

DETAILS and Q&A for the Southport Hometown Revitalization Grant Program Funded by the Duke Energy Foundation Grantee/Program Administrator, Downtown Southport Inc.

What is the Southport Hometown Revitalization Grant Program?

The Duke Energy Foundation distributed \$750,000 in grants to help local businesses across North Carolina – from restaurants to retailers – adapt to the unprecedented challenges caused by the pandemic.

Each of the 30 selected communities was awarded \$25,000 through a partnership with the chosen local 501(c)(3)-administering nonprofit. The administering entity will establish a small-business support microgrant program to deploy the funding within their local community. Microgrants may range from \$500 to \$2,500 per individual qualifying business.

Hometown Revitalization grants provide \$25,000 in funding for 30 local microgrant programs for specific downtown regions.

Downtown Southport Inc applied to the Duke Energy Foundation and was one (1) of the 30 chosen for a microgrant program for downtown Southport. The program will be administered by Downtown Southport Inc., a 501C3.

Who is eligible to apply for a Grant?

- A small business operating in the downtown Southport area with less than 50 employees (full or part time). The business must have an active EIN and be a tax-paying entity. The “downtown” area is defined as any business operating within the City limits.
- Small business support awards are intended to help small businesses recover or “pivot” as a result of the COVID-19 pandemic. A pivot may include adding enhanced service or commerce space, improving e-commerce site for online sales or expanding capacity for delivering goods and services. Some expenditures may include furniture for expanded outdoor dining, materials for construction for takeout windows, accessibility compliance for additional outdoor seating, additional fixtures required for compliance with public health issues, and building of an e-commerce platform, as well as other equipment or tools needed for creative adaption and health safety requirements.
- The small business support award may be used to reimburse small businesses for expenses already incurred and for future expenses within the grant program deadline and distribution dates.
- Small business support awards may also support storefront beautification projects but COVID-19 recovery projects will be prioritized.
- Note: Payroll, rent and utilities are excluded.

What are the key program dates?

October 18, 2021	PROGRAM LAUNCH – application on DSI & City websites
November 24, 2021	APPLICATION DEADLINE – Must be postmarked by 11/24/2021
January 10, 2022	RECIPIENTS ANNOUNCED
Jan 10 to Mar 31, 2022	GRANT FUNDS DISTRIBUTED TO RECIPIENTS

(All future projects will need to be completed & copies of paid receipts received by the DSI Grant Committee by March 31, 2022 or the funding approval will be rescinded and the application voided).

How do you apply to the Grant program?

- Download/print application from Downtown Southport Inc.'s (DSI's) website www.DowntownSouthport.com or the City at www.CityofSouthport.com
- Complete application, attach receipts and other detailed information including budget, any proven or anticipated ROI, etc.
- Mail your application in to DSI, P.O. Box 10127, Southport, NC 28461
- NOTE: Applications MUST be postmarked by November 24, 2021

What are the Program specifications?

- Downtown Southport Inc. (501C3) is the administering nonprofit. The Grant was for \$25,000 and the Duke Foundation has approved administering non-profits to use \$2,500 to cover program administration as needed.
- Small business support awards made by DSI may range from \$500 to \$2,500 to qualifying small businesses.
- DSI will award the grants through a fair and competitive process where qualifying small businesses are given an equal opportunity to apply. Awards will not be made first come, first served.
- The key dates (noted above) will be followed exactly with no exceptions.

Downtown Southport Inc. is proud to administer the small business support awards and looks forward to helping the businesses of downtown Southport grow and prosper.

If you have any questions, please direct them to:

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Linda Pukenas, Director/Marketing Chair, DSI	919.455.7745 cell
Randy Jones, Director/Tourism/Public Information, City of Southport	910.475.7920 office