



OneEastside
SPARK

Comcast RISE Grant Opportunities

Wednesday, October 5, 2022 | 10:30 - 11:30 a.m.

OUR WEBINAR WILL BEGIN SHORTLY



OneEastside
SPARK
WEBINAR

MARGO SHIROYAMA

Director of Special Projects

OneEastside



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www.OneEastside.org/SPARK

23 Eastside Cities & Towns



Eastside Supporting Partners





OneEastside
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*Center for Business
Resilience and Innovation*

www.OneEastside.org/SPARK

OneEastside SPARK: *Center for Business Resilience and Innovation*
provides our small businesses and nonprofits with essential support to
recover and grow!

Offerings include:

- Programs and webinars in collaboration with our partners
- Database of financial opportunities and other resources
- Businesses and non-profit are invited to connect with your peers on our Facebook Group <https://tinyurl.com/OneEastside-SPARK-Group>

Contact: info@oneeastside.org | (425) 885-4014 ext. 5



OneEastside
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On-Demand Videos

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

Skills & Training

- Get your business online with Grow with Google series
- How to Find Your Next Employee Using Social Media
- Five Ways to Market Your Business

Entrepreneurs' Roadmap Series

- Business Writing that Commands Attention
- Workplace Dynamics and Organizational Culture
- Simplifying the Complexities of Component Business Financing

And more!



Working Washington Grants Round 5 (WW5)

Instructional Videos | Presentations | In-Language Resources

<https://oneeastside.org/working-washington-grants-round-5-resource-hub/>

- **Unique Entity Identifier (UEI) Resources, including**
 - How to Obtain a Unique Entity ID (UEI)
 - What to do if your UEI is pending
 - Next steps once your UEI incident is updated/resolved
 - Adding a UEI to your WW5 application
- **Listing of organizations providing support**
- **WW5 webinar recordings**

In Partnership:





OneEastside
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Confidential, No Cost One-on-One Business Advising

Shawn Palmer

ASBC, MSML / Business Advisor
Washington Small Business
Development Center



Contact Shawn at shawnp@oneeastside.org | (425) 885-4014 ext. 3



OneEastside
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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

A photograph of three people, two men and one woman, smiling and working together at a desk. The woman is standing and pointing at a laptop screen, while the two men are seated and looking at the screen. They are in a professional setting with a brick wall in the background.

COMCAST RISE

Grant Opportunities

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OneEastside
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Speakers



Carla Carrell

*Senior Director | External &
Government Affairs*

Comcast



COMCAST
RISE

BRIEFING DECK



COMCAST
BUSINESS





Representation. Investment. Strength. Empowerment.

Independent small businesses are the backbone of our communities. But today, more than ever, small businesses owned by people of color (POC) or women have been some of the hardest hit. 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 or women-owned small businesses. Starting October 3, 2022, businesses in select cities will have the opportunity to apply for monetary grants.





CLAIRE SUMADIWIRYA
BELLDEN CAFE

COMCAST RISE INVESTMENTS: MONETARY GRANTS

Key Dates:

Application Window will be open from

- **October 3–16, 2022**

Recipients will be announced

- **November 22, 2022**

Details:

- \$1,000,000 total in Monetary Grants will be distributed
- 100 Businesses will be selected in King & Pierce counties
- Each business will receive a \$10,000 monetary grant

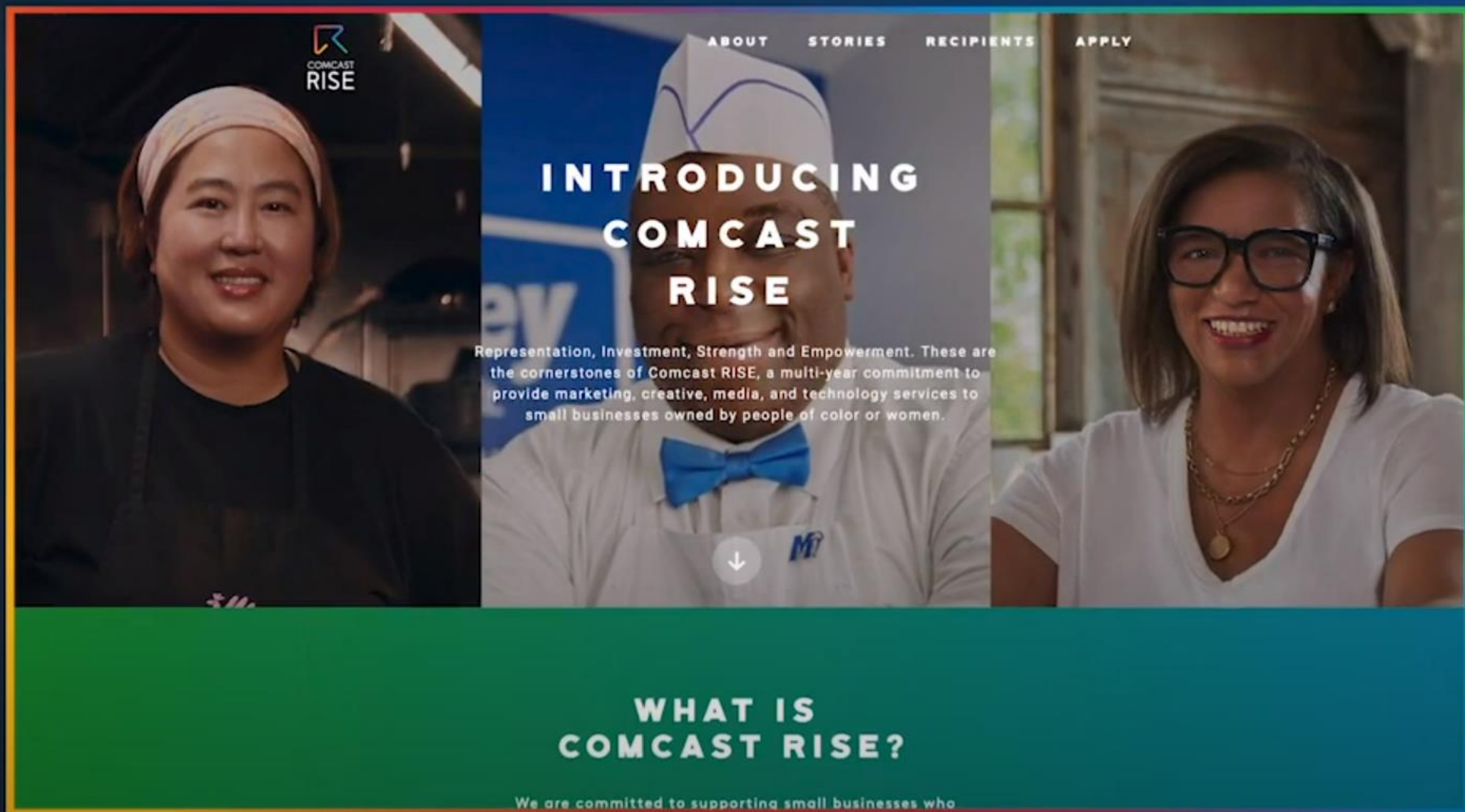
Now Is the Time to Rise

More details available on
ComcastRISE.com

Eligibility Requirements:

- 25 or less full-time and part-time employees
- Established business operations for 3+ years
- At least 51% owned and operated by someone who identifies as a person of color, including Black, Indigenous, Hispanic, and Asian American owner(s), or a woman.
- Other cities giving out RISE Investment grants:
 - Chicago, IL (Cook County)
 - Miami, FL (Miami-Dade and Broward Counties)
 - Oakland, CA (City of Oakland)
 - Washington, D.C. (Wards 1–8)

How to Apply to Comcast RISE 2022



COMCAST RISE: MARKETING AND TECHNOLOGY SERVICES

Eligibility Requirements:

- Owner is at least 18+ years of age, 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
- Open to all Washington state businesses

Please see Official Rules located at
ComcastRISE.com/legal.

Now Is the Time to Rise

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Apply today – **ComcastRISE.com**

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



Consulting

Advertising and marketing consultations 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 complimentary connectivity, voice and security services for 12 months.



FAQS

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: What businesses are NOT eligible to apply for the Comcast RISE Investment Fund?

A: 501c3 organizations, chamber organizations, educational institutions, church or religious organizations including nondenominational ministries, interdenominational and ecumenical organizations, and organizations whose main purpose is to study or advance religion, political advertisers, marijuana dispensaries, manufacturers or retailers of drug paraphernalia, virtual MVPDs, Internet Service Providers and resellers, gun manufacturers or retailers, fireworks manufacturers or retailers, tobacco/vape manufacturers or retailers, illegal products or services providers, adult entertainment companies, including, but not limited to gentlemen's clubs, adult toy stores, adult magazines, and adult programming services are NOT eligible to apply.

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

A: The application window for the Comcast RISE Investment Fund will open this summer. Eligible businesses can apply at www.ComcastRISE.com between October 3 – 16, 2022 and recipients will be announced at the end of November. Grants will be awarded in December 2022. Check www.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: How do I apply for Comcast RISE (Marketing and Technology Services)?

A: Eligible business owners can visit ComcastRISE.com to fill out an application. The application period for the current wave of services opened on June 18, 2022 and will close on October 16, 2022. Businesses that are selected to receive services will be notified on or around November 22, 2022. However, you can apply at any time, as subsequent selections are reviewed on a quarterly basis. Check ComcastRISE.com for the latest information and deadlines for submission.

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 are 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 or women?

A: Yes; Comcast has been leaning in to support all small businesses throughout the pandemic and will use the learnings here to reinforce those efforts. Eligibility initially is open to include businesses owned by people of color including Black, Indigenous, Hispanic, and Asian American owners, among others or Women owners, because these marginalized communities are hit hardest by the effects of the pandemic.

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

A: Please reach out to: ComcastRise_Press@comcast.com



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Q & A



Carla Carrell

*Senior Director | External &
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Comcast

SPECIAL THANKS!





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THANK YOU FOR JOINING US!