

Small Business Assistance Program Guidelines



Palmdale Small Business Assistance Programs

Small Business Digital Marketing Program
Small Business Accounting Bootcamp

Program Guidelines
September 2022

Program Overview

The COVID-19 pandemic magnified the divide between small businesses that had a digital presence and those that strictly relied on their physical storefront for advertisement and customer draw. In an effort to narrow this “digital divide”, the City of Palmdale has partnered with the Northern Los Angeles County Small Business Development Center (SBDC) to offer the Small Business Digital Marketing Program and a Small Business Accounting Assistance Bootcamp (WAVE Bootcamp or QuickBooks Bootcamp), which will provide training and funding to help small businesses better recover from the pandemic as well as gain essential skills in the digital age.

1. **Small Business Digital Marketing Program** is offered for free in English and Spanish as an in-person or online training program in partnership with the SBDC to help small businesses learn the skills needed to create and maintain an online presence. The classes will focus on: Google, Social Media Advertising, and Setting up Ad Campaigns. Each participant will be assigned an individual consultant throughout the training. Upon completion of class, participants may be reimbursed up to \$500 for developing a paid advertising campaign on platforms such as Facebook and Instagram. Course must be completed by business owner or designated employee of business and a receipt for paid digital marketing services for that business must be submitted to the City in order to be eligible for any reimbursement up to \$500.
2. **Small Business Accounting Boot Camp Program** is offered for free in English and Spanish virtually in partnership with the SBDC to help small businesses learn the skills needed to accurately keep records, organize financial data, billing, storing, analyzing financial records, and training in WAVE or QuickBooks accounting software. Participants will choose to register for either the WAVE Boot Camp or the QuickBooks Boot Camp. Participants may be reimbursed up to \$500 for purchase of an accounting software program such as QuickBooks or Wave. Course must be completed by business owner or designated employee of business and a receipt for paid subscription or purchase of either QuickBooks or Wave accounting software for that business must be submitted to the City in order to be eligible for any reimbursement up to \$500.

Businesses may take any of the courses for free without completing an application, however, would not be eligible for any reimbursement of funds. To view program availability and register visit cocsbdc.org/workshops/.

Eligibility Requirements

To be eligible to apply for the Small Business Digital Marketing and/or Accounting Bootcamp Program reimbursement, a business must meet all of the following criteria:

- The business must be a for-profit business physically located in Palmdale; and
- The business must be located in a commercial or industrial space; and
- The business must have an active Palmdale business license for a minimum of six (6) months prior to application; and
- As of the prior calendar year, the business must have ten (10) or less employees; and
- The business must be in good standing with the City (current on bills, no liens, or judgements, etc.), unless directly correlated to COVID-19 impacts; and
- The business must have been negatively impacted by COVID-19; and
- Business or owner has a DUNS number, or will have applied for one prior to executing the program agreement (<https://www.dnb.com/duns-number/get-a-duns.html>)
- The business must submit the application, and all required supporting documentation.

Businesses that have previously received alternative sources of funding such as the Palmdale Small Business Grant, the Economic Injury Disaster loan (EIDL), or Paycheck Protection Program (PPP) Loan are eligible to apply provided they also meet the criteria above.

Program Description

The Small Business Digital Marketing Program

With the assistance of SBDC, this training program will assist brick-and-mortar businesses with “Creating a Digital Presence”.

The program will take place in a group format. Sessions will occur in-person or virtually in both English and Spanish for a total of six hours. Each business owner or their designated employee will receive training on building a digital presence. The program will provide training in the skills to set up an online profile through Google, reach out to customers for a Google review, and learn how to create and post on Facebook and/or Instagram. The program will also teach participants how to use paid and non-paid advertising to generate leads that turn into sales. Each participant will be assigned an individual consultant to assist them with the training.

Upon completion of the program, each business applicant may become eligible to receive up to \$500 reimbursed for a paid-advertising promotion. An approved application is required to be eligible for any reimbursement. Businesses may take the free course without completing an application, however, would not be eligible for any reimbursement of funds for paid advertisements.

The Small Business Accounting Boot Camp

With the assistance of the SBDC, this training program will assist brick-and-mortar business with establishing good accounting practices and training in either WAVE or QuickBooks accounting software.

The program will take place in a group format and offered in English and Spanish. Sessions will occur virtually for a total of two hours. Each business owner or their designated employee will receive training on basic accounting practices and training in WAVE or QuickBooks accounting software. Participants will choose to register for either the WAVE Boot Camp or the QuickBooks Boot Camp. The program will provide training in the proper skills for basic accounting, reading, and understanding financial statements, navigating within the main software’s options, how to do the initial setup, record the initial owner contributions, record sales and purchases, and importing bank transactions.

Upon completion of the program, each business applicant may become eligible to receive up to \$500 reimbursed for purchase or paid subscription for WAVE or QuickBooks accounting program. Businesses may take the free WAVE Boot Camp or QuickBooks Boot Camp without completing an application, however, would not be eligible for any reimbursement of funds for paid subscriptions or purchase of software.

Funding Availability

Source of funds for the programs are provided by the Coronavirus State and Local Fiscal Recovery Funds established under the American Rescue Plan Act (31 CFR Part 35) (ARPA). With ARPA funding the regulations dictate, among other things, the purpose, eligible use of the funds, and compliance with specific reporting requirements.

On June 29, 2022, the Palmdale City Council approved the budget for the 2022/23 FY year and the ARPA budget which allocated funds for small business assistance programming. These funds are being used to launch this initial pilot program. Additional rounds of these programs may be held as funds become available. These funds are to be used to assist businesses participating in the Small Business Digital Marketing program and Small Business Accounting Bootcamp program. These funds shall not be used for any other purpose.

As a disbursing agent for these funds, the City of Palmdale, Economic Development Division will be responsible for the oversight of the Small Business Assistance Programs. The City's Program Partner, the SBDC, will be responsible for program marketing and training.

City Reserved Rights

The City reserves the right, in its sole and absolute discretion at any time to:

- Amend or terminate this program.
- Choose or reject any or all applications received in response to this program;
- Modify the application deadlines;
- Request additional information of the applicants, as deemed necessary and appropriate by the City;
- Conduct further due diligence with applicants or any third party;
- Modify the City's objectives or the scope of the program;
- Modify program requirements, general terms and conditions, or eligible activities and/or disqualify any proposing applicant on the basis of any real or perceived conflict of interest that is disclosed or revealed by materials submitted or by any data available to the City.

The Application

The Small Business Assistance Programs application will include information about the small business, the number of employees in the business, location of the business, amount of time in business, and type of business. Applications will be available on the City of Palmdale website. if necessary. The application agreement will require the following attestations:

- The business is a commercially or industrially zoned business.
- The business understands the reimbursement is distributed as part of a training program.
- As of the prior calendar year, the business must have ten (10) or less employees.
- The business has been negatively impacted by COVID-19.

Only one application is required to be eligible for both programs.

Application Period

Applications will be accepted on a date to be determined. Applications received after this due date and time will be considered late and will not be accepted. The City may provide reimbursement for up to \$500, to approximately seventy (70) small businesses a total of \$35,000, for participation in the Small Business Digital Marketing Program. The City may provide reimbursement for up to \$500, for approximately (50) small businesses for a total of \$25,000 for participation in the Small Business Accounting Assistance Bootcamp.

Application/Documentation Requirements

The following documents must be submitted for consideration of a reimbursement request:

- Complete application and all of its attachments
- Active City of Palmdale business license at least six months prior to the date of application
- State Identification Card or Driver's License
- DUNS Number
- IRS Form W-9 (Request for Taxpayer ID Number and Certification) (Signed & Dated)
- Documentation of Covid-19 Impact (this may include business tax returns, documentation of efforts to hire and retain staff, documentation of purchase of expense items required by State or County guidelines in order to reopen, documentation of unpaid rent, payroll or utilities self-certification of negative Covid-19 impact)

Application: The business applicant may apply for the Small Business Assistance Programs by submitting an application form and all required supporting documentation via the application portal

on the City's website at www.cityofpalmdale.org/SBA

Review: The application and documents will be reviewed by the City to determine application/documentation completeness. If the City determines that additional information or supporting documents are needed to review an application, then the application is not considered complete.

Businesses may take any of the courses for free without completing an application, however, would not be eligible for any reimbursement of funds. To view program availability and register visit cocsbdc.org/workshops/.

Contact Information

For assistance in completing the Small Business Assistance Programs application and to set up a one-on-one consultation (at no cost), please contact the City of Palmdale, Economic Development Division.

For questions or additional information regarding the Small Business Assistance Programs, please contact the following:

Luis Gonzalez, Economic Development Coordinator
Phone: 661-267-5125
Email: economicdevelopment@cityofpalmdale.org.

City of Palmdale
Economic Development Division
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