



## Small Business Assistance Grant Program Examples

**Example 1:** My business has monthly expenses of \$2,000 from my lease and utilities. How much am I eligible for?

Based on previous expenses, you would be eligible for up to \$12,000 ( $\$2,000 \times 6$ ), based on actual costs incurred during the first 90 days of the grant period.

Also, I don't currently spend anything on marketing. Can I use this funding to build a marketing plan?

Your future marketing plan may be an eligible expense as well, pending NORA's review and approval of the proposed marketing plan.

Monthly marketing expenses of \$1,000 would add \$6,000 ( $\$1,000 \times 6$ ) to the eligible grant amount. Based on the \$12,000 in previous expenses + the \$6,000 on the proposed marketing plan, the **total eligible grant amount would be up to \$18,000**, based on actual costs incurred during the first 90 days of the grant period.

Payments for this example would be dispersed on the following schedule:

Grant Agreement is signed **April 1, 2022**.

1<sup>st</sup> reimbursement) on **July 1, 2022** for \$9,000.

2<sup>nd</sup> reimbursement) on **October 1, 2022** for \$9,000.

**Example 2:** My business has \$3,000 in monthly expenses. \$2,500 from my lease, \$250 in utilities and \$250 in marketing expenses.

Based on previous expenses, you would be eligible for up to **\$18,000** ( $\$3,000 \times 6$ ), based on actual costs incurred during the first 90 days of the grant period.

Grant Agreement is signed **April 1, 2022**.

1<sup>st</sup> reimbursement on **July 1, 2022**, for \$9,000.

2<sup>nd</sup> reimbursement on **October 1, 2022**, for \$9,000.



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**Example 3:** My business has \$5,000 in monthly expenses. \$4,000 from my lease, \$500 in utilities and \$500 in marketing expenses.

Based on previous expenses, you would be eligible for up to **\$25,000**, as the grant maximum is \$25,000. ( $\$5,000 \times 6 = \$30,000$ ).

Grant Agreement is signed **April 1, 2022**.

1<sup>st</sup> reimbursement on **July 1, 2022**, for \$12,500.

2<sup>nd</sup> reimbursement on **October 1, 2022** for \$12,500.