



One Eastside  
**SPARK**

# Update on Regional Grant Opportunities

October 6<sup>th</sup> 2021 | 1:30 PM – 2:30 PM

**OUR WEBINAR WILL BEGIN SHORTLY**



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# 23 Eastside Cities & Towns



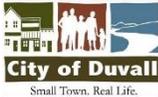
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Town of  
Beaux Arts  
Village



City of Bothell



HUNTS POINT  
*Washington*



# Eastside Supporting Partners





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[www.OneEastside.org/SPARK](http://www.OneEastside.org/SPARK)

**OneEastside SPARK** provides our small businesses and nonprofits with essential support to recover and grow!

### Offerings include:

- Database of financial opportunities and other resources
- No cost one-on-one advising services
- Programs and webinars in collaboration with our partners
- Businesses and non-profit are invited to connect with your peers on our Facebook Group <https://tinyurl.com/OneEastside-SPARK-Group>



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# COVID-19 Economic Injury Disaster Loan (EIDL) Resource Hub

## NEW EIDL Resource Hub

<https://oneeastside.org/eidl/>

- Recording of recent webinar featuring a line-by-line walkthrough of the application, & interpretation in 8 languages
- Links to sample in-language applications and other SBA resources
- FAQs
- Who to contact for assistance



### What is the EIDL Program?

- Long-term, low interest loans
- Small grants to qualifying organizations in low-income areas
- SBA starts approving loans greater than \$500k on October 8
- Applications accepted through December 2021, pending availability of funds



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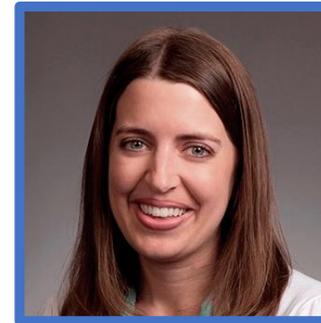
**Confidential, No Cost  
One-on-One Advising**

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## **Need to talk to a CPA?**

**Receive up to two hours of tax and accounting advising**

**Sarah Huang**  
**Clark Nuber** PS



**Next steps:** Contact Samantha Paxton at [samanthap@oneeastside.org](mailto:samanthap@oneeastside.org), (425) 885-4014  
ext. 5



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**Confidential, No Cost  
One-on-One Advising**

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**Need help promoting your business?**

**Connect with our OneEastside SPARK Marketing Advisor**

**Daphné Leblanc**  
Social Media Strategist



**Next steps:** Contact Samantha Paxton at [samanthap@oneeastside.org](mailto:samanthap@oneeastside.org), (425) 885-4014  
ext. 5



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## Confidential, No Cost One-on-One Technical Assistance

# General business questions?

Connect with our East King County SBDC Business Advisor

**Shawn Palmer**  
ASBC, MSML | Business Advisor  
Washington Small Business  
Development Center



Contact Shawn at [shawnp@oneeastside.org](mailto:shawnp@oneeastside.org) (425) 885-4014 ext. 3

# Upcoming Webinars



OneEastside  
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## Best Practices for Customer Vaccination Verification

*In collaboration with the Seattle Metro Chamber and Seattle Southside Chamber*

**Thursday, October 7, 2021**

**2:00 PM – 3:00 PM**

Is your business going to be impacted by the King County vaccination verification order? Join us to hear from local businesses who already have a vaccination verification requirement in place - they will be sharing best practices and what they wish they had known when they started with their policy.

# Upcoming Webinars



Entrepreneur's Roadmap Series:

## Simplifying the Complexities of Component Business Financing

**Thursday, October 14, 2021**

**1:30 PM – 2:30 PM**



**Shawn Palmer**, ASBC, MSML  
Business Advisor  
Washington Small Business  
Development Center

From startup through expansion and finally transition – This is the entrepreneur's guide to developing, marketing, and confidently executing your cohesive financing plan.

# Recent Webinars

*Learn at your own pace - all on demand*

<https://oneeastside.org/programs/>



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- **Preparing Your Workplace for the Winter: What You Need to Know** *Sept. 30*
- **Boost Your Business: tools and resource for going digital** *Sept. 25*
- **New King County Vaccination Verification Requirement Information Session** *Sept. 23*
- **SBA Economic Injury Disaster Loan (EIDL) Program Update** *Sept. 8*  
Interpretation available in Amharic, Arabic, Chinese (Mandarin), Korean, Spanish, & Vietnamese, and Somali. Ukrainian and Tagalog coming soon

# Update on Regional Grant Opportunities

Commercial rental relief grants and more!



October 6, 2021  
1:30 PM - 2:30 PM



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**WEBINAR**



Chat

Need technical help during  
the webinar?  
Use the **Chat Box**



Q&A

Questions for the  
Speakers?  
Use the **Q&A Box**



Record

Recording will be available  
following the webinar

# Featured Speakers



**Anthony Gill**  
City of Bellevue



**Martha Chaudhry**  
City of Kirkland



**Dave Mandapat**  
Comcast Business



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**WEBINAR**

**Anthony  
Gill**  
City of Bellevue



# Commercial Lease Arrears Study

- Conducted a survey in the spring with business owners, property managers, and commercial brokers.
- **Key Findings:**
  - Property owners have offered some relief to their tenants, such as lease abatements or deferrals.
  - Some small businesses are still struggling—particularly those which have fallen between other relief programs. Often were between EIDL, PPP, and PUA programs.
    - Most concentrated in industries like: health and wellness, fitness, personal services, and arts and culture.



# Bellevue Commercial Rent Relief

- Bellevue's City Council has authorized \$500,000 to support a Commercial Rental Relief Grant Program
  - Open to Bellevue small businesses and arts non-profits
  - **\$2,500 - \$15,000** rental relief grants
- **Eligible Expenses**
  - Grant used as a payment against a small business' (or arts organization's) rental arrears currently owed to their landlord



# Bellevue Commercial Rent Relief

- **Business / Tenant Eligibility Requirements:**
  - A small business or art specific (as determined by NAICS code) non-profit organization
  - In possession of a Bellevue business license obtained on or before March 1st, 2020
  - Employs 2-25 employees (or full-time employee equivalent) and has gross annual revenue under \$5M
  - Has back rent or lease arrears resulting from COVID-19 economic impacts or ensuing public health restrictions
  - In good standing
  - Business / tenant was not past due on rent prior to March 1, 2020



# Bellevue Commercial Rent Relief

- Application and Selection Process:
  - Applications must be submitted no later than **Sunday, October 10th, 2021** at **11:59 PM**
    - Staff will notify successful applicants by October 18th, 2021
  - Eligible applications will be randomly selected through a lottery process with priority given to target sectors (personal services, health/wellness, and creative economy)

Complete the online application at: [Bellevuewa.gov/BizResources](https://bellevuewa.gov/BizResources)

- Assistance in multiple languages can be requested via BINW
- Submit questions to **[bizsupport@bellevuewa.gov](mailto:bizsupport@bellevuewa.gov)**





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**WEBINAR**

**Martha**  
**Chaudhry**  
City of Kirkland



# Kirkland Commercial Rent Relief Program

Program Outline: [www.kirklandwa.gov/business-help](http://www.kirklandwa.gov/business-help)

- Intake deadline Oct. 19, 2021 @ 11:59 pm PT
- \$250,000 from the federal American Rescue Plan Act (ARPA)
- Eligible Expenses: payment against a small business' base rent arrears and utilities owed to their landlord
- Grant sizes \$1,000 - \$10,000
- Goals: help relieve economic hardship caused by COVID-19 and prevent commercial evictions of small businesses
- Requires cooperation of tenants and landlords
- Payments go to the landlord



# Kirkland Commercial Rent Relief

Program funds can be used for:

- Rent/utilities arrears between March 1, 2020 – September 30, 2021 due to COVID-19 economic hardship
- Foregone or forgiven rent and utilities as part of base rent or owed directly to landlord
- May not be used to pay triple net costs (taxes, insurance & maintenance, common area charges, penalties and/or interest



# Kirkland Commercial Rent Relief Program

## Tenant Eligibility Requirements

- Current lease with commercial landlord
- 1-25 FTE employees
- Less than \$3 million gross revenues in 2019
- Current Kirkland business license
- Documented past-due rent of at least the requested grant amount March 1, 2020 – Sept. 30, 2021
- Decline in gross revenues year on year of at least the requested grant amount
- No previous funding for past due rent for the months applied for through this program
- Open for business and intends to remain open



# Kirkland Commercial Rent Relief

## Landlord Agreements

- No tenant eviction proceedings against the program applicant for at least 30 days following receipt of funds
- Credit the tenant's account with the full amount of the grant payment
- Forgive late fees/penalties for the period covered by the grant disbursement
- Sign the Landlord Participation Agreement



# Kirkland Commercial Rent Relief

## Application & Funding Timeline

- Oct 19, 2021 at 11:59 pm (PT)  
Deadline to submit Intake Forms at [www.kirklandwa.gov/business-help](http://www.kirklandwa.gov/business-help)
- Oct 20, 2021  
Randomized lottery to sequence eligible Intake Forms
- Oct/Nov 2021  
Application completion: Indian Association of Western Washington (IAWW) will assist to:
  - Contact applicants who meet program criteria
  - Provide technical and language assistance to complete applications
  - Submit completed applications to the City
  - Rolling basis:  
City of Kirkland processes and mails grant payment to landlords of eligible applicants



# Kirkland Commercial Rent Relief Program

## Required Tenant Documentation: **Gather these early!**

- Application Form (co-signed by landlord)
- Valid, current commercial lease with landlord
- Kirkland business license (UBI#)
- Documentation of back rent (tenant invoice or account statement)
- Proof that business is open (landlord attestation, current receipts, other proof)
- Proof of revenue loss year-on-year (loss => grant request)
  - 2019 and 2020 annual tax returns OR
  - WA DOR tax reports Q2 2020 & 2021
- Landlord Documentation:
  - Signed Landlord Participation Agreement
  - W-9



# Kirkland Commercial Rent Relief

## Step by Step Application Instructions

- 1) Review program eligibility guidelines
- 2) Complete online Intake Form [www.kirklandwa.gov/business-help](http://www.kirklandwa.gov/business-help)
- 3) Notify landlord of intent to apply
- 4) Notify IAWW if language assistance is needed
- 5) Collect all required documentation for application
- 6) Work with IAWW staff to complete and submit application
- 7) Receive notice of grant receipt by landlord and the credit to tenant account



# Kirkland Commercial Rent Relief

[www.kirklandwa.gov/business-help](http://www.kirklandwa.gov/business-help)

- **Program Questions?**

City of Kirkland [businesssupport@kirklandwa.gov](mailto:businesssupport@kirklandwa.gov) (425) 587-3266 or the City's Business Response Team <https://re.startup425.org/technical-assistance-request/>  
(206) 686-3424

- **Application, Technical and Language Assistance**

India Association of Western Washington (IAWW)  
[emergencyservices@iaww.org](mailto:emergencyservices@iaww.org) or (253) 234-9989 ext. 6  
(8 a.m. – 6 p.m.)





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**WEBINAR**

**Dave**  
**Mandapat**  
Comcast Business





COMCAST  
RISE

BRIEFING DECK



COMCAST  
BUSINESS





## Representation. Investment. Strength. Empowerment.

Recently, small businesses have been dealing with the ongoing impact of the pandemic, social unrest, and environmental events. We have been working proactively to help all our small business customers.

Independent small businesses are the backbone of our communities. But today, more than ever, People of Color (POC)-owned small businesses are hurting. The time for talking and offering short-term gestures is over. We're putting our words into real, long-term, sustainable action through the creation of Comcast RISE. We know that Comcast alone can't remedy complex, systemic issues. But we are deeply committed to playing an integral role in driving lasting change.

If your business qualifies, you'll have the opportunity to receive marketing consultations, media placements, commercial creative production services, or a tech makeover from Effectv and Comcast Business. The Comcast RISE program is currently available to all POC-owned small businesses. Starting October 2021, businesses in select cities will have the opportunity to apply for monetary grants.



# COMCAST RISE – Marketing and Technology Services

## Eligibility Requirements:

- Owner is at least 18 years of age or older, and is the primary decision maker for, and is actively engaged in the day-to-day operation of the business
- No more than 25 full-time and part-time employees for the Tech Makeover
- No more than 100 full-time and part-time employees for the Consultation, Media and Creative
- Established business operations for at least one calendar year

Please see Official Rules located at [ComcastRISE.com/legal](https://ComcastRISE.com/legal).

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## Now Is the Time to Rise

Apply today.

[ComcastRISE.com](https://ComcastRISE.com)

## Selected businesses will receive one or more of the following business services :



### Consulting

Advertising and marketing consultations with local Effectv marketing, research, and creative teams to gain insights on how to grow your business.



### Media

A linear TV media schedule over a 90-day period.



### Creative Production

Turnkey production of a 30-second TV commercial, plus a media strategy consultation and 90-day media schedule.



### Technology Makeover

Computer equipment and Internet, Voice and Cybersecurity services for 12 months. (Taxes and other fees may still apply for tech makeover services.)

# COMCAST RISE INVESTMENTS – MONETARY GRANTS DC – HOUSTON – MIAMI – OAKLAND – SEATTLE – TWIN CITIES

## Key Dates:

Application Window will be open from **October 1-14, 2021**

Recipients will be announced **November 27, 2021**

## Details:

\$6,000,000 total in Monetary Grants will be distributed as such:

- 100 Businesses will be selected per city
- Each business will receive a \$10,000 monetary grant

## Eligibility Requirements:

- All Comcast RISE Program Eligibility+
- No more than 25 full-time and part-time employees
- Established business operations for 3 years
- Business address in one of the following metro areas – DC, Houston, Miami, Oakland, Seattle, and Twin Cities (Minneapolis-St. Paul) - as defined in Terms & Conditions

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## Now Is the Time to Rise

More details will be available  
September 14, 2021 on  
**ComcastRISE.com**

# FAQs

**Q: How do I apply for Comcast RISE (Marketing and Technology Services)?**

A: Eligible business owners can visit [ComcastRISE.com](https://ComcastRISE.com) to fill out an application. The application period for the current wave of services opened on Aug. 1, 2021 and will close on Oct. 16, 2021. Businesses that are selected to receive services will be notified on or around Nov. 23, 2021. However, you can apply at any time, as subsequent selections are reviewed on a quarterly basis. Check [ComcastRISE.com](https://ComcastRISE.com) for the latest information and deadlines for submission.

**Q: How do I apply for Comcast RISE Investment (Monetary Grants)?**

A: The application window for the Comcast RISE Investment Fund will open this fall. Eligible businesses can apply between Oct. 1 – 14, 2021 and recipients will be announced on or around Nov. 23, 2021. Grants will be awarded in Dec. 2021. Check [ComcastRISE.com](https://ComcastRISE.com) for the latest information. Eligible business can apply for marketing and technology services at any time, as that application window is always open.

**Q: What is the selection process?**

A: Comcast RISE Recipients will be selected to receive business services based on the qualitative and quantitative answers submitted. A selection committee to be identified by Comcast will review all eligible submissions received during the contest period and use the following judging criteria to determine the top finalists: (i) completeness of the submission (ii) originality of submission; and (iii) persuasiveness of responses to questions provided on why the applicant should be considered for the Comcast RISE program.

**Q: When will the Marketing and Technology services be provided?**

A: This is a quarterly based program, with a rolling submission process, and recipients are chosen until the quarterly amount allotted is exhausted. During the quarter, recipients will be contacted, via phone or email, and the fulfillment process will begin in an effort to provide the services as soon as possible to that business. At the end of each quarter, an entire list of the recipients will be posted on the [ComcastRISE.com](https://ComcastRISE.com) website. Services will be made available and fulfilled as quickly as possible within the quarter and timing varies based on service rendered.

# FAQs

**Q: Is there a cash alternative to the services awarded from the Marketing & Technology program?**

A: There is no ability to substitute business services for a cash equivalent. The Comcast RISE Investment program will be awarded as monetary grant.

**Q: Are there any tax implications with the available services awarded from the Marketing & Technology program?**

A: Recipients are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and services being provided under the program. Recipients should be strongly encouraged to consult with their tax advisers to determine their any tax consequences in connection prize acceptance and program services. For Tech Makeover awards, winners may be subject to federal tax based on the value of Tech Makeover services and equipment. The approximate retail value of each Tech Makeover prize is \$10,000. Winners are expected to provide the appropriate information for purposes of applicable tax forms. Comcast will issue 1099 Forms to all winners for the tax year in which the Tech Makeovers were received.

**Q: If I am not selected, can I re-apply for the program in the future?**

A: Yes, you can continue to re-apply for the program and will be evaluated based on your application.

**Q: If I have already won previously, can I re-apply and be considered for a different business service?**

A: Yes, you can re-apply for the program to be considered for a service that you have not received previously.

**Q: If I am a current client of Comcast Business or Effectv, can I apply and are there any restrictions to the services I can receive?**

A: Yes, you can apply if you are a current Comcast Business customer or Effectv client and be eligible for all potential program benefits.

**Q: Is this program only open to businesses owned by people of color??**

A: Yes; the current program eligibility is focused on businesses owned by people of color, including Black, Indigenous, Hispanic, and Asian American owners, among others.

**Q: I am a member of the news media and want to learn more.**

A: Please reach out to: [ComcastRise\\_Press@comcast.com](mailto:ComcastRise_Press@comcast.com)

# Q&A



**Anthony Gill**  
City of Bellevue  
[agill@bellevuewa.gov](mailto:agill@bellevuewa.gov)



**Martha Chaudhry**  
City of Kirkland  
[mchaudhry@kirklandwa.gov](mailto:mchaudhry@kirklandwa.gov)



**Dave Mandapat**  
Comcast Business  
[dave\\_mandapat@comcast.com](mailto:dave_mandapat@comcast.com)

# Upcoming Webinars



OneEastside  
**SPARK**

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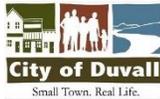
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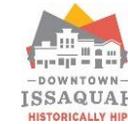
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Business Advisor  
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