



December 2, 2020

### Pure Michigan Small Business Relief Initiative

Starting December 15, eligible small businesses disproportionately impacted by COVID-19 will be able to apply for grants through the [Pure Michigan Small Business Relief Initiative](#). **This program aims to meet the urgent need of Michigan businesses including restaurants and bars, lodging providers, live event venues and movie theaters, conference and meeting facilities, indoor recreation facilities, and gyms and fitness centers.** The grants under the program will support businesses facing drastic reduction in cash flow and the continued support of their workforce. Funds from the grant may be used for working capital to support payroll expenses, rent, mortgage payments, or utility expenses.

To qualify for grant support, businesses must meet a number of criteria, including but not limited to:

- Being a business in one of the targeted industries;
- Identifying a need for payroll, rent, or mortgage payments, and/or utility expenses necessary to continue or restart business operations;
- Having at least two employees (including the owner) but fewer than 50;
- Additional eligibility requirements can be found on [Michiganbusiness.org/relief](https://michiganbusiness.org/relief).

The Michigan Strategic Fund approved a \$10 million grant program to help meet the needs of small businesses. Eligible businesses can be granted up to \$15,000, which will be awarded on a first come, first serve basis. Once each region has reached its targeted allocation, the application window will close.

More information regarding COVID-19 for businesses and individuals can be found [here](#). If you have further questions or need additional guidance, please leave a message at (616) 575-3482 or email [info@ehtc.com](mailto:info@ehtc.com). Thank you for choosing EHTC as your strategic partner.