital
   - Ex. support payroll expenses, rent, mortgage payments, utility expenses or other similar expenses that occur in the ordinary course of business

5. Business must not be delinquent on any accounts, fees, assessment, i.e., real estate, personal property taxes, water bills, license fees, prior to the City’s emergency order related to COVID-19.
**Application Scoring Criteria:**

The DDA has created a multi-entity and multi-stage review committee and process consisting of LEAP staff, representatives from the Capital Region Michigan Small Business Development Center (SBDC), Capital Area Michigan Works! (CAMW!) and Michigan State University (MSU). who will score applications on the following criteria:

**Economic Distress: 30 points**

The business must attempt to quantify the financial burden *caused by the outbreak*. The application asks numerous financially driven questions to portray the hardship endured. Examples include detailing the difference in full-time employees (FTE) from March 1 to April 30 and revenue comparisons from previous periods to current state.

**Working Capital Need: 30 points**

The business must detail its immediate business needs to operate in this time of crisis. Examples include payroll expenses, rent, mortgage payments, utility expenses or other expenses incurred during ordinary business. The business can also describe other resources it has sought or is currently utilizing during this time, such as an SBA Disaster Loan or other grant funding, in an effort to meet working capital needs. A business should attempt to allocate its grant request to its most pressing and distinct working capital needs.

**Community Impact/History In Downtown: 25 points**

Small businesses are integral to the economy in a myriad of ways, such as how they engage with the community through philanthropy, events, programming and more. Does your business have a long history in downtown East Lansing? Does the business engage with the local community based organizations and events? Does the business engage with community organizations like Rotary or Lions Club? Is the business beloved by its community with a proven track record? How does the community relate to the business’s brand? Briefly describe the intangible impact the business has on the residents of the community. Does the business have partnerships with other local businesses or organizations that would be affected by the business closing?

**Uniqueness of Product/Service/Offering: 15 points**

Many communities have businesses that uniquely contribute to the community and are likely difficult to replace, impacting the community’s character. Is the business the community’s only grocery store or hair salon or coffee shop? Is the business the only information technology consultant in the community? What differentiates this business from others and its competitors? Provide a compelling narrative why the community needs this business.

**Other Grants/Funds:** The business must disclose any grants that have been received, or have been approved to receive, through any other entity, related to COVID-19 relief.
Review Process

Panel

A multi-entity panel made up of the Lansing Economic Area Partnership (LEAP) as administrator and Capital Region Small Business Development Center (SBDC) and Capital Area Michigan Works! (CAMW!) as key regional partner organizations will be involved at each stage.

1st Stage

An 8-person application scoring panel consisting of three LEAP staff (all from different departments), one SBDC staff one CAMWI, one from MSU and two from the larger business community. There will be 4 scoring teams.

Each scoring team will be 2 persons. With 4 total scoring teams, each team will be responsible for review and scoring of approximately 25% of grant applications. Applications will be scored individually, with the two scores then combined for review by each scoring team. Each team will elevate their top 30-40 applications for 2nd stage consideration.

2nd Stage

5-person deliberation panel consisting of three LEAP staff, one SBDC staff and one CAMW! staff.

Panel represents a diverse background and brings unique perspectives to the review process. Panel has strong experience, working with hundreds of small businesses throughout their careers.

Panel will deliberate on approximately 150 top applications as elevated by the scoring teams and will recommend the top 100 businesses to receive a $2,500 grant to the DDA for approval.

Next Steps for Awarded Businesses

Awarded businesses will be required to submit a City of East Lansing Vendor Form, W9 form and bank account information within 24 hours of grant award acknowledgement in order to expedite fund processing.

Awarded businesses will also be required to sign a simple grant agreement that specifies 6 months of simple reporting requirements and eligible use of funds.
MEMORANDUM

TO: East Lansing Downtown Development Authority
   and Tom Fehrenbach, Director of Planning and Development

FROM: Thomas M. Yeadon, City Attorney

RE: Board Members as DDA Grant Applicants

DATE: April 29, 2020

You recently asked whether DDA board members were precluded from applying for the DDA grants that were recently authorized by the DDA to be given to the business owners in the DDA to lessen the impacts of the global pandemic. As explained below, the answer is “no” they are not precluded from applying and obtaining a grant if public disclosures are made of the interest and recorded in the minutes and the contract is approved by a super majority of at least 2/3 of the full membership (without the vote of the contract recipient).

As you previously advised the grants will be in the form of a contract. While the City’s Ethics Code prohibits, as a general rule, city officials from being a party to a contract, it has two exceptions. The City’s Ethics Code, at Sec 2-84 states, in relevant part, as follows:

(a) Except as provided in subsection (b), no city official or employee shall be a party, directly or indirectly, to any contract with the city or directly or indirectly solicit any contract with the city, except as may be permitted by the provisions of Public Act No. 317 of 1968 (MCL 15.321 et seq.).

Since the DDA board member positions are unpaid part-time positions, the provisions of Public Act No. 317 of 1968, specifically MCL 15.323, permits a “public servant” that is working an average of 25 hours per week or less for the public entity to engage in a contract with the public entity if all of the following requirements are met:

(a) The public servant promptly discloses any pecuniary interest in the contract to the official body that has power to approve the contract, which disclosure shall be made a matter of record in its official proceedings. The disclosure must be made in either of the following manners:

(i) The public servant promptly discloses in writing to the presiding officer, or if the presiding officer is the public servant who is a party to the contract, to the clerk, the pecuniary
interest in the contract at least 7 days prior to the meeting at which a vote will be taken. The disclosure shall be made public in the same manner as a public meeting notice.

(ii) The public servant discloses the pecuniary interest at a public meeting of the official body. The vote shall be taken at a meeting of the official body held at least 7 days after the meeting at which the disclosure is made.

(b) The contract must be approved by a vote of not less than 2/3 of the full membership of the approving body in open session without the vote of the public servant making the disclosure.

(c) In addition the DDA must disclose the following summary information in its official minutes:

(i) The name of each party involved in the contract.

(ii) The terms of the contract, including duration, financial consideration between parties, facilities or services of the public entity included in the contract, and the nature and degree of assignment of employees of the public entity for fulfillment of the contract.

(iii) The nature of any pecuniary interest.

Note that if 2/3 of the members are not eligible under this act to vote on a contract or to constitute a quorum, a member may be counted for purposes of a quorum and may vote on the contract only if the member will directly benefit from the contract in an amount less than $250.00 and less than 5% of the public cost of the contract and the member files a sworn affidavit to that effect with the official body. Since that is not the case here, the member may not vote on the grant.

Let me know if you have further questions or concerns.
East Lansing Downtown Development Authority
Business Relief Program — Grants

Support for Downtown Development Authority (DDA) businesses affected by COVID-19

In order to be considered for the DDA’s emergency small business relief grants, your business must meet certain eligibility requirements. This application includes questions to identify if your business is eligible, and if it is, you will proceed to the application questions.

Once you submit this application, you will have the ability to return to it later to make changes before the application closes at 11:59 p.m. May 7, 2020.

PLEASE REVIEW APPLICATION CRITERIA BEFORE STARTING THE APPLICATION

All documents are available at cityofeastlansing.com/businessrelief

1. Is your business a brick-and-mortar business located within the DDA? (map attached)
   Virtual tenants and home-based businesses are not eligible Y or N

2. Has your business been directly affected by Executive Order (EO) No. 2020-9 and subsequent EOs? Y or N

3. Has your business experienced significant financial damage specifically due to COVID-19 pandemic or related EOs? Y or N

4. Can your business demonstrate need for working capital, such as payroll expenses, rent or mortgage payments, utility expenses or other similar expenses that occur in the ordinary course of business? Y or N

5. Was your business delinquent on any accounts, fees, and tax assessments prior to the City’s emergency order related to the COVID-19 pandemic? Y or N

Applicant Acknowledgements and Agreements:

a. that all questions in this application have been answered truthfully;
b. that information provided in this application is public knowledge, in compliance with the Freedom of Information Act;

c. if awarded, to provide to DDA completed City of East Lansing Vendor Form within 24 hours of award;

d. if awarded, to provide to DDA W-9 completed and signed within 24 hours of award;

e. if awarded, that the business may be identified to the public, in press releases, and understands that application materials and any other items submitted may be subject to release under the Freedom of Information Act, etc.;

f. if awarded, that the business will agree to spend the funds on immediate working capital needs only;

g. if awarded, the business will agree to submit monthly report to the DDA for the next 6 months, even after money is spent;

6. I have read and agree to the terms and conditions of the award as described above. Type your first and last name as acknowledgement.

**Contact Information**

7. First Name

8. Last Name

9. Phone Number

10. Email Address

**Business Profile**

11. Name of Business

12. Type of Business (best fit)

   a. Construction / development  
   b. Child care / family services  
   c. Restaurant / dining  
   d. Retail  
   e. Fitness / gyms  
   f. Health care  
   g. Housing / hospitality  
   h. Business services  
   i. Manufacturer  
   j. Non-profit  
   k. Wholesaler / distributor  
   l. Personal care / grooming  
   m. Other
13. Business Address Street and Number
   a. Real Property Parcel Number:
   b. Personal Property Parcel Number:

14. Do you have just this one location or more?
   a. If more than one, how many are in the City of East Lansing?
   b. If more than one in the City of East Lansing DDA, which business location will receive these funds? (Only one business location per application)

15. How long has this business existed?
   a. Less than 1 year
   b. 1-2 years
   c. 3-5 years
   d. 6-9 years
   e. 10-24 years
   f. 25 or more years

16. How long has this business existed in the DDA district?
   a. Less than 1 year
   b. 1-2 years
   c. 3-5 years
   d. 6-9 years
   e. 10-24 years
   f. 25 or more years

**Business Ownership**

17. Are you the owner of this business? If not:
   a. First name of owner
   b. Last name of owner
   c. Phone number of owner
   d. Email address of owner

18. How long have you owned this business?
   a. Less than 1 year
   b. 1-2 years
   c. 3-5 years
   d. 6-9 years
   e. 10-24 years
   f. 25 or more years

19. Do you own the building the business is located in? If so, what is the status of your ownership?
   a. Free and clear
   b. Mortgage (if so, when will the mortgage be paid off)
   c. Other type of loan (land contract, etc.)

20. If leasing, what is the:
a. First name of building owner
b. Last name of building owner
c. Phone number of building owner
d. Email address of building owner
e. Length of the lease term?
   i. Month to month
   ii. 6-11 months
   iii. 12-17 months
   iv. 18-23 months
   v. 24 months
   vi. More than 24 months

Bankruptcy

21. Have you ever filed bankruptcy with this business?
   a. If so, what year did you file?

Conflict of Interest

22. Do you have any family, financial or close-friend relationship to anyone related to Lansing Economic Area Partnership (LEAP), Small Business Development Center (CBDC) or Capital Area Michigan Works! (CAMW!), Michigan State University (MSU) or area business staff reviewing this application? If so, list the names all individuals and your relationship to each.

Economic Distress

23. Number of employees on March 1, 2020
24. Number of employees today
25. Total revenue 2018
26. Total revenue 2019
27. Average weekly revenue in February 2020
28. Average weekly revenue from April 2019
29. Average weekly revenue from April 2020
30. What is the current status of your business operations?
a. Closed  
b. Partially closed  
c. Open and operating as usual

**Working Capital Need**

31. If you receive a grant, how will funds be applied? (check all that apply)

a. Payroll  
b. Rent / mortgage  
c. Utilities  
d. Debt obligation other than rent / mortgage  
e. Inventory  
f. Property maintenance / repair

**Community Impact / History in Downtown**

32. Describe the history of your business as it relates to downtown East Lansing.

33. How does your business engage with the community in terms of special programs, events, philanthropy, etc.?

34. What makes your business well-liked by your customers, clients, employees and partners?

35. What makes your physical location meaningful to the neighborhood and broader community?

36. If your business were to cease operations, what other area businesses would be most impacted?

**Uniqueness of Product / Service / Offering**

37. What makes your business unique?

38. What products or offerings differentiate your business from your competitors?

**Other Funding**

39. Describe any other financial support programs you have pursued, are pursuing, or successfully secured at the local, state or federal level.