

Grant Program Guidelines:

PURPOSE

The purpose of the La Luz Center Latino Entrepreneurship (Grant Program) is to stimulate successful Entrepreneurship, Business development, and expansion in Sonoma Valley. Local business owners should complete the Grant Application. By making economic development grant funds available, we will be growing its entrepreneurial ecosystem and supporting existing Business Investment and early-stage venture growth, in order to increase jobs and opportunities. Businesses/Entrepreneurs receiving funding through this program need to be of Latino descent and fall under the micro-enterprise category.

The program will provide two types of grants:

- **Small Grants: \$500**
- **Large Grants: \$1,000**

FUNDING

Latino Community Foundation Fund will provide funding for the Grant Program through its recent investment in Sonoma county aimed at building economic power and increasing access to financing for small businesses. These grants will be used to support the work of incubators that provide technical support to entrepreneurs and help Latino business leaders generate generational wealth for their communities.

Eligibility

- Latino descent entrepreneurs/ businesses. An emphasis on Latinas.
- Established and currently operating within Sonoma County.
- Gross Revenue >\$100k per year.
- Small businesses, incubators, informal with fewer than 5 employees.
- Proof of business ownership (ex: Business Plan, Social Media, Website, etc.)

ELIGIBLE USES OF GRANT PROCEEDS

- Working capital or operational funds to be used for a specific purpose.
- Purchase of equipment, or machinery.
- Expansion of business services or products.
- Workforce expansion.
- Leasehold improvements.
- Marketing

GRANT PROCEEDS SHALL NOT BE USED FOR THE FOLLOWING

- Paying off or down existing debt or investor loans.
- Purchase of equipment or improvement of real estate, which are used or to be used for personal use.
- Political activities
- Owner salary
- Lending or investment
- Pyramid sales - distribution plan businesses

PROCEDURES

Applicants will be referred to the La Luz website where they will complete and submit their application. Applications (with required documents) can also be submitted in La Luz office. We will process applications on a FIRST COME FIRST SERVE basis. That is how funds will be distributed as well. If an applicant who is not ready submits, the next paper ready applicant will be contacted.

1. Applicants access grant applications via the La Luz website or La Luz Center office.
2. La Luz Economic Advancement department will review completed applications on a FIRST COME FIRST SERVE basis.
3. At its scheduled meeting, the Economic Advancement team will discuss the strengths and weaknesses of a completed grant application(s) and decide whether or not to take action on the request, based on the information provided.
4. The Economic Advancement department shall take action that may include funding the request at the full amount, partially funding the request, deferring the request to the next grant cycle while requesting additional information, or denying the request.
5. The applicant will be informed in writing by our staff of the decision to deny, grant, grant with condition, or seek more information. If a grant is denied, it shall provide an explanation to the applicant for the denial.
6. Applicants agree to utilize grant funds for their intended use. Each venture receiving a grant must provide an accounting/story of how funds were used, or will be used, and key milestones reached by the venture within 180 days or 6 months of the receipt of the grant. A meeting will be scheduled within the 6 months of funds received and used and get a written update on how the grant was used.
7. As a condition of receiving grant funds, grant recipients are asked to commit to a mentoring period, and attend workshops, business classes, and 1:1 coaching sessions with our Financial Advancement Coordinator.
8. If an applicant fails to complete items noted above in a timely manner, La Luz has the right to require all grant funds back from the applicant.
9. Documents, including but not limited to financial statements, business plans, customer and supplier lists, descriptions of inventory or assets, contractual obligations and existing liabilities, submitted during the application process shall be treated as confidential information.
10. For any questions please contact Ivan Macedonio at 707-938-5131 or via email ivan@laluzcenter.org.