



LUVLIV LOCAL GRANT

LuvLiv Local is dedicated to supporting independently owned Livingston businesses during this unprecedented time. The Livingston Community Partnership (BID) has partnered with the Township of Livingston to help our local businesses devastated by the Coronavirus Crisis.

Local businesses are an important part of our community's identity. Whether it is the jobs you create, the uniqueness you add, or the services you provide, you are truly the heartbeat of our Community. Our LuvLiv Local Grant Program is another way we are looking to strengthen our community, one business at a time.

Who is eligible?

Businesses eligible to apply include:

- Retail –own or rent retail space in a commercial building located in Livingston:
 - Retailers
 - Restaurants/Café's
 - Fitness/Dance/Music Studios
 - Salons
 - Tutors
 - Dry Cleaners
- Must have opened your business in Livingston prior to March 16, 2020.
- Must guarantee that you will re-open your business within one month of being legally allowed to reopen by the State of New Jersey.

What it can be used for?

If you qualify, you can obtain a grant up to **\$1,500** to cover expenses that will be required for you to re-open your business forced to close due to the Covid-19 virus. This includes the following:

- Marketing Tools-Social Media, Website, On-line ordering Platforms or tools.
- Payment Platforms for accepting credit cards, ie: on-line and or Contactless payment tools
- Shipping/Delivery Platforms
- PPE equipment – ie: Masks, gloves, No-touch thermometers
- Equipment to re-fit stores for Social Distancing- ie: plexiglass dividers, barriers, floor decals
- Signage for revised services offered: curbside pick-up, delivery, etc.
- Advertising Campaigns: West Essex Tribune, TAPinto Social Media Ad Posts, etc.
- Replenishing inventory or pay for existing inventory due within 30 days of closing.
- Other expenses necessary for implementation to reopen your business and/or adjust your business model.

WHAT YOU CAN EXPECT

Each grant is for an amount up to \$1,500 and must be applied toward the criteria outlined above.

Grants will be awarded weekly until all funds have been used. Once the grantee has been notified and submitted payment information that meets compliance checks, we will process the payment.

We will send a follow-up survey to all grantees to learn how it was spent and the impact that it made. All Grantees will be required to submit a completed survey within a week of receipt of this survey as a condition of receiving this grant.

The application deadline is June 5, 2020 so please apply now to be considered!

- The application is short. It will take about 10 minutes to complete.
- All you will need is your business's W-9 form.
- All Application questions must be answered in full.
- Application criteria must be met for grant approval.
- The Grant Review Committee must receive your application by the application deadline noted above to be considered.

Please email completed application to:
intownlivingston@gmail.com

If you have any questions please email them to our email address.



LOVLIV LOCAL GRANT APPLICATION

The application deadline is ???, so please apply now to be considered!

- Eligible businesses are owns or rents space in a commercial building in Livingston and have been affected by the pandemic.
- All you will need is your business's W-9 form to submit with application.
- Grants will be awarded on a first come, first served basis.
- All Application questions must be answered in full.

1. Owner Name *

First Last

2. Cell Phone Number *

Area Code Phone Number

3. Email Address *

4. Name of Business *

5. Business Address *

Street Address

Street Address Line 2

City State Postal Code

6. Business Website Address *

7. What Year was your business established? *

8. Is Your Business Independently Owned? *

Yes No

9. Does Your Business Operate in locations outside of Livingston? *

Yes No

10. Are you the majority owner and/or controlling shareholder of the business? *

Yes No

11. Tax ID Number *

Employer Identification Number (Numeric Digits Only)

12. Brief Description of Business *

13. Please briefly describe what any LovLiv Local Grant monies received will be used for: *

*** Please include an estimate of cost/s for these items:**

14. By checking this box I (i) certify that all of the information provided above is true and accurate. False statements may be punishable by applicable law, and (ii) acknowledge that certain information may be subject to disclosure pursuant to N.J.S. 47:1A-1 et seq. *

Agree