

Ionia County Scoring Considerations

Ionia County prioritized funding based on the following:

- Industry: focused (additional points) on industries most severely impacted by the stated health order: food service, exercise/recreation facilities and entertainment venues.
- Non-Franchise status preferred
- Financial loss due to COVID as a percentage comparison to 2019 revenue
- Opening status
- Physical storefront/location
- Additional employees other than the business owner
- Amount of COVID related funding already received
- If employees were being retained and/or hired as a result of receiving grant
- If they use local vendors

Additionally, to qualify for funds a business must:

- have had at least \$40,000 in revenue in 2020
- be adhering to MDHHS orders
- and not be a home-based business

150 points were possible, and we awarded funds to qualified businesses who scored 125 or higher. Including scores lower than that would have resulted in lowering the grant awards to a level the committee felt wouldn't be sufficiently impactful to recipients.