

# PONTIAC SMALL BUSINESS PROGRAM

## CONTACT US



(248) 758-3040



[grants@pontiac.mi.us](mailto:grants@pontiac.mi.us)



[pontiac.mi.us/smallbusiness](http://pontiac.mi.us/smallbusiness)

## TECHNICAL ASSISTANCE PROGRAM

### KEY DETAILS:

- Technical Assistance Awards do not include any direct cash assistance to awardees – instead, the program reimburses qualified technical assistance providers directly for services provided to awardees.
- Business owner technical assistance awards will be provided to eligible businesses for services such as business planning, financial management, design assistance, design/build assistance, content creation, and web development.
- While each of the services offered through technical assistance awards has a value, there is no money exchanged between the City of Pontiac and the awardees.
- Technical assistance awards are available to: (1) Pontiac residents who own Pontiac-based businesses, and (2) non-resident business owner applicants who will be seeking future small business loans
- This program is funded through the American Rescue Plan Act funding and is meant to offset negative impacts of COVID-19

### KEY DATES:

- Dec 11, 2023 – Technical Assistance Program Opens
- Jan 3, 2024 – Technical Assistance Program Applications Closed!
- Jan 16 2024 – Final Technical Assistance Awardees notified

### ELIGIBILITY

- The following individuals **are** eligible to apply: (1) Pontiac residents who own Pontiac-based businesses, and (2) non-resident business owner applicants who will be seeking future small business loans
- The following individuals **are not** eligible to apply: business owners who are (1) employees who are directly assigned to work on the Pontiac Small Business Program, (2) the Mayor and City Council, and (3) contractors affiliated with the Pontiac Small Business program.

### SUBMITTING AN APPLICATION

**Completed applications must be submitted on or before January 3rd at 5:00 PM. Applications will be accepted via email at [grants@pontiac.mi.us](mailto:grants@pontiac.mi.us) and paper copies will be accepted in the Grants Office located on the ground floor of the Pontiac City Hall (47450 Woodward Ave. Pontiac MI, 48342).**



## TECHNICAL ASSISTANCE APPLICATION

[grants@pontiac.mi.us](mailto:grants@pontiac.mi.us)

### Applicant Information

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First & Last Name:

Email:

Cell Phone Number:

Relationship to Business:

### Business Information

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Legal Business Name:

DBA (if applicable):

EIN:

Business Address:

Business Owner Name:

Business Owner Home Address:

Business Website:

Business Phone Number:

Number of years in operation:

Number of Employees:

Does your business require translation services? (Y/N)

### Technical Assistance Request Questions

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In a separate document, please provide answers to the following prompts:

1. Please provide a brief description of the business (1-2 sentences describing the nature of the business and products or services offered).
2. Please describe the technical assistance needed (business planning, financial management, design assistance, design/build assistance, content creation, and web development).
3. Please describe the desired outcome of the technical assistance and what you hope to achieve.
4. Please describe why your business is an important part of the Pontiac Community.
5. Please describe how your business is a benefit to a low-to-moderate income community such as Pontiac.
6. Please describe the negative impacts of COVID-19 on your business conditions.
7. Is your business in good standing with the City of Pontiac, State of Michigan, and Internal Revenue Service?