



City of Milpitas

455 E. Calaveras Blvd. Milpitas, CA 95035

Contact:

Charmaine Angelo, Public Information Officer

cangelo@ci.milpitas.ca.gov

408-906-9603

Milpitas Small Business Assistance Grant Program

Milpitas, CA – January 17, 2022 – FOR IMMEDIATE RELEASE

The City of Milpitas will launch the Milpitas Small Business Assistance Grant Program to support local businesses that have been negatively impacted by the COVID-19 pandemic with financial assistance. The federal government has allocated American Rescue Plan Act (ARPA) funding to the City of Milpitas for communities, organizations, and businesses that have been adversely impacted by the COVID-19 pandemic. The City Council has approved the use of \$1,500,000 of ARPA funds to assist Milpitas small businesses with resiliency and recovery efforts as part of the ARPA Investment Framework and Guiding Principles focused on Economic Vitality. The \$1,500,000 will be distributed in two tranches with the first deployment of approximately \$750,000 anticipated in early 2022, and the remaining funds to be disbursed later in the year. The grant program will provide \$5,000 grants and free technical assistance to over 280 Milpitas small businesses.

The City Council simplified the eligibility criteria based on lessons learned from the 2020 Milpitas Microenterprise Grant Program to ensure that more local businesses are eligible for the 2022 Milpitas Small Business Assistance Grant Program. To apply for a grant, small businesses must meet the following requirements:

- Employ between 1-25 employees;
- Operate out of a physical commercial storefront within the city limits of Milpitas. Daycare centers located in physical commercial and/or home-based locations are eligible for grants;
- Have active and current City of Milpitas business licenses; and
- Demonstrate good standing with the City of Milpitas (i.e., no code enforcement issues) and California Labor Commissioner's Office.

While all Milpitas small businesses that meet the eligibility criteria are encouraged to apply, the City Council is especially interested in assisting daycare businesses (commercial/home-based), as well as fitness, recreation, and yoga businesses. Businesses that were deemed eligible under the 2020 Milpitas Microenterprise Grant Program and entered the lottery, but did not receive grants, will receive funding from the 2022 Milpitas Small Business Assistance Grant Program if they apply and are deemed eligible.

Grants can be used for business rent/mortgage, payroll, and operating expenses for products or services. Grant recipients will receive free technical assistance to leverage resources from Live Stories, the Grant Program's Fiscal Agent/Administrator, for alternative financing, marketing, developing business plans, guidance on employee-related issues, and overall business management to reduce costs and improve efficiencies.

"The City Council has been thoughtful and methodical on how to deploy ARPA funds with a special focus on short-term needs and solutions to help Milpitas' small businesses," said Mayor Rich Tran. Mayor Tran believes the City of Milpitas is leveraging federal funding to stimulate business growth, which will invigorate the local economy.

The U.S. Department of Treasury is leading the ARPA Program on behalf of the federal government. In alignment with ARPA procurement, contracting, and reporting requirements, the City of Milpitas issued a Request for Proposals (RFP) for a public bid selection process of the Fiscal Agent/Administrator. The RFP was issued following federal procurement limits and guidelines to ensure a fair and competitive procurement process. The City of Milpitas also conducted extensive outreach to woman and minority-owned business enterprises from a national database of such businesses.

On September 21, 2021, the City of Milpitas received three Proposals for the Fiscal Agent/Administrator role. After careful review of the proposals, [Live Stories](#) was selected through the public bid process as the Grant Program's Fiscal Agent/Administrator. Live Stories will utilize its FORWARD software platform to streamline the application process, compliance, reporting and deployment of grants to Milpitas small businesses in a fair and equitable manner.

Vice Mayor Carmen Montano, a small business advocate, asserts that "ARPA funds are precious, one-time investments, that will be deployed to assist our small businesses with their most immediate needs." Vice Mayor Montano states that "the pandemic has brought on business closures, labor shortages, sudden and unanticipated loss of income and disruption in essential services, but the Milpitas Small Business Assistance Grant Program will provide a business support lifeline through funding and free technical services."

The next steps in the Milpitas Small Business Assistance Grant Program include developing the grant application and portal, establishing the lottery and direct award process, and conducting extensive business outreach to ensure that as many Milpitas small businesses apply and qualify for this grant opportunity. The application process is expected to commence in late January 2022. Additional Milpitas Small Business Assistance Grant Program information will be available soon via the City's website, social media, and a subsequent press release. The grant program will help local businesses recover, build resilience, and survive these historic times.

If you have questions about the Milpitas Small Business Assistance Grant Program, please call the Office of Economic Development at (408) 586-3047 or send an email to BusinessAssistance@ci.milpitas.ca.gov.

###

About the City of Milpitas

Located at the southern end of San Francisco Bay, Milpitas is a progressive community that is an integral part of Silicon Valley. A full-service city with water utility, sewer utility, police and fire services, Milpitas celebrates a diverse population of over 80,000. Under a Council-Manager form of government, the City Council has established the following seven priority areas of service and policy: public safety, environment, transportation and transit, economic development and job growth, neighborhoods and housing, community wellness and open space, and governance and administration. For more information visit: www.ci.milpitas.ca.gov