



Eligibility and FAQ's For Business Aid: Berkeley Heights

The Business Aid: Berkeley Heights fund will provide grants to support small businesses that operate in the town of Berkeley Heights, NJ and are experiencing economic hardship as a result of recent closings and restrictions from COVID-19.

Program Guidelines:

Eligibility:

- Independently owned and operated retail, food or service businesses that are normally open to the general public and that have been directly affected by the Governor's restrictions on commerce may apply
- Businesses must have a physical address inside Berkeley Heights Town limits
- Businesses must have had 50 or fewer full-time equivalent employees on February 29, 2020.
- Retail locations owned by public corporations do not qualify, nor do corporate offices

Source of Funds: Donations will be solicited and welcomed from private citizens and our corporate neighbors. Berkeley Heights Business & Civic, a registered 501(c)3 organization, will receive all tax deductible donations to the Fund via PayPal. Link: www.paypal.me/bhbusinesscivic

Use of Funds: The Fund is intended to provide relief for owners and employees in Berkeley Heights' small businesses. Grants can be used to compensate employees and employee/owners for lost wages, or for insurance, inventory expenses, or other operations costs.

Fund Distribution: A Business Aid: Berkeley Heights Grant Committee will review all applications and make determinations regarding eligibility and demonstrated need. Grants will be based on the amount of funds raised.

FAQs

Will businesses outside of downtown be eligible?

Yes. All businesses with operating locations inside Berkeley Heights town limits will be eligible for grants from the Business Aid: Berkeley Heights fund.

Is there a maximum amount that any single business can be granted?

No. The Distribution Committee will seek to maximize the total impact of the fund across all eligible businesses, and distribution amounts will depend on the total amount of money raised. The Distribution Committee may make multiple grants to each business as additional money is raised.

The needs of local businesses will dwarf any amount of money that can be raised for such a fund. How can this make a difference?

This fund cannot keep small businesses alive for the duration of the crisis, but it can provide a vehicle for residents and others to show support for Berkeley Heights' small business community and to provide funds that might serve as a bridge until larger government grants and loans arrive.

Though new government programs are substantial and designed to be nimble, funds are capped and will take time to be approved and issued. A successful Business Aid: Berkeley Heights fund can also help bring our town together in a time of crisis and offer residents a tangible way to support their friends and neighbors who run local businesses.