

THE SMALL BUSINESS RELIEF FUND

FOR HARRIS COUNTY SMALL BUSINESSES



Outreach Toolkit

New relief funds available to help Harris County small businesses recover from COVID-19.



Harris County has launched a new Small Business Relief Fund to provide financial support to micro and small business owners in Harris County. Eligible small business owners may apply for financial support in the form of grants ranging from **\$5,000 to \$25,000** to advance their recovery from the economic setbacks caused by the COVID-19 pandemic.

Created with funding from the American Rescue Plan Act (ARPA), the Small Business Relief Fund is being administered by [LiftFund](#), a nonprofit community development financial institution.

Business owners are encouraged to visit www.harriscountybusinessrelief.org to learn more about the eligibility guidelines and documents needed to complete the application and begin gathering the proper documentation. This fund is not first-come, first-served program; all completed applications will be reviewed for eligibility and prioritized based on small business impact parameters.

The application period will last two weeks, and eligible small business owners within Harris County (inside or outside the City of Houston) can apply at www.harriscountybusinessrelief.org, beginning Monday, September 20.

To qualify for the Small Business Relief Fund, micro and small business applicants must:

- Be located within Harris County
- Be a registered business doing commerce in Harris County
- Have 30 or fewer employees (including part time, contractors and full-time employees and owners)
- Operate a company that opened before April 2020
- Have experienced negative impact on operations due to the pandemic
- Have generated annual revenue of less than \$500,000 dollars in 2019 and 2020
- Be in good standing Texas Comptroller's office with no outstanding tax obligations or liabilities

Note: Tax-exempt businesses, gambling businesses, residential builders, speculative real estate investors and sexually oriented businesses are not eligible for the Small Business Relief Fund.

Key Messages

- The new Harris County Small Business Relief Fund will provide \$30 million in financial support to micro and small business owners to enhance their recovery from the economic impact of the COVID-19 pandemic.
- The Harris County Small Business Relief Fund will provide eligible small business owners financial support in the form of grants ranging from **\$5,000 to \$25,000**.
- Applications for the Harris County Small Business Relief Fund will be accepted online beginning on Monday, September 20, through October 4. Eligibility guidelines, required documentation, the program's timeline, and other information can be found online at www.harriscountybusinessrelief.org.
- LiftFund and other local community organizations will help applicants navigate the application process and overcome technological or language barriers. More information about the partner organizations will be included on the program page www.harriscountybusinessrelief.org.
- LiftFund is a nonprofit community development institution with a 27-year track record of elevating underestimated and underserved communities across its 15-state footprint. Since 1998, LiftFund has provided more than \$68.7 million in capital and more than 4,300 business loans to East Texas small business owners and entrepreneurs, of which 81 percent are Black, Indigenous and People of Color (BIPOC), 65 percent are low-to-moderate income individuals, 43 percent are women and 24 percent are startups.



Virtual Info Sessions

We will be offering three webinars to provide an overview of the grant program, eligibility guidelines and more information about how to apply. Dates and registration links are included below.

Wednesday, September 8, at 9:00 AM – [Register here](#)

Monday, September 13, at 6:00 PM – [Register here](#)

Thursday, September 23, at 12:00 PM – [Register here](#)



LiftFund
DREAM IT. FUND IT.



Suggested Social Media Language, Pre Application:

- Post 1:** Attention small business owners! Harris County has developed a new \$30 million #HCSmallBusinessReliefFund to help micro and small businesses recover from COVID-19's impact. The program will provide grants ranging from \$5,000 to \$25,000 for business related expenses. For more info, including eligibility guidelines, visit www.HarrisCountyBusinessRelief.org.
- Post 2:** Eligible small businesses in Harris County affected by COVID-19 can apply for funds ranging from \$5K to \$25K available via the #HCSmallBusinessReliefFund. Must apply between Monday, Sept. 20, and Saturday, Sept. 4, at www.HarrisCountyBusinessRelief.org.
- Post 3:** If your small business suffered a major setback due to COVID-19, you may be eligible for up to \$25,000 available through the #HCSmallBusinessReliefFund. The program will start accepting applications on Monday, Sept. 20 and through Monday, Oct. 4. Visit www.HarrisCountyBusinessRelief.org to get ready to apply.

Social Profiles and Handles:

Facebook: @HarrisCoJudge

LinkedIn: @HarrisCoJudge

Instagram: @harriscojudge

Twitter: @HarrisCoJudge

Facebook: @LiftFundUS

LinkedIn: @LiftFundUS

Instagram: @LiftFundUS

Twitter: @LiftFundUS

Hashtag:

#HCSmallBusinessReliefFund





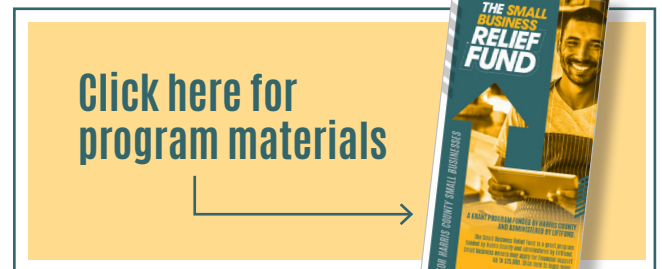
Newsletter Suggested Language

1. Are you running a small business that suffered during the pandemic? Harris County encourages you to apply for relief funds ranging from \$5,000 to \$25,000.
2. Starting September 20, small businesses hit hard by the COVID-19 pandemic can apply for up to \$25,000 through the Small Business Relief Fund.
3. It's time for Harris County's small businesses to recover from COVID. Apply for funds ranging from \$5,000 to \$25,000 available via the Small Business Relief Fund.

Downloadable Program Graphics >>

The following program collateral materials are available in English, Spanish and Vietnamese.

- Digital flyer
- Social media graphics
- Newsletter ad



Press Information

[August 10, 2021: Harris County Approves \\$30 Million COVID Relief Fund for Micro and Small Business Owners](#)

Thank you for your support promoting the Harris County Small Business Relief Fund!

For marketing questions and assistance, please contact:
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