



CITY OF AURORA CERF GRANT PROGRAM

March 2, 2021



The background of the slide features a close-up, slightly blurred image of several gold coins. The coins are scattered across the frame, with some showing numbers like '60', '25', '15', and '30' embossed on them. The lighting is warm, creating a golden glow. In the top left corner, there is a solid orange horizontal bar.

CITY OF AURORA CERF PROGRAM

- The City has created three (3) different and distinct financial relief programs for our local businesses.
 1. No Liquor License Renewal Fees for On-Site Consumption Licenses for 2021-2022– approximately \$250,000
 2. Food and Beverage Tax Holiday for 90 days (in 2021) – approximately \$1.0 million
 3. Direct Cash to Business Relief - \$1.2 million

PROGRAM #1: DIRECT CASH TO BUSINESS RELIEF

- This program allows the City to offer grants to reimburse a portion of business losses suffered as a direct result of the public health crisis, and assist as they adjust to the resulting business demands.
- The major qualifying expense used to determine the grant amount is “cost of business interruption,” defined as the decrease in revenue.



COMMUNITY OUTREACH

Lead	Activity (English and Spanish)
City of Aurora	Social media, text alerts, website
Newspapers	Articles in local newspapers
Business Registrations	Emailed eligible businesses directly
Aldermen	Hard copies and electronic copies provided
Chambers	Emailed notification from each of our Chambers
Invest Aurora	Emailed notification
Hispanic Chamber of Commerce	Facebook Live presentation in Spanish
Television interview	Moraima spoke on Univision Chicago



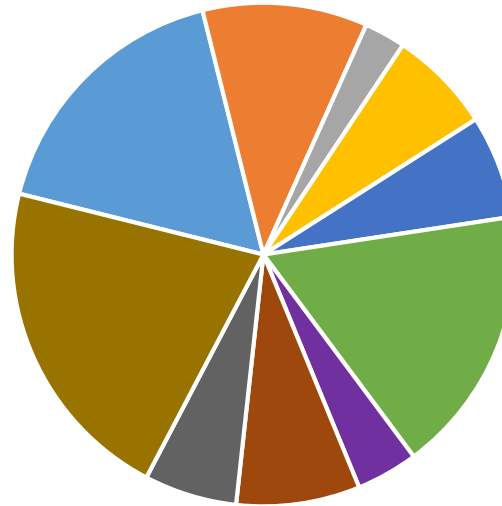
THERE'S *Something* HAPPENING HERE

Univision Chicago: CERF Fund

AURORA
ILLINOIS

APPLICATIONS RECEIVED BY WARD

Applications



■ Ward 1 ■ Ward 2 ■ Ward 3 ■ Ward 4 ■ Ward 5
■ Ward 6 ■ Ward 7 ■ Ward 8 ■ Ward 9 ■ Ward 10

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Ward 9	Ward 10
26	16	4	10	10	26	6	12	9	32

CURRENT NUMBERS

Total Applications Received	Applications Reviewed	Not yet Reviewed	Reviewed but not eligible*	Number of Applications Recommended for Approval	Approximate Grant Amount Currently Recommended
161	135	26	62	73	\$500,000.00

*key reasons for ineligibility include: home-based business, not in Aurora, and made more revenue in 2020 v. 2019.

TESTIMONIALS

“The application is so easy to understand! Thank you!”

-local restaurateur

“The process has been so simple, and easy to apply”

-local business owner

“The communication and helpfulness from all reviewing has been very helpful, thank you for notifying me of the missing documents.”

-local business owner





THANK YOU!

Friendly Reminder:
Tomorrow is the last
day to apply!

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