



# Announcing Financial Resources and Support Systems Created to "Boost your Small Business"

*A Virtual Town Hall Presented by: Mayor Deirdre Waterman*

**Learn about two new and supportive programs to help Restaurants and Business Re-Open and Grow**

## MICHIGAN SMALL BUSINESS RESTART PROGRAM

Grants up to \$20,000 each to support certain small businesses that have realized a significant financial hardship as a result of the COVID-19 virus.

**ACCEPTING APPLICATIONS NOW!**

### Panelist

Pontiac Economic Development Team

Director of Econ. Dev.- Linnette Phillips  
Special Counsel - Matt Gibb

Planning Manager- Vern Gustafsson  
Oakland Cty. Bus. Dev. Rep. - Dominic Holmes

Important financial information details will be shared during and after meeting at [www.Pontiac.mi.us](http://www.Pontiac.mi.us)

**For more info contact Pontiac's Economic Development Team**

Office (248) 758-3029 / Email [LPhillips@pontiac.mi.us](mailto:LPhillips@pontiac.mi.us) or [gibblaw@hotmail.com](mailto:gibblaw@hotmail.com)

## PONTIAC'S TEMPORARY OUTDOOR DINING PROGRAM

By Executive Order of the Mayor, the city will offer permits for expanding outdoor seating capacity to help eateries that have been limited by Covid-19 restrictions

**1PM - 2PM**

**Wed. July 22, 2020**

**Join Zoom Meeting**

<https://zoom.us/j/95635397635>

**or Dial in: (301) 715-8592**

**Meeting ID: 956 3539 7635**



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# *Town Hall Zoom Meeting Agenda*

- Welcome and Opening
- Outdoor Dining Programs
- Re-Open Program Overview
- Oakland County Resources
- Small Business ReStart Grant
- County Restart Program Update
- Pontiac and Other Resources
- Closing Remarks with Q&A

Mayor Deirdre Waterman  
Matthew Gibb and  
Vern Gustafsson

Matthew Gibb

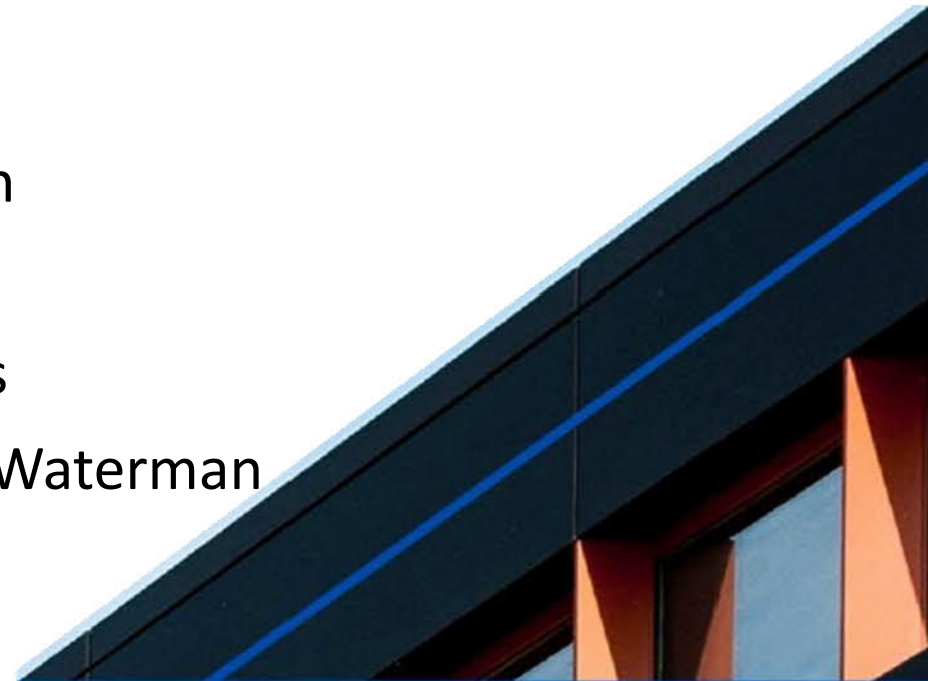
Dom Holmes

Nicole Thomson

Ryan Cram

Linnette Phillips

Mayor Deirdre Waterman





# AN UPDATE FROM MAYOR DEIRDRE WATERMAN



MAYOR DEIRDRE WATERMAN

Click on one of the icons below for quick access to Coronavirus COVID-19 Information



<http://www.pontiac.mi.us/mayor/coronavirus/>



MAYOR DEIRDRE WATERMAN

# EXECUTIVE ORDER No. 2020-01

## TEMPORARY COVID- 19 OUTDOOR DINING STANDARDS



### Pontiac Outdoor Dining Program

**A new opportunity to increase capacity**

The City of Pontiac seeks to assist and ensure that establishments permitted to open to the public have the ability to accommodate social distancing guidelines currently in force within the State of Michigan. To stimulate the recovery of the restaurant business in the City, the enforcement of certain provisions of the City's ordinances regulating the serving of food and drink outdoors on private property and public sidewalks is temporarily suspended and a process is now in place for restaurants to get administrative approval to expand their seating capacity by using outdoor areas.

#### Eligibility

Businesses that are presently registered and operating under a current health department license in Pontiac may apply to expand and enhance their seating capacity to add new or expanded outdoor dining areas to compensate for lost interior seating as a result of COVID-19 related restrictions, accommodate social distancing and/or to allow for phased reopening.

#### Process

Establishments seeking new or expanded outdoor dining areas may submit an application for administrative approval by the City. Applications for administrative approval shall include the following information:

Applications can be submitted through the City of Pontiac Planning and Zoning Department

47450 Woodward Ave.  
First Floor - Building & Safety Office  
Pontiac MI 48342

**Business Hours:**  
Monday through Friday 8 a.m. to 5 p.m.

**Telephone Number:**  
Main Office - (248) 758-2800

Applications will consist of a plan view drawing of the proposed outdoor dining area showing all fixtures and furnishings with all distances clearly marked for pedestrian paths and between seating, and the criteria and safety measures set forth in the Executive Order. In addition, written permission from the property owner, if the food and drink establishment is not the property owner, and proof of insurance to include coverage of the new or expanded outdoor dining area.

A copy of the Executive Order can be found at [www.pontiac.mi.us](http://www.pontiac.mi.us)



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# **PONTIAC COVID RELIEF**

## OUTDOOR DINING PROGRAM

1. EASY APPLICATION
2. NO PERMIT FEES
3. EXPEDITED PROCESS
4. NO VISIT TO CITY HALL
5. ONCE APPROVED – BON APPETIT!





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1. Establishments may add new or expanded outdoor dining areas to compensate for lost interior seating as a result of COVID-19 related restrictions, accommodate social distancing and/or to allow for phased reopening;
2. The addition of new or expanded outdoor dining areas shall not result in an increase to the total number of seats or maximum occupancy of the food and drink establishment as previously approved by the City;
3. The food and drink establishment shall be properly licensed by state and local agencies to perform any activities, sales, and services;
4. Any sales and/or consumption of food and/or alcoholic beverages shall be in compliance with the provisions of any federal, state, and/or local laws and regulations governing same;
5. The food and drink establishment shall comply with all applicable laws relating to litter, noise, and other livability matters. In addition to the foregoing, no amplified music shall be permitted in outdoor dining areas.
6. Existing off-street parking areas may be used for outdoor dining, but there must be a physical barrier or separation to protect customers from vehicle traffic, such as bollards or planter boxes;





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7. Food and drink establishments located in multi-tenant buildings or on sites with multiple uses may establish outdoor dining areas, only with written permission of the property owner; however, such outdoor dining areas shall generally be located adjacent to or directly in front of the establishment, with limited extension beyond the frontage of the establishment being site specific and dependent on owner permission;
8. An outdoor dining area may be located on a public sidewalk immediately adjacent to the establishment; however, a minimum of 6 feet of unobstructed, pedestrian access along the sidewalk shall be maintained. The City shall not be held liable or responsible for any type of damage, theft, or personal injury which may occur as a result of operating on a public sidewalk;
9. Outdoor dining areas shall not encroach into or interfere with required handicapped parking spaces;
10. Outdoor dining areas shall not interfere with safe pedestrian and vehicular access or access required to be maintained under the Americans with Disabilities Act;
11. Outdoor dining areas shall not encroach within or interfere with fire and other emergency access;
12. If a tent or canopy is to be used it must be fire rated and the fire rating for the tent must be approved prior to erection of same;



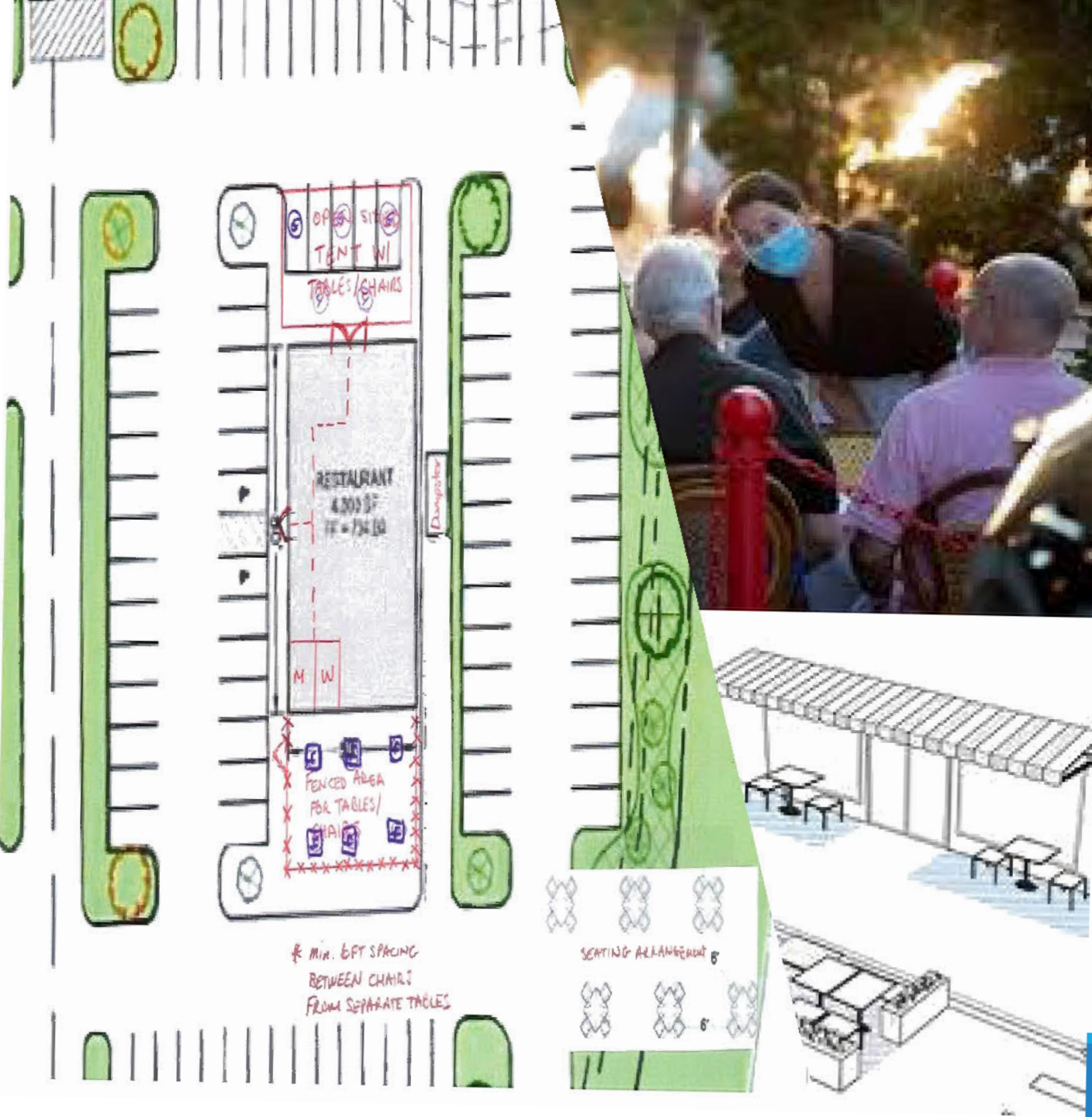
A plan view drawing of the proposed outdoor dining area showing all fixtures and furnishings with all distances clearly marked for pedestrian paths and between seating, and including the following;

1. Reconfigure the layout of the entire outdoor dining area, to the maximum extent practical, to provide a minimum 6 foot wide clear pedestrian walking path adjacent to the dining area;
2. Reconfigure tables and chairs to allow seating for patrons only in accordance with social distancing guidelines in effect;
3. Remove all previously approved chairs and other seating that does not meet social distancing guidelines;
4. Install temporary signage to encourage compliance with social distancing guidelines;
5. Provide a temporary hand sanitizing station adjacent to the outdoor dining area; and,
6. Provide a temporary service station outdoors that includes a trash receptacle and disinfecting wipes or other supplies for the cleaning of tables and chairs between patrons and of high touch points in the outdoor dining area.





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1. Obtain Building Permit Application, click on link:  
[www.pontiac.mi.us/departments/community\\_development/docs/b&s\\_buildingpermit2016.pdf](http://www.pontiac.mi.us/departments/community_development/docs/b&s_buildingpermit2016.pdf)
1. Send completed application with outdoor dining diagram/plan to Vern Gustafsson  
[vgustafsson@pontiac.mi.us](mailto:vgustafsson@pontiac.mi.us)
1. Approvals within 24 Hours.



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## IMPORTANT CONTACTS

Applications / Planning

**VERN GUSTAFSSON**

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

(248) 758-2816

Small Business Support

**LINETTE PHILLIPS**

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

(248) 758-3029

Growth and Incentives

**MATTHEW GIBB**

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

(248) 464-0307

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# Update on COVID Programs and Resources



## Economic Injury Disaster Loan (EIDL) from the SBA

### Important Things to Know:

The U.S. Small Business Administration (SBA) has designated COVID-19, the "Corona Virus" as a qualifying event for the provision of Economic Injury Disaster Loans (EIDL) for businesses and private non-profits in declared zones.

Source of the Funding: U.S. Treasury – Small Business Administration

Funding Amount: Up to \$2 Million per loan

Funding Availability: Applications Open Now – <http://disasterloan.sba.gov>

## Join the City of Pontiac's Small Business Response Team



A panel discussion on available grant and loan opportunities designed to assist small businesses through the COVID 19 Disaster

Learn if you are eligible, how to apply, and where to look for help

### Virtual Town Hall 10am - 11am

Join on ZOOM or by Telephone  
<https://zoom.us/j/860691275>  
+19292056099,,860691275#

Panelists: Opening Remarks - Mayor Waterman  
Moderator- Matt Gibb Economic Development  
Vern Gustafsson - Pontiac Senior Planner  
Dom Holmes Oakland County Economic Dev  
Art McClellan - District 4 Review Committee  
Damani Head - Pontiac Reg Chamber  
Chris Jackson - Main Street Pontiac President

Limited to 100 Participants - Join Early  
Details will be shared in the meeting and after at [www.Pontiac.mi.us](http://www.Pontiac.mi.us)

The COVID19 hotline is (248) 758-3300 for additional information



## Michigan Small Business Relief Program: Grants

### Important Things to Know:

A program has been established to provide immediate grant support for businesses hardest hit by COVID-19.

Source of the Funding: Michigan Small Business Relief Program

Funding Amount: \$10 million

Funding Availability: On or about April 1, 2020



[COVID-19](#)[Residents](#)[Health Orders](#)[Toolkits](#)[Grants](#)[Business Relief](#)[Worker Relief](#)[Media](#)[Contests](#)[FAQ](#)[Oakland County, Michigan](#) / [COVID-19](#) / [Business Relief](#)

## Business Relief

[Grants and Loans](#)[Guidance on Essential Workforce](#)[ReOpen Toolkit](#)

### Contact Info

#### Advantage Oakland

[248-858-0721](tel:248-858-0721)[info@advantageoakland.com](mailto:info@advantageoakland.com)

### Social Networks



## Business Relief

[GRANTS AND LOANS](#)[GUIDANCE ON ESSENTIAL  
WORKFORCE](#)[REOPEN TOOLKIT](#)

The Oakland County Small Business Counselors are here to help. [Request Business Counseling](#)



Oakland County Economic Development & Community Affairs is here to help. Contact us at [info@advantageoakland.com](mailto:info@advantageoakland.com)





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# A NEW GRANT OPPORTUNITY

Nicole Thomson



## Michigan Small Business Restart Program **A new grant opportunity**

In an effort to continue to support small businesses, the Michigan Small Business Restart Program will provide funding to local economic development organizations (EDOs) who will provide grants to eligible small businesses that have been negatively impacted by COVID-19 and need working capital to support payroll expenses, rent, mortgage payments, utility expenses or other similar expenses.

### Grant Eligibility

Businesses and nonprofits with 50 or fewer employees, worldwide, located in Michigan who have **NOT** received a grant under the Michigan Small Business Relief Program (MSBRP) are eligible to apply. Businesses must also demonstrate the following:

- Part of an industry or nonprofit that can demonstrate it has been impacted by the COVID-19 emergency
- Needs working capital to support payroll expenses, rent, mortgage payments, utility expenses or other similar expenses
- Demonstrates an income loss as result of the COVID-19 emergency as determined by the Michigan Strategic Fund (MSF).

Additionally, at least 30 percent of the funds awarded under this program will be provided to women-owned, minority-owned or veteran-owned eligible businesses. The MEDC anticipates that more than 5,000 businesses across the state will benefit from this program.

**APPLICATION PORTAL IS  
OPEN**



MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

INDUSTRIE

ABOUT MEDC / COVID19 /

## Michigan Small Business Restart Program

<https://www.michiganbusiness.org/about-medc/covid19/restart/>



DAVID COULTER  
OAKLAND COUNTY EXECUTIVE



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# COVID-19 OAKLAND TOGETHER Small Business Recovery Grant

#OAKLAND *Together*

COVID-19 Response

*We'll get through this together*

Ryan Cramm

Grants

Business Relief

Worker Relief

COVID Testing





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# *More Covid-19 Programs and Resources*

*Linnette Phillips*

- CARES Act Extension Update
- Pontiac Small Business Database
- Resource Newsletter and Activity Calendar
- Updated COP Economic Development Website and Face Book Page
- Continued collaboration with the Oakland County and the MEDC
- Make sure your business is Registered and Licensed in Pontiac
- Covid-19 Hot line (248) 758.3300
- [www.Pontiac.mi.us](http://www.Pontiac.mi.us) – COP Economic Development website



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# *Covid-19 Links and Resources*

- ▶ Centers for Disease Control [www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers/](http://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers/)
- ▶ Michigan Main Street <https://michigan.reopenmainstreet.com/library/>
- ▶ Small Business Association of Michigan <https://www.sbam.org/covid-19-resources/>
- ▶ Oakland County - <https://www.oakgov.com/covid/businessrelief/>
- ▶ City of Pontiac [www.pontiac.mi.us](http://www.pontiac.mi.us)
- ▶ Michigan PMBC Support - [www.michiganbusiness.org/services/pure-michigan-business-connect/ppe/](http://www.michiganbusiness.org/services/pure-michigan-business-connect/ppe/)
- ▶ OSHA - <https://www.osha.gov/SLTC/covid-19/>
- ▶ Small Business Association SBA <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options>

<https://www.michiganbusiness.org/about-medc/covid19/restart/>



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Executive Office

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(248) 758-3000

Oakland County

**DOM HOLMES**

[holmesd@oakgov.com](mailto:holmesd@oakgov.com)

(248) 758-3029

**COVID HOTLINE**

**(248) 758-3300**



CLOSING REMARKS  
**QUESTIONS**  
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<http://www.pontiac.mi.us/mayor/coronavirus/>