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 x 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 NORNA’s review and approval of the proposed marketing plan.

Monthly marketing expenses of $1,000 would add $6,000 ($1,000 x 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.
1st reimbursement on July 1, 2022 for $9,000.
2nd 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 x 6), based on actual costs incurred during the first 90 days of the grant period.

Grant Agreement is signed April 1, 2022.
1st reimbursement on July 1, 2022, for $9,000.
2nd reimbursement on October 1, 2022, for $9,000.
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 x 6 = $30,000).

Grant Agreement is signed April 1, 2022.
1st reimbursement on July 1, 2022, for $12,500.
2nd reimbursement on October 1, 2022 for $12,500.