

Inclusive Business Navigator Microgrant

The City of Long Beach is offering Microgrants through it's Inclusive Business Navigators Program to support start ups and micro-entrepreneurs with access to small amounts of capital (\$2,500 or \$5,000) to launch or grow their businesses. Entrepreneurs should work with one of our Inclusive Business Navigators to complete their basic business plan and a plan for investing grant funding in their new or micro-business. All businesses interested in this program will be offered technical assistance and coaching/advising services to help them complete their program applications. Contact BizCare for a referral at 562-570-4249 or 4Biz@longbeach.gov, or reach out to Business Navigators directly at www.longbeach.gov/biznavigators for support developing your application.

Download the full application to prepare your responses before completing this form: English Application, Spanish Application, Khmer Application, Tagalog Application

Please ensure you meet all eligibility requirements before completing this application.

Eligibility:

- Must be located and operating within the boundaries of Long Beach, California.
- Must be a startup (less than 2 years in operation) or micro-business (no more than two full time employee including business owner, and no more than \$150k in annual revenue)
- Must be private for-profit business including sole proprietorships or 501(c)3 nonprofit organization
- Must have a City of Long Beach business license or be actively working towards receiving a license
- Must be currently open and active for business.
- Be an independently-owned and operated business that is not publicly traded (franchises are not eligible)
- Corporations, limited liability companies and limited partnerships must have an "ACTIVE" status with the California Secretary of State.

* Required

Section A: Business Information

Please tell us about your business and how to contact you.

1. First Name *

2. Last Name *

3. What is your relationship to the applying business? *

- I am completing the application on behalf of the business (employee, CPA, other)
- I am the business owner

4. Email Address *

5. Phone Number *

6. Business Name *

7. DBA (if applicable)

8. Do you have a Long Beach business license? *

- Yes
- I have applied but not yet received it
- I have not applied for a license yet

9. Please provide your business license number if you have it.

10. To be eligible for a microgrant you must have a license or be actively working towards obtaining one. BizCare is available to help if you need assistance at 562-570-4249. Will you apply for your business license today?

The business license application is available online: <https://www.longbeach.gov/finance/business-info/business-licenses/apply-for-a-business-license/>

- Yes, I will apply today
- I do not plan to apply for a business license
- Other

11. Business Website *

12. Business Address *

13. Business Suite#

14. Zip Code *

15. What date did your business start operating in Long Beach? *

MM/YYYY

16. Select the type of business you operate: *

- Sole proprietorship
- Partnership
- Limited Liability Company
- Corporation (S Corp, C Corp, etc.)
- Independent Contractor
- 501(c)3 Nonprofit
- Other

17. Provide a description of your business. (For example, describe your primary products and services and other details important for us to understand the nature of your business). *

18. How many full-time employees (minimum of 35 hours per week worked), including yourself, does the business currently employ? *

- 0
- 1
- 2
- 3-5
- More than 5

19. Select the one that best describes your business location: *

- I own commercial property
- I lease/rent a commercial space for my business
- I operate my business out of my home
- I operate a mobile business (e.g., street vendor, food truck, etc.)
- Other

20. Is the business publicly traded? *

- Yes
- No

21. Is the business part of a national franchise? *

- Yes
- No

22. Select the gross revenue that your business generated in the last calendar year you filed tax returns (2022 or 2023): *

- Less than \$10,000
- \$10,001 to \$50,000
- \$50,001 to \$150,000
- \$150,001 to \$500,000
- Greater than \$500,000
- My organization did not exist or report revenue in calendar year 2022 or 2023

23. Do you have any active and unresolved code enforcement, health permit, or COVID-19 Health Order Violations? *

- Yes
- No
- I don't know

Section B: Business Plan

24. What problem does your business solve/What are the top three problems your target customers are facing? Use bullet points if that's easier. *

Example: Lack of access to freshly made, home-style meals for time-strapped individuals.

25. How are these problems currently being solved? *

Suggestions: Look for common complaints in forums or customer reviews related to your industry; identify gaps in current solutions. Conduct surveys within your community; attend local meetings or events to gather insights

26. Who are your target customers and users? *

Example: Busy families and professionals looking for homemade, convenient meal options.

27. What are the characteristics of your ideal customer? *

Example: Residents of a small town or community; participants in local farmers' markets or craft fairs.

28. Are there any specific market segments or niches you are targeting? *

29. What makes your offering special or different from others? *

Example : "Bringing the farm to your doorstep with locally-sourced , organic produce at competitive prices."

30. What makes your solution different or better than existing solutions? *

Suggestions: Emphasize the personal touch, community benefit, or unique craftsmanship of your products/services.

31. What are the top three features of your solution? *

Examples: Home delivery service for organic produce; curated selection of handmade gifts from local artisans; online gallery featuring local artists with studio visit options.

32. How does your solution address the problems identified? *

33. List 2-5 sales channels for your business: *

Example: Direct sales through our website, partnership with industry influencers, content marketing via blogs and social media, local foot traffic, storefronts within 2 miles, etc.

34. List 2-5 revenue streams for your business: *

Examples: Subscription model for continuous service use; one-time sales of products; commission on transactions.

35. List the costs of running your business: *

Examples: Development costs for an app; marketing and advertising expenses; salaries for team members.

36. List at least 3 of the key numbers that will tell you how your business is doing. Indicate if you have a target number to achieve, but it's ok if you don't know that yet. *

For example: Revenue, Number of Customers, etc.

Section C: Grant Plan

37. How would you categorize what you want to invest in? *

- Equipment Upgrades
- Technology Upgrades
- Employee training/retention
- Facility improvements
- Marketing
- Other

38. How are you going invest the grant into your business? Please list what you plan to use the funding for with estimated costs: *

39. What size grant are your requesting for your business? *

- \$2,500
- \$5,000

40. What impact would the grant have for your business? *

Section D: Demographics

This data will not be used in the evaluation of applications and is for data collection purposes only to understand the demographics this program is reaching and serving.

41. Select any, and/or, all of the following that apply to your business. (Majority-owned refers to over 50% ownership).

- Majority person(s) of color-owned
- Majority White-owned
- Majority Woman-owned
- Prefer not to answer

42. What is the primary language you speak at home?

- English
- Spanish
- Tagalog
- Khmer
- Other

43. I identify as (select all that apply):

- Asian/Pacific Islander
- Black/African American
- White
- Hispanic
- Middle Eastern/North African
- Native American/Indigenous
- Prefer not to answer

44. Gender at Birth:

- Woman
- Man
- Non-binary
- Prefer not to say

Section Z: Self Attestation Declarations

45. I hereby declare and agree that I am authorized to submit this application as the business owner and/or on behalf of the business entity that has a City of Long Beach business license.

I acknowledge and agree that any promise, representation, or any other statement made to me by any agent or employee of the City that is not contained in this application is null, void, and unenforceable and that I am not relying on such promise, representation, or statement.

I acknowledge and agree that this application will be reviewed for compliance with the eligibility requirements for the program and that my application may be denied if my business is deemed ineligible for grant funding or if all available grant funding is exhausted.

I acknowledge and agree that this application does not confer an entitlement or a vested right to receive grant funding.

I hereby declare and agree that I have read this acknowledgement and advisement and that I am knowingly and voluntarily submitting my application in compliance with this acknowledgement and advisement.

I hereby declare and agree that the information contained within and attached to this application is complete, true, and accurate. I understand any false, misleading or fraudulent statement of material fact is cause for rejection of this application and may result in recoupment of any award dispersed in reliance on any misrepresentation and City reserves the right to pursue legal remedies as a result.

I consent for the City of Long Beach, or its designee, to contact me to request data or other related information for the purposes of complying with the eligibility requirements for this program.

I declare under penalty of perjury that all of the information provided in this application and provided in all submitted documentation are true and correct.

By checking "I agree," I am signing this application electronically. I agree that my electronic signature is the legal equivalent of my manual signature on this application. *

I agree

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