

# Middlefield Road Small Business Assistance Program

## Office of Community Affairs



July 27, 2023

# North Fair Oaks: Small Business Assistance Program

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## Overview

- Small Businesses Assistance impacted by Middlefield Road Improvement Project

## Eligible Grantees may receive

- Up to Two (2) \$5,000 grants available for qualifying **storefront** small businesses
- Grants distributed at least 30 days apart
- **Intent**
  - Stay open and operational
  - Provide financial assistance



# Eligibility Criteria

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## Businesses Must:

- Occupy a physical commercial space on Middlefield Road (between Douglas Avenue and Fifth Avenue) with a customer-serving storefront.
- Comply with all relevant regulations
- Have operated at their current location during the Project construction and continue serving customers.
- Employ fewer than 25 full-time employees.
- Be independently owned and operated

## Financial Impact:

- Business must demonstrate a negative financial impact due to Project construction



# Ineligible Businesses

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## Not Eligible Criteria:

- Cannabis businesses and businesses supporting cannabis.
- Liquor stores, tobacconists, and smoke/vape shops.



# Progress

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## Outreach Efforts

- Launched Friday, July 21, 2023
- Approximately 98 businesses eligible
  - 65 applications submitted (as of 7/25/23)

## Next Steps

- Checks Issued to Business Owner
- 1st Batch: \$5,000 / each
  - **Totaling: \$325,000**
- Pick up at Credit Union (tentatively 7/31/23)



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# Questions?

