



Approved 1/21/25  
Effective 2/1/25

## **Small Business Microgrant Program**

---

### **I. SCOPE**

Subject to annual appropriation, the Governing Body may approve funding for the Small Business Microgrant Program in Roeland Park. The initial funding will be set at \$30,000 for 2025. Funding will come from the Economic Development Fund. Only businesses that meet the definitions of small businesses and operate in a retail store front will be eligible.

### **II. PURPOSE**

To provide small retail businesses in Roeland Park with opportunities to help them thrive and gain support from the City through microgrants for appropriate business development and advancement uses.

### **III. RESPONSIBILITY**

Assistant City Administrator, Project RISE Task Group

### **IV. DEFINITIONS**

- **Small Business** – A business that has 10 or few employees. Each person constitutes one employee, regardless of hours worked.
- **Retail Storefront** – A business that has a storefront in a commercially zoned district within Roeland Park.
- **Diverse Business Entity** – A business that has at least 51% owned, operated and controlled by members of a socially or economically disadvantaged group. These groups include:
  1. **Minority-owned**: Owned by one or more minorities, such as African Americans, Hispanic-Americans, Asian-Americans, Native-Americans, or Asian-Indian Americans
  2. **Woman-owned**: Owned by one or more women, regardless of their ethnic background
  3. **Veteran-owned**: Owned by one or more veterans
  4. **Disabled-owned**: Owned by one or more people with disabilities, regardless of their ethnic background
  5. **LGBTQ-owned**: Owned by members of the LGBTQ community

### **V. POLICY**

The City will provide a microgrant for small businesses with a retail storefront in Roeland Park for assistance with purchases that would advance their business needs. Grants will be up to \$2,000 each. This include but will not be limited to:

- Marketing assistance
- Employee training
- Business software or hardware purchase
- Consultant assistance with legal, human resources, accounting, etc.
- Physical improvements to the retail space
- Security upgrades to hardware/software

Grants cannot fund ongoing expenses associated with the business such as rent, utilities, payroll, annual maintenance fees, etc. All requests will be reviewed and receive approval from the Project RISE Task Force.

To qualify, small retail businesses must be located within Roeland Park and must have a valid business license with the City of Roeland Park and be registered as a business with the Kansas Department of Revenue and Secretary of State. Only one grant per business is allowed per year. Grants will be reimbursable, and receipts must be submitted with reimbursement request. Only purchases made in the calendar year the grant is approved will be eligible for reimbursement.

#### VI. **PROCEDURES**

- Eligible businesses will apply online at [projectriserp.com](http://projectriserp.com). Only completed applications will be reviewed.
- Applications will be due quarterly as long as funding lasts for the program. Deadlines will be March 31, June 1, September 1 and December 1 annually, these deadlines are subject to change.
- Once received, City staff will review the application to ensure it meets the minimum criteria.
- The Project RISE Task Force will convene to review eligible applications considering the following criteria:
  1. Number of years in business
  2. If the business is owned and/or operated by a Diverse Business Entity
  3. If the grant request is for a single purchase
  4. How will the grant enhance the business
- Upon approval, the applicant must make the purchase and produce a receipt of service to City Staff prior to receiving reimbursement. Reimbursement will be made within 30 days of submission of receipts for approved services.