



Business Pivot Mini Grant Program

Description:

The BID has allocated funding to support retailers' needed physical adaptations, new initiatives such as digital marketing, and other pivots in light of continued economic challenges caused by the COVID-19 pandemic. Mini grants from \$1,000 and up to \$5,000 are intended to support projects that are flexible, fast, innovative and fun. Small, independent, and BIPOC-owned businesses will be prioritized. Funding is limited. Apply soon. Send completed application to info@jacklondonoakland.org. Deadline is March 26th 2021. Responses may be shared among participating businesses and stakeholders in the interest of collective learning.

Eligibility Requirements:

- Applicant must be a retail business (engaged in selling goods or services directly to consumers) with a physical location within the boundary of the Jack London Improvement District
- Projects must be completed during the year of 2021
- Recipient must share back to group during a Business Coffee Hour (TBD, Q4) forum to share lessons learned and feedback.



Application:

1) Business Name, Location, Contact:

2) Description of Project for Grant/ What burning question will this help you answer?:

3) Planned timeline for Project:

4) Grant amount requested from \$1K-\$5K:

5) Are the owners of your company part of any of the groups below? Select as many options as you see fit:

- Black of African-American
- White
- Asian
- American Indian or Alaska Native
- Native Hawaiian or other Pacific Islander
- Women
- LGBT+
- Veteran
- Refugee
- Other (please specify)

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