GALLUP MAINSTREET
ARTS & CULTURAL DISTRICT

SMALL BUSINESS AND ENTREPRENEUR FUNDING PROGRAM

OVERVIEW

In response to COVID-19 and in an effort to get direct support to struggling businesses, Gallup MainStreet Arts & Cultural District (GMSACD) is launching a grant program for qualifying downtown businesses, as well as entrepreneurs interested in starting a business.

The program has two curriculum tracks, both will have opportunities for participants to receive funds from GMSACD to propel their efforts. These will take place virtually, until it is deemed safe to meet again. Both programs have limited capacity.

1) COVID19 Resilient Businesses Grant Program
Consisting of two mandatory webinars on business assessment/adaptation and market positioning, and one business check-in with program staff. Participants will receive funding for a specific area of need including: delivery service support, inventory assistance, rent abatement, adding virtual marketplaces and online services. Applications due May 29.

2) Hatch It! Entrepreneur Boot Camp
The online equivalent of a two-day session on ideation, strategy, and mapping for aspiring business owners, including a one on one follow up with program staff. The boot camp will conclude with a pitch session to win funding to launch an idea. Program dates: June 11 & 12; June 22 & 23,

For more information on participating see below for more information on the Resilient Businesses and Entrepreneur programs.

This program is made possible thanks to programmatic and operational support from New Mexico Resiliency Alliance Resilient Communities Fund, Albuquerque Foundation/United Way of Central New Mexico Emergency Action Fund, New Mexico MainStreet, and Wells Fargo Foundation. **Thank you to our local sponsors**: US Bank and Weaving in Beauty.

COVID-19 Resilient Businesses Grant Program

Who can participate?

To be eligible, registered for-profit businesses must be located within the Gallup MainStreet district (see map), have less than 10 employees, and have had to close or reduce services due to COVID-19.

I qualify, how do I sign up?

Participation is limited in order to most fairly make use of the funds, the number of participants will be determined by the amount of grant funds allocated to GMSACD. To participate:

1.) Fill out the application by **May 29**, 2020
https://forms.gle/49hPXQzpsL6m6Bx79
2.) Program staff will review the applications and be in touch shortly.

How is the program structured?

The program is designed to provide support and administer funds quickly. To qualify for the grant, participants must complete all mandatory requirements. The program consists of the following:

1. **Two mandatory webinars: June 2 & 3, 10am - 11am**
2. Delivery of funds + mandatory Economic Impact Report (link)
3. Mandatory one-on-one follow up with GMSACD director, to be scheduled individually
4. Post-program survey to gather your feedback

What can funds be used for?

Due to limited funding, we know that these small grants won't cover all of your needs, but they should contribute directly to one of the following, depending on your current highest area of need:

- delivery service support
- inventory assistance
- rent abatement
- adding virtual marketplaces and/or online services

How much money do participants receive?

The total amount available will be determined by the amount GMSACD receives from the New Mexico Resiliency Alliance. These funds will be equally distributed to all participants who complete the mandatory program requirements.

How is funding disbursed?

The funding will be disbursed in one payment via check from Gallup MainStreet Arts & Cultural District.

Hatch It! Entrepreneur Boot Camp

Who can participate?

Anyone can participate in this program, though capacity is limited. The program seeks to recruit participants that have an idea for a business, or want to learn more about entrepreneurship and starting a business in Downtown Gallup.

How do I sign up?

1.) Fill out this form: https://forms.gle/yW75XUHh6sqgfGVt8
2.) GMSACD staff will be in touch to get you registered

How is the program structured?

The program is designed to be flexible to the needs of the participants, but will be structured as follows.

1. 2 webinars hosted by GMSACD and Sean O'Shea, New Mexico MainStreet Economic Vitality Specialist.
    a. Class 1: **June 11** (10am-12pm) **& June 12** (2pm - 4pm)
    b. Class 2: **June 22** (10am-12pm) **& June 23** (2pm-4pm)
    (breaks included in meeting times)
    *Note: Class 1 and Class 2 are the same, we are offering the boot camp twice since there is limited capacity
2. Optional one-on-one meetings with GMSACD and Sean O'Shea to discuss pitch ideas
3. All participants have the opportunity to participate in a Pitch Session to win money to launch an idea. Pitch session: **June 29** (time TBD)
4. Feedback and follow up survey

How does the pitch session work?

Program participants who have a business idea they would like to move forward will have a chance to pitch their ideas, and how they would put grant funds to immediate use.

Each pitch participant will have 10 minutes to pitch to a review panel, made up of community members and program staff.

The review panel will evaluate the pitches using the following criteria:

- Feasibility
- Uniqueness
- Community impact/relevance
- Scalability
- Use of funds

The review panel will select 1-3 pitches to receive funding.

What can the funds be used for?

- Marketing / brand development
- Online implementation
- Equipment purchase
- Beta-launch fees for production, programs, or business-without-walls operations

Recipients of funds must fill out the mandatory Economic Impact Report (link)

How is funding disbursed?

The funding will be disbursed in one payment via check from Gallup MainStreet Arts & Cultural District.