



MICROFUND PROGRAM GUIDELINES

I. INTRODUCTION

The South St. Petersburg Community Redevelopment Area (CRA) was established to promote reinvestment in housing and neighborhoods, commercial corridors, business development, education, workforce development, and non-profit capacity building within the South St. Petersburg CRA. The 4,777-acre CRA is the largest in St. Petersburg and one of the largest in Florida. The CRA encompasses Greater Childs Park, more than twenty neighborhood and business associations, and two Florida Main Street Districts.

The South St. Petersburg CRA is generally bounded by 2nd Avenue North, Interstate 275, Interstate 175, and Booker Creek on the north; 4th Street South on the east; 30th Avenue South on the south; and 49th Street on the west.

The South St. Petersburg CRA Microfund Program is funded through Tax Increment Financing (TIF), as well as the General Fund, which is being utilized to fund eligible early-stage startups. Real estate taxes received from the South St. Petersburg CRA that exceed the base amount, set in 2015, go into a trust fund dedicated to reinvesting back into the South St. Petersburg CRA.

- [CRA Map](#)
- [Legal Description](#)

II. CONSISTENCY WITH SOUTH ST. PETERSBURG COMMUNITY REDEVELOPMENT PLAN

Adopted in 2015, the South St. Petersburg Community Redevelopment Plan is a multifaceted revitalization effort that embraces both traditional “place-based” economic development strategies customary to redevelopment plans as well as “people-based” strategies that seek to improve the education, workforce readiness, and workforce training opportunities for the residents of South St. Petersburg.

The Microfund Program corresponds with “place-based” economic redevelopment strategies by providing capital to individuals who own businesses in the South St. Petersburg CRA.

Lack of capital is one of the biggest challenges to growing and sustaining small businesses not only in the South St. Petersburg CRA but throughout Florida and the United States. The City of St. Petersburg’s “Grow Smarter Strategy” found that a lack of access to capital, equitable access, and wealth creation are, in fact, opportunities in St. Petersburg. Potential priority strategies outlined within the initiative included expanding access to capital for individuals who lack access to traditional financing as a key way to move the needle on opportunity creation and entrepreneurial growth. These efforts continue in earnest, guided by the City of St. Petersburg’s Pillars of Progress, affirming a commitment to equitable funding for businesses. Additionally, the South St. Petersburg Plan continues the City’s policy of creating and marketing business incentives and finance opportunities to meet the needs of our local business community.

The South St. Petersburg Plan also notes the importance of supporting small businesses in the CRA, which represent a significant portion of all establishments and their employment base. Improving the growth opportunities for small businesses in the CRA will lead to greater job creation.



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The Microfund Program is consistent with the South St. Petersburg Plan, which proposes a funding program that can be used to provide a range of capital options meeting the needs of the entrepreneurs in the CRA, such as funding for building renovation and rehabilitation and other investments in business capacity and growth. The Microfund Program is also consistent with the Plan by encouraging “networking, mentoring, and community outreach” as well as maintaining and expanding “support services to start-ups and entrepreneurs, especially women and minority enterprises, through the Greenhouse, in business plan development, feasibility analysis, marketing, mentoring, and networking opportunities.” Finally, the Microfund Program implements the Plan’s call to increase outreach and continue to connect South St. Petersburg businesses with sources of technical assistance, such as the Greenhouse, CareerSource, and the Department of Labor Job Corps facility to improve small businesses access to capital and labor pools.

III. SUMMARY

St. Petersburg is a diverse, vibrant city that is committed to intentional inclusivity to create opportunity for all. The South St. Petersburg CRA Microfund Program was specifically created to address the concerns of many small businesses that are unable to meet the upfront capital and scheduling requirements of the other City of St. Petersburg programs. Through this funding package, the city aims to provide opportunities for businesses within the Community Redevelopment Area (CRA) to take advantage of the capital access initiative, a hallmark of South St. Petersburg.

The South St. Petersburg CRA Microfund Program offers personalized capacity building through increased education, mentoring, and networking in exchange for CRA funding so business owners can make targeted and planful improvements without having to provide upfront capital.

IV. PURPOSE

- To address one of the biggest challenges to growing and sustaining small businesses – lack of capital.
- To provide an alternate pathway for businesses that are unable to meet the upfront capital and scheduling requirements of the other City of St. Petersburg programs.
- To create resilient business development by providing ongoing support and stability through capacity building, networking, and mentoring.
- Awards are grants, so no payback is required except in cases of fraud or noncompliance. Funds are to only be used for approved/eligible uses. These grants may be considered taxable income, please contact your financial advisor for guidance.

V. ELIGIBLE BUSINESS CATEGORIES

A total of \$1,385,000 is expected to be set aside for this application cycle of the Microfund Program. Grant funding will be broken down into five categories as follows:

A. EXISTING BRICK AND MORTAR - \$10,000 EACH



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Applicants who are primary occupants of commercial brick-and-mortar business locations are eligible to apply for one \$10,000 grant under this program. Applicants must also meet the applicable eligibility criteria for their specific business type outlined in Section VI below.

B. EXISTING FAMILY CHILDCARE - \$10,000 EACH

Applicants with existing licensed family childcare brick-and-mortar commercial or residential locations within the South St. Petersburg CRA are eligible to apply for one \$10,000 grant under this program. Applicants must also meet the applicable eligibility criteria for their specific business type outlined in Section VI below.

C. EXISTING HOME-BASED (INCLUDING FOOD TRUCKS) - \$5,000 EACH

Applicants with home-based businesses are eligible to apply for one \$5,000 grant under this program if they meet the applicable criteria for their specific business type outlined in Section VI below.

D. EXISTING SHARED COMMERCIAL SPACE - \$5,000 EACH

Applicants that operate out of a shared commercial space such as co-working, shared commercial kitchen, salon, tattoo parlor, etc., are eligible to apply for one \$5,000 grant under this program if they meet the applicable criteria for their specific business type outlined in Section VI below.

E. EARLY-STAGE STARTUP - \$2,500 EACH

Early-stage startups that are past the ideation stage (i.e., actively under development, research, and initial market testing with their product or service) are eligible to apply for one \$2,500 grant under this program if they meet the applicable criteria for their specific business type outlined in Section VI below.

The City recognizes that national commercial franchises, healthcare providers, and nonprofit agencies provide essential services and often employ CRA residents, all of which assist with the economic uplift of South St. Petersburg. Therefore, national commercial franchises, healthcare providers, and nonprofit agencies are eligible to apply if they fall into one of the five business categories and meet the applicable eligibility criteria identified herein.

VI. ELIGIBILITY CRITERIA

The applicant must be an entrepreneur who is the leading executive (i.e., founder and/or President, CEO, CFO, COO, or any other similar title) of a company that meets the below criteria:

1. All applicants must watch the Microfund 101 webinar or attend a Microfund 101 workshop in person or virtually prior to submitting an application.
2. If a business owner has multiple businesses, only one of their businesses can receive funding through this program. (See Section XVI below for more information about stackability).
3. All businesses must be operating in accordance with all applicable laws.
4. All businesses must be independently owned and operated.
5. All businesses must have proof of eligible costs that meet or exceed the grant funding amount.
6. All businesses must be based within the boundaries of the South St. Petersburg Community Redevelopment Area. This must be the primary office, not the mailing address or storage space for the business. This will be verified through supporting documents.



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- a. For early-stage startups: Early-stage startup applicants must live in the South St. Petersburg CRA.
 - b. For food trucks: Food truck owners must live in the South St. Petersburg CRA.
 - c. For subsidiary businesses: A subsidiary operating under a parent company is not eligible to apply on its own behalf, but the parent company is eligible to submit just one application on behalf of the subsidiary company, provided that the subsidiary company for which the application is submitted (i) is independently owned and operated, (ii) is based within the boundaries of the South St. Petersburg CRA (iii) otherwise meets the applicable eligibility criteria identified in this Section VI, and (iv) does not meet any of the disqualifying criteria identified in Section VII. Please note that only a parent company with subsidiaries that are located solely within the Tampa Bay Economic Regional boundary, which includes the following counties, may apply on behalf of one of its subsidiaries: Pinellas, Hillsborough, Polk, Hernando, Pasco, Citrus, Manatee, and Sarasota.
 - d. For franchise businesses: If one individual owns multiple franchises in the South St. Petersburg CRA, the business owner is eligible to submit just one application on behalf of the franchises.
7. All businesses (except early-stage startups) must be currently viable i.e., currently in operation, generating revenue, and expected to remain in operation.
 - a. For early-stage startups: Early-stage startups must demonstrate the business is past the ideation stage i.e., a business idea stage that has not yet met conception. (Please see the documentation requirements outlined in Section XVI below).
 8. All businesses (except early-stage startups) must have been in formal operation within the South St. Petersburg CRA boundary for six (6) months or longer at the time of application.
 - a. For early-stage startups: Early-stage startup applicants must have been living within the South St. Petersburg CRA boundary for six (6) months or longer at the time of application.
 9. All businesses (except early-stage startups) must have a business tax receipt from the City of St. Petersburg Business Tax Division.
 10. All businesses must have no more than 50 full-time and part-time employees at the time of application.
 11. Additional Criteria for Franchise Businesses: At least 50% of the employees of the business must be residents of the South St. Petersburg CRA and, these employees must have been active on the payroll for at least six (6) months as of the time of application and working at least 20 hours per week.
 12. Additional Criteria for Nonprofit Agencies: Nonprofit agencies, including charitable organizations (501(c)(3)), must be tax-exempt organizations under the requirements of the 26 U.S. Code 501.
 13. Additional Criteria for Healthcare Providers: Healthcare providers must have at least one healthcare provider on staff who has a current unencumbered license through the State of Florida. In addition, facility types that are licensed and/or certified or regulated by the Agency for Health Care Administration (AHCA) must have an active/licensed/registered ACHA license status to apply for the grant.
 14. Additional Criteria for Independent Contractors: Independent contractors' primary income must be derived from their business. This program is not intended for hobbyists.
 - a. The independent contractor must either (i) have an occupational license for the business, (ii) have insurance for the business, or (iii) pay lease costs for the business.
 - b. The independent contractor must receive no more than 25 percent of its revenue from a single "Large Company," defined as a company generating an annual revenue at or above \$50 million as reflected in the most recent annual income statement on the company's website or the company's annual report to shareholders.



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VII. DISQUALIFYING CRITERIA

Each applicant meeting the applicable criteria above must not meet any of the following disqualifying criteria described below:

- A. All Businesses
 - 1. The business has mortgage or lease payments that are 6 months in arrears or more.
 - 2. The business has current unpaid code enforcement liens.
 - 3. The business has current unpaid special assessment liens.
 - 4. An owner, officer, partner, or principal actor of the business who received a felony conviction for financial mismanagement within the last five years or is still serving a sentence (including prison, parole, and probation).
 - 5. The business is a party to a pending foreclosure.
 - 6. The business has received funding under this program within the last three years.
 - a. A subsidiary of the same parent company has received funding under this program within the last three years.
 - b. Another franchise owned by the same business owner has received funding under this program within the last three years.
 - c. Another business owned by the same business owner has received funding under this program within the last three years.
- B. Conditional for Early-Stage Startups
 - 1. The business must not be a brick and mortar.
 - 2. The business must not have employees.

If you are found to be ineligible for this program, you may still qualify for other existing funding programs; please visit www.stpetegreenhouse.com/assistance or www.stpete.org/residents/ for more information on City and CRA-related programs.

VIII. APPLICATION SUBMISSION, REVIEW, AND PROGRAM ACCEPTANCE

- A. Application Submittal. Applications and required documents are to be submitted digitally through the online portal by the applicant (see Section XIII).
- B. Multiple Cohorts. For this second application cycle of the South St. Petersburg CRA Microfund Program, the City of St. Petersburg anticipates filling 3 cohorts, each containing (i) up to 5 early-stage startups, (ii) up to 15 childcare providers, and (iii) 25 or more applicants from the other eligible business categories (45 total accepted applicants per cohort). The program period for each cohort in this application cycle will be approximately three months long. The program period for the second cohort will begin after the first cohort is completed, and the program period for the third cohort will begin after the second cohort is completed.
- C. Application Review. Staff will review complete applications for eligibility in the order they are received based on the business category. A "Complete Application" includes all required information, answers all questions posed, and has all required attachments. Incomplete or facially deficient applications will not be reviewed in the order they are received. All applicants with



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missing information or documentation will be notified and asked to make necessary corrections by providing missing information or attaching requested documentation in the application portal. The applicant will then have 3 business days from the date of notification to provide missing information or requested documentation to correct an incomplete application. If the application is not corrected within the 3-business-day time frame, the application will be rejected. Eligible applicants will be accepted into a cohort in the order their complete application is received based on their business category until three cohorts are filled or the application period closes. Eligible applicants with complete applications submitted within the application period, but after all cohorts have been filled will be placed on a waitlist. Being placed on the waitlist does not guarantee a placement in a cohort. Should a spot become available within a cohort, it will be filled (depending on the timeline of the cohort). Applicants who are eligible for the program but are not accepted during this application cycle must submit a new application to be considered for a future application cycle, if one becomes available.

- D. **Additional Documentation.** Within 5 business days after being contacted by City Staff, Accepted Applicants will be required to submit intake documents consisting of the Customer Information Form and a business mentoring survey, which will be provided to Accepted Applicants at a later date. Accepted Applicants who are placed in the second or third cohort of this application cycle will also be required to provide an updated utility, gas, or electric bill to confirm the business is still within the boundaries of the CRA; this documentation will be required to be provided within 5 business days after being contacted by City staff with a request for this documentation. Failure to provide the requested documentation within 5 business days could result in the acceptance being revoked.
- E. **Off-ramping.** Early-stage startup applicants who reside within the boundaries of the South St. Petersburg CRA and are eligible under these program guidelines but are not accepted into any cohort are still eligible for the Startup Academy. This program is designed to assist aspiring entrepreneurs with vetting ideas, determining readiness, and learning the steps to prepare for entrepreneurship. More Information on the Startup Academy can be found [here](#). To participate in the Startup Academy, eligible applicants will be required to sign an acknowledgment in the form provided by the City stating they will commit to attend and engage in all four sessions, in their entirety. Failure to adhere to the acknowledgment could result in the participant being prohibited from applying for future City program incentives for two years.

IX. NAVIGATION AND CAPACITY BUILDING

All applicants accepted into the program (“Accepted Applicant(s)”) will be required to develop a Capacity-Building Plan (“CBP”) in conjunction with a Staff Navigator and Mentor. Accepted Applicants’ CBPs will vary as they are designed to meet the specific and unique needs of each Accepted Applicant’s situation and business. There is not a one-size-fits-all approach to what each Accepted Applicant will be required to complete, however, every Accepted Applicant will need to complete some portion of capacity development in coordination and conjunction with this program. Accepted Applicants should expect the following types of requirements to be part of their CBP: (i) attend Cohort Launch Night, (ii) attend a minimum of 3 mentorship sessions with the assigned mentor, (iii) complete an Entrepreneurial Mindset Profile with follow-up sessions (iv) complete each assigned workshop and a training reflection form for each workshop, (v) attend Cohort Networking Night and complete a training reflection form for it, (vi) develop, revise, or update a business plan, marketing plan, strategic plan, or another plan of choice, (vii) develop a spending plan which must have quotes attached, (viii) complete a Program Experience Survey, and (ix) any other requirements the Staff Navigator finds will be helpful to the business. Extensions may be provided under limited circumstances for the participant’s completion of the Capacity-Building Plan if



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the participant, mentor, navigator, and program administration all agree that an extension is warranted and necessary and can mutually agree on the length of the extension.

There are four major areas of core competencies for maximum business health that may be addressed in the CBP:

1. Finance
2. Business Planning
3. Marketing & Sales
4. Business Management

i. **Business Navigation Disclaimer:**

By applying for this program, you agree to receive business counseling services from The Greenhouse and its partners. Any information you provide to a business counselor may be subject to disclosure under Florida's public records law, subject to limited applicable exemptions. Counselors employed by or contracted by The Greenhouse are not permitted to recommend goods or services from sources in which he or she has an interest, nor are they permitted to accept fees or commissions for the sale of any goods or services that may result from The Greenhouse's relationship with any customer. By applying for this program, you agree to waive all claims against the City of St. Petersburg, Florida, its agents, officers, employees, and contractors for any damages arising from any assistance provided to you because of applying for this program.

- ii. **Grant Agreement Disclaimers:** The applicant's execution of the Grant Agreement contemporaneously with the application does not guarantee that the applicant will be accepted into the Microfund Program or receive any program funding. The Grant Agreement—even though executed by the applicant contemporaneously with the application—will not be effective unless it is counter-signed by the City, which will not occur unless all of the following conditions are met: (1) the City approves the applicant's application in accordance with the program guidelines, (2) the Accepted Applicant has provided any additional documentation required for the program, (3) the Accepted Applicant has successfully completed the assigned CBP developed by the City pursuant to this Section IX, (4) the Accepted Applicant has completed the initial survey provided by the City upon the completion of the CBP (see Section X), and (5) the City and the Accepted Applicant have reached a mutually agreeable spending plan (see Section XI). EACH APPLICANT IS ENCOURAGED TO SEEK AN ATTORNEY'S ADVICE PRIOR TO SIGNING THE GRANT AGREEMENT.

X. PROGRAM PERIOD AND DISBURSEMENT

Accepted Applicants will attend the mandatory Cohort Launch Night, where they will be assigned to a program Staff Navigator. Within 10 business days of official program acceptance, the Accepted Applicant must schedule a 1-hour initial session with the Staff Navigator and Mentor. The Staff Navigator will review the business status and needs to work with the Accepted Applicant and assigned business mentor to create a CBP. The participant will be given 60 business days to complete the assigned CBP which may require up to 18 hours of attendance and/or engagement.



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The Accepted Applicant must notify its Staff Navigator upon completion of its CBP and must complete an initial survey upon the completion of the CBP. If the Accepted Applicant fails to successfully complete the assigned CBP, fill out the initial survey, and mutually agree on a spending plan within 60 business days after signing the Capacity-Building Plan, the City may render the Accepted Applicant ineligible to apply for future funding from the City for a period of up to two (2) years. The City will countersign the Grant Agreement within 15 business days after the Accepted Applicant's successful completion of the CBP, completion of the associated survey, and mutual agreement on the spending plan. The grant funding will be disbursed within 30 business days after the effective date of the Grant Agreement.

In addition to the program-related survey that all Accepted Applicants must fill out upon completion of the CBP, all businesses receiving funding ("Awarded Applicant(s)") will be required to complete a final report, which will include a final survey (see Section XII). All Awarded Applicants will also be expected to follow up with their assigned Staff Navigator when prompted (see Section IX).

XI. ELIGIBLE USE OF FUNDS

An approved spending plan will be developed alongside the Accepted Applicant's assigned Mentor. The use of this funding must be approved before the funds are spent. Eligible use of funds includes future expenses for projects that must be completed within 6 months after the effective date of the Grant Agreement unless otherwise specified in the Grant Agreement.

a. Failure to comply with the requirements of the Grant Agreement may result in consequences for noncompliance that are set forth in the Grant Agreement, which may include but are not limited to requiring the Awarded Applicant to repay program funds or rendering the Awarded Applicant ineligible to apply for future funding from the City for a period of up to five years.

Some examples of eligible uses may include but are not limited to the following:

1. Existing Brick and Mortar and Existing Family Childcare:

*Home-Based Childcare businesses may only utilize section A (physical improvement capital investments that require necessary building permits) in the designated childcare area.

A. Physical improvement capital investments that require necessary building permits such as:

- Interior or exterior construction
 - O Parking lot improvements pursuant to the goal of the business owner and allowable current City Code
- Permanently installed capital equipment
- Patio/structure of a permanent nature
- Façade improvements/restoration improvements
- Awning installation
- Signage - exterior
- Building - exterior repair, restoration improvements
- Lighting - exterior
- Plumbing, electrical, filtration, and HVAC improvements
- Accessibility improvements
- Carryout/Curbside pickup reconfigurations, including permanent signage
- Other similar improvements

B. Business growth and resiliency costs such as:



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- Continuity planning
- Business model pivots including the purchase of technology for the digital transition of the business model
- Necessary equipment upgrades (i.e., furniture, fixtures, and equipment relative to the business operation)
- Industry-related training that leads to a certificate or license according to your business (Registration/tuition only)
- Relocation costs related to unexpected lease termination (The relocation must remain within the South St. Petersburg CRA)
- Lease renewal increased costs for this annual term
- Governmental compliance with codes, laws, and requirements

2. Existing Home-Based, Shared Commercial Space, and Early-Stage Startup

A. Business growth and resiliency costs such as:

- Licensing/Permits and other required startup costs (i.e., Sunbiz, BTR, other required city and state registrations, etc.) (*Early-Stage Startups only)
- Continuity planning
- Business model pivots including the purchase of technology for the digital transition of the business model
- Necessary equipment upgrades (i.e., furniture, fixtures, and equipment relative to the business operation)
- Industry-related training that leads to a certificate or license according to your business (Registration/tuition only)
- Relocation costs related to unexpected lease termination (The relocation must remain within the South St. Petersburg CRA)
- Lease renewal increased costs for this annual term
- Governmental compliance with codes, laws, and requirements

XII. INELIGIBLE USE OF FUNDS

Grants awarded under the program may not be used for the following purposes:

- Re-pay or pay down any portion of a loan obtained through a federal COVID-19 relief package or any other business or personal-related loan for business assistance.
- Personal use.
- Travel expenses.
- Recurring operational costs that include salaries, benefits or other employee costs, rental or mortgage payments, insurance, property, business taxes, etc.
- Retroactive expenses that were incurred before the development of the approved spending plan.
- Marketing.
- Job fairs or other similar workforce attraction and retention solutions.

XIII. FINAL REPORT

Within 180 days after the deadline for completion of the items identified in the final approved spending plan, each Awarded Applicant will be required under the Grant Agreement to provide a final report to the



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City utilizing the template that will be provided by the City, which will include another program-related survey. The final report may require proof of expenditures for eligible uses (e.g., receipts, W-2s, or W-3s). The City reserves the right to adjust the deadline for the final report and associated survey at any time in accordance with the Grant Agreement.

XIV. APPLICATION INSTRUCTIONS

When the application becomes available, it will be provided in a fillable online format. The applicant (business owner) will complete and apply digitally to Staff in the Economic and Workforce Development Department on the application portal. Application assistance will be available from the Economic and Workforce Development staff and Greenhouse staff. We encourage applicants to complete this application themselves. If a third party or ineligible person or entity applies on behalf of the business owner, the application will be considered incomplete. If the incomplete application that was submitted by a third party or ineligible person or entity is not corrected within the applicable timeframe, the City reserves the right to render that third party or ineligible person or entity ineligible for future funding from the City for a period of up to five years.

- <https://stpetersburgfl.viewpointcloud.com/> - All applications will be submitted here for review by City Staff.
- If a computer is not readily available for an interested applicant, computers will be available for use at The Greenhouse facility at 440 2nd Ave North. We encourage applicants who want to utilize these computers to schedule an appointment with Ondria McDonald at 727-893-7146 to reserve a time to use the available computers. Appointments will take place Monday-Friday beginning at 8:00 a.m. with the final appointment available at 4:00 p.m.

XV. BEFORE SUBMITTING AN APPLICATION, PLEASE NOTE:

1. The submitted application, including attachments, is subject to disclosure under Florida's public records law and subject to limited applicable exemptions. For additional information, see [Request for Exemption from Public Records](#). The applicant ("Applicant") acknowledges, understands, and agrees that all information in its application and attachments will be disclosed, without any notice to Applicant, if a public records request is made for such information, and the City will not be liable to Applicant for such disclosure.
 - a. Social security numbers are collected, maintained, and reported by the city to comply with IRS 1099 reporting requirements and are exempt from public records pursuant to Florida Statutes s.119.071.
 - b. If Applicant believes that information in its application, including attachments, contains information that is exempt from disclosure, Applicant must include a general description of the information and provide reference to the Florida statute or other law that exempts such designated information from disclosure in the event a public records request. The city does not warrant or guarantee that information designated by Applicant as exempt from disclosure is exempt. The city offers no opinion as to the accuracy of the reference to the Florida statute or other law by the Applicant. Please be aware that the designation of information as exempt may be challenged in court by any person or entity, and Applicant agrees to defend and indemnify the city, its employees, agents, and elected and appointed officials ("Indemnified Parties") against any claims, demands, and actions



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(whether or not a lawsuit is commenced) arising out of or in connection with Applicant's designation and to hold harmless the Indemnified Parties for any award to a plaintiff for damages, costs and attorneys' fees, and for costs and attorney's fees (including those of the City Attorney's office) incurred by the city because of any claim, demand or action arising out of or related to Applicant's designation of information as exempt from disclosure.

2. Each Awarded Applicant must become a registered Vendor with the City of St. Petersburg to receive funding. This process will be completed internally.

XVI. STACKABILITY

The Microfund Program is stackable with other incentive programs. If your business meets the eligibility requirements, you may apply – even if you have received funds from another incentive or grant program.

The City anticipates that graduates of the South St. Petersburg CRA Microfund Program may reapply for future cohorts under the following circumstances provided, however, that the City reserves the right to modify or expand the requirements at any time prior to launching the next phase of this program:

- A. The business meets the applicable eligibility criteria.
- B. Those who have received funding through this program must wait 3 years to reapply, even if they are applying to use the funding for a different business.
- C. The business has demonstrated growth by doing at least one of the following:
 - a. Adding and retaining employees;
 - i. These employees must have been active on the payroll for at least six (6) months at the time of application and working at least 20 hours per week at the time of reapplying. This must be verifiable through payroll tax documents.
 - b. Expanding (e.g., opening a new location, moving from a home-based business to a brick-and-mortar, etc.); or
 - c. Expanding products or services.

XVII. REQUIRED ATTACHMENTS

Application packages must include all documentation listed below. Failure to provide all the required information – in a legible form - will result in the application being denied. All supporting documentation containing a business address must reflect that the business is in the South St. Petersburg CRA. Additionally, documentation must be provided that shows the business has been in the South St. Petersburg CRA for at least 6 months prior to the date of application.

Existing Businesses

1. Copy of “active” state business registration from Florida Division of Corporations (*Required for existing businesses)
 - a. Search by “Entity Name” [here](#) (use full legal business name), select the listing with “Active” Status, and attach the most recent filing as a screenshot. Failure to provide the screenshot will not result in an automatic rejection of the application but may delay a decision on the application, and awards are contingent on the availability of funds at the time of the review of a complete application.
 - b. If not required to register with the Florida Division of Corporations, attach documentation showing the business meets all regulatory requirements from Pinellas County or the State of Florida.
2. Business Financials
 - a. Sole Proprietors and Individual LLCs, and LLCs



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- i. 2022 Schedule C (Form 1040)
 - ii. If a 2022 return is unavailable due to establishing the business on January 1, 2023, or later, attach the most recent quarterly income statement/profit and loss statement.
 - b. C-Corps, S-Corps, Corporations
 - i. 2022 Corporation Income Tax Return (Form 1120 or 1120S)
 - ii. If a 2022 return is unavailable due to establishing the business on January 1, 2023, or later, attach the most recent quarterly income statement/profit and loss statement.
 - c. Partnerships
 - i. 2022 Return of Partnership Income (Form 1065)
 - ii. If a 2022 return is unavailable due to establishing the business on January 1, 2023, or later, attach the most recent quarterly income statement/profit and loss statement.
3. Updated and Current St. Petersburg Business Tax Receipt
 - a. An active business tax receipt or exemption letter from the City of St. Petersburg is required to receive funding through the Microfund Program. If approved, this certificate must remain active. If you need to apply for or renew your certificate, please visit www.stpete.org/businessstax.
 - b. If the business is not required to have a business tax certificate, attach a copy of your occupational license from Pinellas County.
4. Copy of the Business Owner's Driver's License or State ID
5. Full employee listing at the business location where eligible uses will be applied. The listing must include the hire date, salary, address of employees, and whether the employee is working full-time (i.e., averages at least 32-40 hours per week or 140 hours per month) or part-time (i.e., less than 32 hours per week or less than 140 hours per month).
6. Attach Quarterly Wage & Withholding Reports (Form 941) for 3rd Quarter 2023, redacted payroll documents, or other payroll information such as the 2022 W-3 form showing the total number of employees for the specified business location.
7. Copy of an electric, gas, cable, or phone bill issued within the last 45 days reflecting the business or business owner's name and CRA address.
8. Attach a current W-9
 - a. This form can be downloaded [here](#).
9. If none of the documents provided above demonstrate that the business has been operating in the South St. Petersburg CRA for at least 6 months, submit at least one of the following documents to show that the business has been operating in the South St. Petersburg CRA for at least 6 months prior to the date of application:
 - a. A commercial utility bill statement from at least 6 months prior to the date of application reflecting the business or business owner's name and CRA address.
 - b. A Certification of Liability Insurance (COI), Accord form, or another acceptable form showing the current General Liability Insurance Policy for the business at the commercial location showing coverage in effect at least 6 months prior to the date of application.
 - c. Proof from the Property Appraiser that the business owner owns the property, if applicable (this could come from the Property Appraiser's website).
 - d. A copy of an executed lease between the business owner and the property owner reflecting that the lease was in effect at least 6 months prior to the date of application.
 - e. An electric, gas, cable, or phone bill from at least 6 months prior to the date of application reflecting the business or business owner's name and CRA address.

Some business types may require additional attachments. Please see below:

A. Conditional for Applicants Leasing a Shared Space or Commercial Kitchen

1. Copy of current Commercial Lease Agreement.



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- B. Conditional for Healthcare Providers
 - 1. Attach a copy of the healthcare provider's unencumbered license through the State of Florida.
- C. Conditional for Nonprofit Organizations
 - 1. Business Financials (501(c)(3) only)
 - I. 2022 Return of Organization Free from Income Tax (Form 990)
 - II. If a 2022 return is unavailable due to establishing the business on January 1, 2023, or later, attach the most recent quarterly income statement/profit and loss statement.
 - 2. Tax-exempt certificate.
 - 3. Copy of licenses or certifications required to provide services, if applicable.
- D. Conditional for Early-Stage Startups
 - 1. Early-stage startups must provide proof they have been living in the South St. Petersburg CRA for at least 6 months at the time of applying for the program. This proof may take the following forms:
 - a. A lease or mortgage.
 - b. If the applicant does not have their name on the lease or mortgage, provide a current bill (i.e., issued within the last 45 days) and a bill that dates back 6 months with the applicant's name and CRA address.
 - 2. Early-stage startups must demonstrate they are actively developing and launching their business. You must attach supporting documents that demonstrate the business is past the ideation stage. This must include:
 - a. Marketing efforts, such as a social media page, and
 - b. Proof of investments made in a business launch, and
 - c. If you are aiming to start a business that requires licensing, you must upload the license (e.g., barber, daycare provider, cosmetologist, etc.).
 - 3. Additionally, please attach at least one of the following:
 - a. The completion of an entrepreneurial training program within the last 12 months (see examples);
 - b. The completion of business training/mentoring/consulting;
 - c. Sales tax certificate;
 - d. Proof the business has generated revenue.
 - 4. Additionally, legally operating businesses are required to have the following documents. Please attach at least one of the following:
 - a. Copy of "active" state business registration from Florida Division of Corporations
 - i. Search by "Entity Name" [here](#) (use full legal business name), select the listing with "Active" Status, and attach the most recent filing as a screenshot. Failure to provide the screenshot will not result in an automatic rejection of the application but may delay a decision on the application, and awards are contingent on the availability of funds at the time of the review of a complete application.
 - ii. If not required to register with the Florida Division of Corporations, attach documentation showing the business meets all applicable regulatory requirements from Pinellas County or the State of Florida.
 - b. Updated and Current St. Petersburg Business Tax Receipt
 - c. Business Bank Account
 - d. Industry License
 - 5. Copy of the Business Owner's Driver's License or State ID
 - 6. Attach a current W-9



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a. This form can be downloaded [here](#)