



Main Street Mount Holly  
PO Box 747 Mount Holly, NJ 08060

November 11th, 2020  
Mount Holly Main Street District Businesses

Dear Mount Holly business owner,

As you may be aware from participating in our needs analysis survey published several weeks ago, Main Street Mount Holly has recently applied for funds to help support our local small businesses through the Main Street New Jersey COVID-19 Relief Program. This is a \$1.6 million special program that provides District Management Organizations, which actively participate in the Main Street New Jersey Program, funding for eligible COVID-19 response activities and costs. The program aims to promote the continued recovery and revitalization of traditional Main Streets and business districts in the wake of the crisis, with a special emphasis on supporting vulnerable small businesses, and is funded by an allocation from the federal Coronavirus Relief Fund. Please note that this program is separate and distinct from Mount Holly Township's Neighborhood Preservation Program (NPP) COVID-19 Relief Grant. Although your business may be *eligible* for relief funds from both, each business may only *receive* grant money from one **or** the other.

We are pleased to share that **we have been awarded \$118,000 in grant money to distribute to local businesses within our Main Street designated district** who meet program eligibility requirements and are approved by our grant committee through the application process.

We invite you to review the following information including eligibility requirements and business certification requirements and apply for COVID-19 relief funds via the small business grant application.

Please note that we will be accepting applications **through Friday, November 21st** and funds can only be awarded to eligible businesses for specific COVID-19 related expenditures **incurred between March 1st, 2020 and December 30th, 2020.**

Once you have reviewed the grant information and determine that you may be eligible for these funds please submit your application. In the meantime please do not hesitate to contact me with any questions.

Thank you,

Christi Lamberti, Program Administrator  
Main Street Mount Holly  
MSMHCovidGrant@gmail.com  
www.MainStreetMountHolly.org





## Small Business COVID-19 Relief Program Grant Application (Form 2020A)

### 6. COVID-19 Impacts

Is your business closed due to Covid-19? OPEN ☐ LIMITED HOURS ☐ CLOSED ☐

If closed, when do you expect to reopen? \_\_\_\_\_

Summarize the impact of COVID-19 on your business: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 7. Documentation

Please note that we may require additional documents in order to confirm eligibility and fulfill program requirements. The Program Administrator will contact you directly if this is necessary.

### 8. Certifications

This application does not commit Main Street Mount Holly to making an award. Main Street Mount Holly reserves the right to accept or deny any or all applications if it determines to be in the best interest of the organization. The organization shall notify the applicant if it rejects their application.

**By signing my name, I certify that my responses to the questions have been truthful and the supporting documentation I have provided is authentic, and that I am/was in good standing with all property taxes and inspections.**

Signature: \_\_\_\_\_  
*Name* *Date*

\_\_\_\_\_  
*Business Name*



## Small Business COVID-19 Relief Program Grant Application (Form 2020B)

### BUSINESS GRANTEE CERTIFICATION—USE OF CORONAVIRUS RELIEF FUND PROCEEDS

I, \_\_\_\_\_, am the owner/president/chief executive officer of  
(name)

\_\_\_\_\_, and I certify that:  
(business)

1. My business has been adversely affected by the COVID-19 Social Distancing Measures or the Stay-at-Home order
2. My business has less than \$5 million in gross receipts as of the most recent tax reporting year
3. My businesses has at least two employees, including myself, and no more than 100 employees
4. My business was fully operational as of March 17, 2020
5. My business has an operational physical location within the neighborhood boundary of the local program from which I am seeking funds (see attached Mount Holly Main Street district map,(Attachment B.)
6. My business has not received any COVID-19 relief funding from the New Jersey Economic Development Authority, New Jersey Redevelopment Authority, or any other state business recovery program (excluding unemployment compensation from the Department of Labor and Workforce Development) including the New Jersey Department of Community Affairs Neighborhood Revitalization Tax Credit, Neighborhood Preservation, and Main Street New Jersey Programs.
7. My business will not use the funds to support wages, activities, or purchases that have already received reimbursement from any municipal, county, state, federal, foundation, or other private programs, including distributions from the unemployment insurance fund, the Paycheck Protection Program, SBA loans, and any form of federal CARES Act funding.
8. I will promptly return to the grantor any received funds that cannot be fully expended (on eligible uses by December 30, 2020), by no later than December 15, 2020.



## Small Business COVID-19 Relief Program Grant Application

### BUSINESS GRANTEE CERTIFICATION – USE OF CORONAVIRUS RELIEF FUND PROCEEDS (Form 2020B)

9. I will provide written documentation (i.e. invoices, receipts) to the grantor proving that I have fully expended the funds received before December 30, 2020 on one or more eligible uses.
10. I will only use funds for one or more of the following uses:
- a. Commercial mortgage, rent, utilities and other bills relating to the physical location
  - b. Resources to get my business established online
  - c. Perishable inventory lost due to an interruption of business
  - d. Procurement of masks, gloves, and other personal protective equipment
  - e. Procurement of shield guards
  - f. Procurement of hand sanitizer and sanitizing wipes
  - g. Social distancing signage and decals
  - h. Procurement of tables, chairs, and other furniture for outdoor dining
  - i. Unreimbursed employee wages for activities dedicated to mitigating or responding to the COVID-19 public health emergency (excluding bonuses other than hazard pay and overtime)
  - j. Expenses related to training and implementation necessary and required protocols to continue operating the business, expenses related to the hiring and paying of employees necessary to implement protocols associated with screening, safety, security, cleaning, and sanitizing business premises to protect the employees and customers from COVID-19
  - k. Costs for retooling and technology activities, space and technology upgrades to reopen and conduct business safely, including furniture, barriers, cement planters for pedlets/parklets and technology such as laptops, software, and touch-free credit card payment systems to accommodate social distancing.
  - l. Job training, classes and/or technical assistance, including, but not limited to, pivoting or modifying the business model, and training for long-term sustainability planning.
  - m. Payment of rent or fees for use of vacant or publicly owned space for outdoor or indoor dining, sales or outdoor programming

I certify under the penalties of perjury that I have read the above certification and my statements contained herein are true and correct to the best of my knowledge.

Signature: \_\_\_\_\_

*Name*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Business Name*



## **Small Business COVID-19 Relief Program Grant Application (Attachment A)**

### **Eligible Fund Categories**

#### Personnel Salaries/Wages

*Hiring and paying employees*

#### Professional Services

*Permit dining, sales and consumption in areas not otherwise permitted*

#### Construction - Commercial

*Space & technology upgrades to reopen safely*

*Includes barriers, planters, parklets, pedlets, streeteries and creation of alternative dining or retail areas that allow for social distancing*

*Note: This includes Construction - onsite, Construction - offsite, Renovations, Construction - demolition, Construction - Other, Construction - parking/garage and Neighborhood Amenities*

#### Site Acquisition

*Use of vacant or publicly owned space for outdoor or indoor dining*

#### Building Acquisition

*Use of vacant or publicly owned space for outdoor or indoor dining*

#### Op. Costs - Computer Services

*Cameras, software for security, propane heaters for cafes, lighting upgrades, kiosks, temperature taking stations*

*(specific to circumstances created by the COVID-19 crisis)*

*Software platforms to initiate digital marketplace*

*Setup for E-commerce Website upgrades (interactive directory/walking tours/mapping)*

#### Op. Costs - Space

*Screening, safety, security, cleaning, and sanitizing business premises*

*Sanitization of surfaces in public spaces*

*Safety/security of public spaces*

#### Op. Costs - Rent & Fees

*Use of vacant or publicly owned space for outdoor or indoor dining*

*Sales or outdoor programming*

*Pay a fee and/or the daily cost for the use of a parking space if used by the restaurant as a seating area*

#### Business Support/Modifications

*Pivoting or modifying the business model*

#### Training

*Training for long-term sustainability planning*

*Education courses for retailers and restaurateurs*

#### Other

*Additional uses beyond these examples above require prior approval from DCA*

*Funds may not be used for indirect costs, administration, or to support the salaries of applicant staff unless it is for activities substantially dedicated to mitigating or responding to the COVID-19 public health emergency*



## Small Business COVID-19 Relief Program Grant Application (Attachment B)

### Mount Holly Main Street District Map

Businesses eligible for this grant must fall within the designated Main Street district ("area") outlined in red below.

