

Guidelines for Assisting New and Existing Businesses in Magna Magna Area Marketing and Outreach Program

- This program can only aid Magna businesses. CDBG matching grants will be preferentially awarded to new applicants over previously funded recipients.
- All businesses assisted must be located along Magna Main Street (2700 South) and within 300 feet of CDBG eligible areas. Businesses located within the newly-adopted Magna/Arbor Park Urban Renewal Area are not eligible for CDBG grant funds. (please see attached for eligible grant fund areas)
- Applicant must demonstrate titled ownership of property OR shall have entered into a lease for a minimum of two (2) years and must submit evidence of a legal and binding lease agreement.
- All CDBG grant funds provided to a business must be matched dollar-for-dollar. To ensure thus requirement is met, all expenses submitted will be reimbursement at 50% until the total grant amount has been expended. This is a dollar for dollar match any in-kind or non-cash matching for the grant are ineligible matching options.
- The CDBG grant funds must be used for new activity. No funds shall be expended until the application has been approved and there is an agreement in place for the disbursement of funds.
- A business (with preference towards new applicants) can be awarded up to \$5,000 (maximum) for an eligible project.
- The CDBG grant funds can be used to expand marketing and outreach strategies for eligible businesses, particularly existing Magna businesses (excluding previous recipients) and new businesses moving into the Magna area. This assistance can also include business recruitment, business plans, public relations and community imaging.
- All businesses that are awarded CDBG grant funds must complete the pre-approved project(s) within one year.
- The investment of funds in the business community will aid in the rebuilding of the Magna community and slow down sales leakage to other areas. The success of the program will be measured by an increase in the tax base as well as an increase in businesses, products and services to the citizens of Magna.
- Applications will be accepted throughout the year, there is no cut-off date for application submittal.
- All questions or requests for additional information should be directed to Spencer Brimley of Salt Lake County Government. Prospective applicants may contact Spencer by telephone at (801) 468-2927 or via email at sbrimley@slco.org.



COMMUNITY OUTREACH AND ADVERTISING GRANT APPLICATION

NOTE: EACH PERSON WHO OWNS 20% OF MORE OF THE BUSINESS MUST COMPLETE THIS APPLICATION IN ORDER TO BE CONSIDERED. PLEASE PRINT LEGIBLY.

I – Business Information

Date: _____ (mm/dd/year)

Business Name: _____

Business Address: _____

City: _____ County: _____ Zip: _____

Web-site: _____

Business Phone #: _____ Business Fax _____

Email: _____

Please check the one that best describes your business

Pre-Business (not open yet) _____ Start-up (open less than 1 year) _____

Existing (open more than 1 year) _____

If Start-up or Existing, when was the business established? _____ (month/year)

If Pre-Business, when will the business open? _____ (month/year)

Legal Structure (Sole Proprietorship, LLC, Corp., Partnership etc.): _____

(Applicant must submit a copy of business license or articles of incorporation as filed with the Secretary of State.)

Federal Tax ID#: _____

(Data Universal Numbering System) DUNS #: _____

Description of existing/proposed business: _____

Number of jobs to be created within the first year (including you): _____ (jobs created after receipt of these funds)

New location of business if moving into Magna area: _____

Equity in business: \$ _____

Attach Personal Financial Statement to this Application as Exhibit A.

Applicant must attach an estimated breakdown of the business's value of inventory, equipment, or other assets that have been purchased to date. Applicant may submit other materials such as marketing materials, business photographs, etc.

Applicant shall demonstrate titled ownership of property OR shall have entered into a lease for a minimum of two (2) years and must submit evidence of a legal and binding lease agreement.

(Applicant must submit the two (2) most recent years of financial statements and/or tax information to demonstrate profitability. If the applicant does not have a two (2) year history in the present business, most recent, prior history of profitability in other businesses may be substituted for up to one year.)

II - Ownership Information

Complete this section on each person owning 20% or more of the business. Use additional sheets as necessary.

Name: _____ Social Security #: _____ / _____ / _____
Home Street Address: _____ City: _____
County: _____ Zip: _____ Own: _____ Rent: _____
Home Phone #: _____ Work Phone #: _____
Mobile Phone # _____ E-Mail Address: _____
Number of people in household: _____ Total gross annual household Income: \$ _____
Position: _____ Percentage of ownership: _____

Name: _____ Social Security #: _____ / _____ / _____
Home Street Address: _____ City: _____
County: _____ Zip: _____ Own: _____ Rent: _____
Home Phone #: _____ Work Phone #: _____
Mobile Phone # _____ E-Mail Address: _____
Number of people in household: _____ Total gross annual household Income: \$ _____
Position: _____ Percentage of ownership: _____

Name: _____ Social Security #: _____ / _____ / _____
Home Street Address: _____ City: _____
County: _____ Zip: _____ Own: _____ Rent: _____
Home Phone #: _____ Work Phone #: _____
Mobile Phone # _____ E-Mail Address: _____
Number of people in household: _____ Total gross annual household income: \$ _____
Position: _____ Percentage of ownership: _____

III - Grant Request

These funds must be used for a new activity. No funds can be used to reimburse expenses made prior to the approval of this application.

Amount Requested: \$ _____ (Amount not to exceed \$5,000 for anticipated project)

Matching Funds: \$ _____ (Dollar for Dollar or 100% match requirement)

Source of Matching Funds: _____

Use of Grant Funds

Applicant must include a detailed description of grant uses and highlight the anticipated impact to business. CDBG grant funds can be used to expand marketing and outreach strategies only for eligible businesses within Magna (excluding previous recipients). Eligible uses of the CDBG grants fund₂ for businesses in the Magna area include business recruitment, business plans, public relations and community imaging as well as moving expense for new business. **(Does not include facility improvements)**

Each of the undersigned must initial the following statements to indicate that they understand and agree to the following conditions:

_____ The undersigned acknowledge(s) that this completed and signed application is only an application for a grant. This application, even if favorably received, does not constitute a commitment on the part of the Salt Lake County to approve the grant application.

_____ The undersigned agree(s) to notify Salt Lake County immediately in writing if any of the information contained in this application becomes inaccurate or misleading in any respect.

_____ The undersigned agrees to hold harmless Salt Lake County and its associated partners (including, but not limited to, the loan committee and business advisors) against claims, and waive any claims now existing or arising in the future, for rights, damages, losses, liability, costs or expenses against Salt Lake County or such other associated parties.

_____ The undersigned understands that if a grant is received from Salt Lake County as a result of this application, the undersigned will be required to cooperate in good faith with the SALT LAKE COUNTY staff and business advisors.

_____ The undersigned understands that by submitting this application, neither Salt Lake County nor any employee or affiliate of Salt Lake County is under any obligation to approve the grant.

_____ The undersigned represent(s) and warrant(s) that the Personal Financial Statement attached hereto as Exhibit A is true and complete, as filled out by the undersigned as of the date hereof.

_____ This program is funded through the Community Development Block Grant Program from the United States Department of Housing & Urban Development through Salt Lake County. The Applicant agrees to comply with all the rules, regulations and requirements of this program.

I HEREBY ACKNOWLEDGE THAT I HAVE READ THIS ENTIRE APPLICATION AS COMPLETED, AND

THAT EACH RESPONSE IS TRUE AND COMPLETE TO THE BEST OF MY/OUR KNOWLEDGE AND ACCURATELY REFLECTS MY INTENDED RESPONSE.

Applicant(s):

Co-Applicant(s):

Signature Date

Signature Date

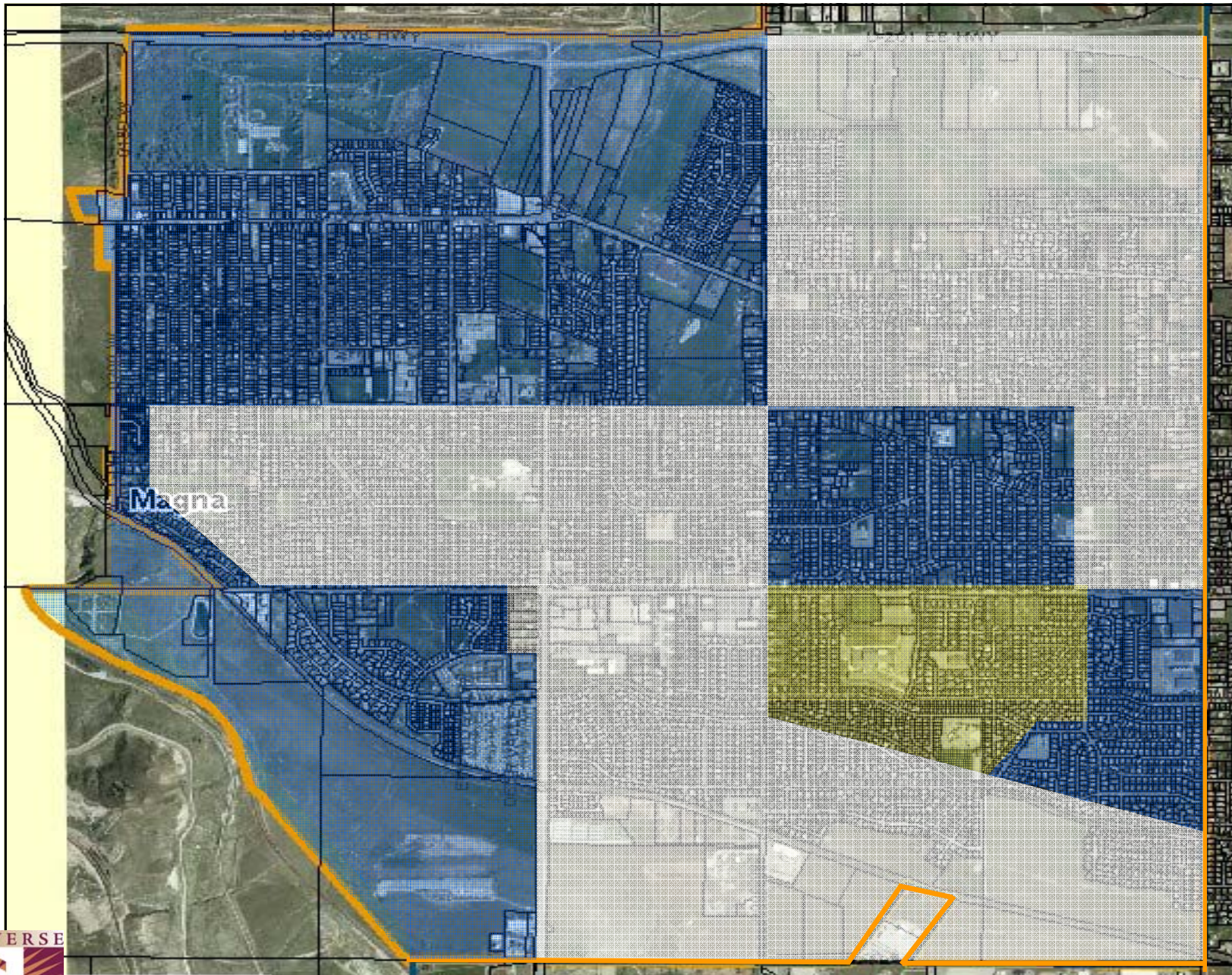
Signature Date

Signature Date

Signature Date

Signature Date

Magna CDBG Outreach Grant Eligibility Map



LEGEND:

- ELIGIBLE AREA
- ELIGIBLE AREA
- INELIGIBLE AREA