

# CLEVELAND COUNTY

## SMALL BUSINESS RECOVERY PROGRAM

### How Applications Will Be Evaluated

In addition to proving eligibility, applicants will be evaluated on their ability to demonstrate:

- 1. Job Recovery and Retention**
  - a. Ability to retain employees and/or re-hire positions, and maintain these positions through at least November 30, 2021
- 2. Financial Losses from COVID-19**
  - a. Level of financial loss caused by COVID-19
- 3. Duration of Mandated Closures due to Public Health Orders**
  - a. How long was the business mandated to be closed, and if the business is still closed due to public health mandates
  - b. Priority will be given to businesses which were mandated for longer closures
- 4. Reopening Safely and Sustainably**
  - a. Realistic re-opening plan and strategy for navigating the next 12 months
  - b. If or will the business incur a substantial one-time expense to re-open safely
  - c. Clear demonstration of the use of funds
- 5. Locally Owned & Independent**
  - a. The fund has a preference for supporting our diverse local business community and will prioritize businesses that are independently owned
- 6. Businesses sustainability prior to COVID-19**
  - a. Business must demonstrate the sustainability of business prior to COVID-19, and moving forward a sustainable COVID-19 business model

