



PIVOT Program Information Session

June 15, 2021



AGENDA

- I. About the PIVOT Grant Programs**
- II. Eligibility by Sector**
- III. Dates and How to Apply**
- IV. FAQs**
- V. Questions/Comments**



PIVOT Grant Programs

How to Apply:

Applications will open at 9:00 AM on June 23 and close at Midnight on July 9, 2021.

Selection Criteria:

If more applicants apply than funding permits, a lottery will be held to select eligible businesses. Hotels will not be required to participate in a lottery.

Business Operating Status:

Must be open or temporarily closed, planning to reopen by August 31, 2021.

Types of Ownership:

Corporations, partnerships, sole proprietors, and LLC's: all are potentially eligible if business is operated out of a physical storefront.

Sole Proprietor Eligibility:

- Must meet minimum eligibility requirements for businesses.
- Has not received unemployment benefits in excess of six months during calendar year 2020.
- Must have a commercial storefront –lease or lease equivalent required.
- Demonstrate 51% annual income is derived from applicant business.



PIVOT Grant Programs – Criteria for Eligible Businesses

Minimum Criteria for Eligible Businesses – All Sectors:

- Must be located in Fairfax County, including the Towns of Clifton, Herndon and Vienna.
- Must have less than 500 employees per eligible applicant.
- Must be revenue-generating prior to March 1, 2020.
- **Business must be able to demonstrate a 15% decrease in revenue during COVID-19 pandemic.**

Ineligible Businesses – All Sectors:

- Businesses and nonprofits are *ineligible* if they are located outside Fairfax County, such as in the City of Fairfax or the City of Falls Church.
- Businesses and nonprofits are *ineligible* if they are permanently closed.
- Businesses and nonprofits are *ineligible* if they are online only or e-commerce.
- Businesses are *ineligible* if they are home-based, non-commercial.



PIVOT Grant Programs

Grants to eligible small businesses and non-profit organizations will be awarded as follows:

Sector	Business Size	Grant Level
Food Services	A: Annual receipts or gross revenue less than \$3.5M (per establishment) B: Independent Food Trucks	A: \$18,000 (per establishment) B: \$1,500
Lodging (Hotels)	Minimum of 10 rooms	\$400 per room
Retail, Services, and Amusements	Annual receipts or gross revenue less than \$3.5M (per establishment)	\$12,000 (per establishment)
Arts Organizations, Museums, and Historical Sites	A: Arts org. annual receipts or gross revenue greater than \$100,000 B: Arts org. annual receipts or gross revenue less than \$100,000 C: Museums and historical Sites	A: \$10,000 B: \$5,000 C: \$10,000



PIVOT Grant Programs – Food Services

Additional Eligibility Criteria for Food Service Businesses:

- Annual receipts or gross revenue less than \$3.5M.
- Must have commercial storefront – “bricks-and-mortar.”
- Must possess a current FFX County Health Department Food Establishment Permit.

Food Truck Eligibility:

- Food trucks that are independently owned and operated are eligible.
- Food trucks must operate from a commissary located in Fairfax County.



Additional Ineligibility Criteria for Food Service Businesses:

- Businesses are *ineligible* if they have received a notice of award from the SBA’s Restaurant Revitalization Fund Program.
- Businesses are *ineligible* if they are food manufacturers.
- Food Trucks are *ineligible* if they are owned and operated by a restaurant.



PIVOT Grant Programs - Lodging

Additional Eligibility Criteria for Lodging Businesses:

- Must have a minimum of 10 rooms

Additional Ineligibility Criteria for Lodging Businesses:

- Establishments with less than 10 rooms
- Hotels that have participated in the County's emergency shelter program
- Short-term rentals (VRBO, Airbnb...)



PIVOT Grant Programs – Retail, Services, and Amusements

Additional Eligibility Criteria for Retail, Services & Amusement Businesses:

- Annual receipts or gross revenue less than \$3.5M (per establishment)
- Must have commercial storefront – “bricks-and-mortar.”



Ineligible Businesses (meet requirements for all sectors):

- Businesses and nonprofits are *ineligible* if they are located outside Fairfax County, such as in the City of Fairfax or the City of Falls Church.
- Businesses are *ineligible* if they are permanently closed.
- Businesses are *ineligible* if they are online only or e-commerce.
- Businesses are *ineligible* if they are home-based, non-commercial.



PIVOT Grant Programs –

Art Organizations, Museums, Historical Sites

PIVOT Arts Organizations grants will support **for-profit and nonprofit** establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing. Categories include music, dance, theatre, visual arts, media arts, and literary arts.

PIVOT Museums and Historical Site grants will support nonprofit establishments that are revenue-generating venues; preserve and exhibit objects and sites of historical, cultural, or educational interest; and are open regularly for public viewing and/or public programming. This includes arts-based and non-arts-based museums.

Additional Criteria for Art Organizations, Museums, Historical Sites Business or Non-Profit Eligibility:

- Nonprofit entities must have 501(c) 3 status demonstrated through IRS Letter of Determination
- For-profit entities and nonprofit museums and historical sites must have commercial storefront – “bricks-and-mortar”

Additional Ineligibility for Arts Organizations, Museums and Historical Sites:

- Businesses and organizations *are ineligible* if they are home-based, non-commercial or only online/ e-commerce.
- Organizations that have received notice of award for an SBA Shuttered Venue Operators (SVOG) grant are *ineligible*.
- Arts organizations that have a primary purpose other than producing or presenting the arts are *ineligible*.
- The organization is an arts program under a non-arts parent organization.
- Fairfax County Government departments, divisions, and agencies, and their affiliated foundations and fundraising entities, are *ineligible*.



PIVOT Grant Programs – Documentation

Required Documentation (subject to change prior to grant registration opening):

- Federal Employer Identification Number (EIN)
- 2019 and 2020 year-end profit-and-loss statement, tax returns or similar statement of organizational financial standing
- Current Fairfax County BPOL license
- Commercial lease, lease equivalent, deed, or Landlord Affidavit
- IRS Letter of Determination as evidence of nonprofit 501(c)(3) status
- Have eligible reimbursable costs of up to 100% of the grant amount requested. Costs to be demonstrated by receipts/ invoices. Per Federal guidelines all expenses must have been incurred AFTER March 3, 2021, to be eligible for grant funding



PIVOT Grant Programs – Use of Funds

Conditions and Approved Uses of Grant Funds:

- Grant funds can be used for:
 - Working capital, equipment, rent, debt payments, inventory, employee compensation, and other business critical operating expenses
 - Implementation of COVID-19 prevention or mitigation tactics.
- Funding must be used to sustain or evolve the grant awardee business
- No grant funds can be used to pay debts to close the business or start a new business
- All grant awardees will be expected to enter into a grant agreement with Fairfax County and/or the program administrator
- A condition of the grant will be that the grantee will in good faith maintain the business in Fairfax County through December 31, 2022
- Potential grants will reimburse businesses for eligible costs incurred **on or AFTER** March 3, 2021



PIVOT Grant Programs – How to Apply

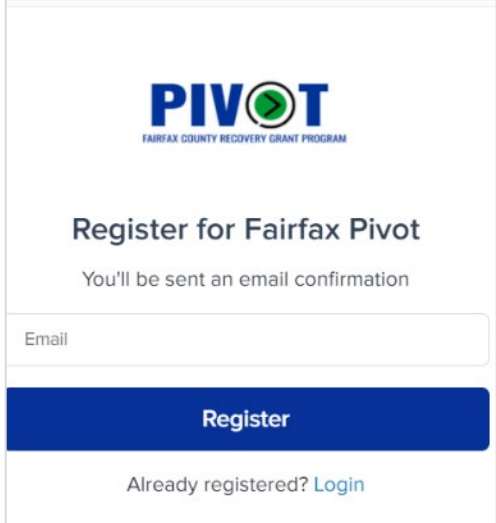
Applications will **open at 9:00 AM on June 23** and close at **Midnight on July 9, 2021**

Registration link will be available on June 23rd at

<https://www.fairfaxcounty.gov/economic-initiatives/pivot>

To Get Started on the Application Process:

1. During the open period go to the site and enter your email to register
2. Go to your email messages and open the ‘Welcome to Fairfax Pivot’ message
3. Create your password, and Go to Application to begin



The screenshot shows the registration page for the PIVOT program. At the top is the PIVOT logo with the text 'FAIRFAX COUNTY RECOVERY GRANT PROGRAM' below it. The main heading is 'Register for Fairfax Pivot', followed by the subtext 'You'll be sent an email confirmation'. Below this is an input field labeled 'Email'. A prominent blue button with the text 'Register' is positioned below the email field. At the bottom of the page, there is a link that says 'Already registered? Login'.



PIVOT Grant Programs – Application Process

The application consists of three phases:

Phase 1: Initial Eligibility Check

Phase 2: Submission of required documentation

Phase 3: Submission of eligible expense invoices



After Phase 1, applicants can expect to hear about status in late July

If more applicants apply than funding permits, a lottery will be held to select eligible businesses. Hotels will not be required to participate in a lottery



Frequently Asked Questions

- Can I apply if I received other assistance like a RISE grant, PPP loan or other state or federal grant?
- Why are businesses that received the SBA Restaurant Revitalization Fund or the Shuttered Venue Operator Grant not eligible?
- If my business type is not on the [Eligible Business Checklist](#) can I still apply?
- If I apply early in the open application period, will I receive early review?
- Are businesses located in Town or City jurisdictions able to participate?
- Will there be a separate grant opportunity for other non-profit and community-based organizations?
- How may the funds be used? Are there limits on how the funds may be used?
- Is this information available in languages other than English?



CONNECT / QUESTIONS



FairfaxCounty.gov/EconomicInitiatives/PIVOT



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