

Pasadena Cares Financial Assistance Grant Program Guidelines

Purpose: As a part of the **Pasadena Loves Local Initiative** which focuses on promoting Pasadena's Business community, the Pasadena Economic Development Corporation has established a fund in the amount of \$250,000 to create the **Pasadena Cares Financial Assistance Grant Program**. The purpose of the program is to provide financial support to Pasadena businesses as we transition into the rebuilding process from the COVID-19 pandemic. The goal of the program is to provide financial relief to the most vulnerable companies who maintain operations in the City of Pasadena. Each grant is valued at \$1,000 and will be awarded in two phases through a lottery process until funding is exhausted.

Companies that meet the criteria listed below are eligible to apply:

- ✓ Must have a physical storefront located within the Pasadena City Limits.
- ✓ Must be registered and in good standing with the City of Pasadena.
- ✓ Must not be in any litigation with the City of Pasadena.
- ✓ Company's filing for sales and property taxes must be up to date.
- ✓ Must not have more than 50 employees as of March 1, 2020.
- ✓ Must have been in business in Pasadena, TX as of October 1, 2019.
- ✓ Must currently be in operation.
- ✓ Can only apply for and receive funding for one location if it has multiple locations.
- ✓ Must be willing to participate in the **Pasadena Loves Local** initiative. Participation may include but is not limited to showcasing branded signage at business storefront, online platforms, and other related marketing opportunities.
- ✓ Must be willing to participate in a brief survey to evaluate the success of the program.

Businesses that do **NOT** qualify for the program include:

- ✓ Pawn Shops/Cash Advance Stores
- ✓ Gas Stations and Convenience Store
- ✓ Banks, Lending, and Financial Institutions
- ✓ Non-Profit Entities, Organizations and Associations
- ✓ National Chains except for owner operated franchises
- ✓ Sexuality Oriented Businesses, Smoke Shops, or Liquor Stores

To be considered for the grant, companies must submit a fully completed application. If selected, a grant winner must complete a vendor form and an affidavit of support prior to receiving a check.

All applications will be considered on their completeness and should be submitted online at www.PasadenaLovesLocal.biz no later than **October 14, 2020** for the first round of grants. Each application will be evaluated for eligibility on the merits of the information provided.

If you have any questions, please do not hesitate to contact Suzette McDowell at (713)920-7966, (832)206-1131 or SMcDowell@PasadenaEDC.com.

IMPORTANT NOTICE: Applicants must have a unique business address. Shared locations must have separate owners for each business. Grant applications will be available online at www.PasadenaLovesLocal.biz starting on September 25, 2020. If your business does not have access to internet, please contact us for assistance.