

Los Angeles County Economic Opportunity Grant Program (EOG)

TRAINING GUIDE



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of economic
opportunity**
COUNTY OF LOS ANGELES

THE ECONOMIC OPPORTUNITY GRANT PROGRAM (EOG)

- The LA County Department of Economic Opportunity (DEO) seeks to disburse over **\$54 million across 6,800 grants** for Microbusinesses, Small businesses and nonprofit agencies through the Economic Opportunity Grant Program (EOG), prioritizing the most COVID-impacted regions and organizations in LA County. Eligible grantees may be awarded between \$2,500 and \$25,000.
- The EOG combines one State grant program (California Microbusiness COVID-19 Relief Grant) with four American Rescue Plan Act grant programs (LA Regional Recovery Fund, LA Regional COVID Fund, Keep LA Dining and Youth Workforce Development Partnership) to provide a streamlined process for applicants.
- DEO has partnered with Lendistry to create the application portal and L.A.'s Small Business Development Centers (SBDCs) to provide outreach and application assistance. SBDC is building a network of small, hyperlocal organizations to ensure EOG reaches those that need grant relief.

grants.lacounty.gov



Eligibility & Qualified Applicants

Microbusinesses, Small Businesses & Non-Profits



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EOG – ELIGIBILITY OVERVIEW

Phase 1

Microbusinesses

01/25/23 – 05/05/23

Grants of \$2,500 for microbusinesses with less than \$50,000 in revenue in 2019 taxable year that are located and operating in the County of Los Angeles, including the City of Los Angeles. Must have five or fewer employees, have started prior to December 31, 2019, and have not received a California Small Business Covid-19 Relief Grant.

Phase 2

Micro and Small Businesses and Non-profits

02/23/23 – 05/20/23

Microbusinesses: Grants of \$15,000 for microbusinesses with under \$100,000 in revenue in either 2019, 2020, or 2021 taxable years that are located and operating in the County of Los Angeles, excluding City of Los Angeles; must have started prior to December 30, 2021.

Small Businesses: Grants of \$20,000 for small businesses between \$100,000 and \$2 million in revenue in either 2019, 2020, or 2021 taxable year that are located and operating in the County of Los Angeles, excluding City of Los Angeles; must have started prior to December 30, 2021.

Non-profits: Grants of \$20,000 for small nonprofits under \$1 million in revenue in either 2019, 2020, or 2021 taxable years that are located in Los Angeles County, or its incorporated cities (which may include the City of Los Angeles); must have started prior to December 30, 2021.

Grants of \$25,000 for nonprofits with revenue between \$1 million and \$5 million in either 2019, 2020, or 2021 taxable years that are located in Los Angeles County, or its incorporated cities (which may include the City of Los Angeles); must have started prior to December 31, 2021.

PHASE 1: INELIGIBILITY CRITERIA

1. Businesses without a physical presence in the state and not headquartered in the State of California;
2. Businesses primarily engaged in political or lobbying activities, regardless of whether the entity is registered as a 501(c)(3), 501(c)(6), or 501(c)(19);
3. Passive businesses, investment companies, and investors who file a Schedule E on their tax returns;
4. Financial institutions or businesses primarily engaged in the business of lending, such as banks, finance companies, and factoring companies;
5. Businesses engaged in any activity that is unlawful under federal, state, or local law;
6. Businesses that restrict patronage for any reason other than capacity;
7. Speculative businesses
8. Businesses with any owner of greater than 10% of the equity interest in it who meets one or more of the following criteria:
 - i. The owner has, within the prior three years been convicted of or had a civil judgment rendered against the owner, or has had any form of parole or probation, for fraud or a criminal offense, violation of federal or state antitrust or procurement statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.
 - ii. The owner is presently indicted for or otherwise criminally or civilly charged by a federal, state, or local government entity, with commission of a crime.
9. Other businesses determined by California Office of the Small Business Advocate (CalOSBA), consistent with the limitations and exclusions set in previous rounds of the CA Small Business COVID-19 Relief Grant Program.

PHASE 2: INELIGIBILITY CRITERIA

- Businesses not located and operating in LA County
- Small and Micro Businesses including Food Industry businesses located in the City of LA
- Publicly traded companies
- Corporate-owned franchises
- Financial institutions, such as banks, lenders, payday lenders, auto title lenders, check cashers, other businesses whose stock in trade is money and mortgages, and other similar entities
- Insurance companies, such as life, auto, home, bail bond, and other similar entities
- Private or social clubs
- Pawn shops, Astrology, Palm Reading, Liquor stores, Nightclubs
- Lobbying firms or businesses that dedicate 50% or more of their time or resources to lobbying activities
- Businesses that engage in gambling activities, such as Bingo parlors, casinos
- Trailer storage and junk yards
- Businesses that present live performances of a sexual nature
- Businesses that generate income through activities performed in violation of state or federal law, including the sale, cultivation, or transportation of marijuana
- Businesses that exist for the purpose of advancing partisan political activities
- Gun or ammunition stores
- Businesses or organizations debarred, suspended, or convicted of a felony under the laws of the United States Government

EOG Application Portal

Powered by Lendistry



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EOG Website: <http://grants.lacounty.gov>



English >

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Accessibility

English >

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First name *

Last name *

Email *

Password *

Confirm Password *

Mobile Number *

I agree to Lendistry's Consent for Electronic Signatures and Documents

Register

Already registered? Sign in!
Existing accounts here



Applicant will receive an immediate text after signing up



EOG PHASE 1 MICROBUSINESSES: REQUIRED DOCUMENTS

The following documents are required to apply:

1. Applicant Certification of identity
2. Signed and unaltered Federal 2019 tax returns
3. Official filing with the California Secretary of State such as one of the following
 - Articles of Incorporation;
 - Certificate of Organization;
 - Fictitious Business Name Filing;
 - Professional License;
 - Government-Issued Business License.
 - If current license is not available, expired business license with proof of renewal payment made.
4. Government-Issued ID uploaded via Persona, which will be embedded in the application. Acceptable forms of government- issued ID:
 - Driver's License
 - State ID or Foreign ID
 - Passport or Foreign Passport
5. Valid banking account which must be linked via Plaid, which will be embedded in the application. Plaid is the Bank verification app within the Application



EOG PHASE 2 MICRO & SMALL BUSINESSES: REQUIRED DOCUMENTS

- Signed federal 2019 or 2020, or 2021 Tax Return
- Current Business License or Permits. If current license is not available, expired business license with proof of renewal payment made
- Food establishments or Street Vendors - Copy of inspection grade card issued by Public Health Department showing a minimum grade or "C" or City of Long Beach Inspection Summary Report showing business in good standing
- Valid bank account (required) - 2 most recent months of bank statements.
Valid bank account must be linked via Plaid, which will be embedded in the application.
- If new bank account – letter from Bank validating new account.
- Government-Issued ID uploaded via Persona, which will be embedded in the application.
Acceptable forms of government- issued ID:
 - Driver's License
 - State ID or Passport
 - Foreign ID (Matricula Card
 - Foreign Passport
- CA Secretary of State (SOS) Filings, as applicable to business structure type (Corp., LLC, or Partnerships)
- Fictitious Business Name filing, if applicable
- Partnership Agreement, if applicable
- Signed Applicant Certification form



THE REVIEW PROCESS

How do applicants check the status of their application?

Applicants can check the status of their application at any time by signing into EOG Portal using the username, password, and mobile number that they registered. Once signed in, the status will appear on the dashboard.

Sign into Application Portal powered by Lendistry at:

grants.lacounty.gov

How will the Applicant receive funding?

Once the application has been fully validated and approved for grant funding, the grantee agreement and W-9 form will be available to sign electronically via **DocuSign document** in the EOG Portal.

Grants will be direct deposited in the bank account provided in the application.

EOG Application Assistance

In partnership with SBDC



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FOUR (4) LEVELS OF APPLICATION ASSISTANCE

The website provides links for application assistance and support, which will be provided by SBDC and partners throughout the life of the program and includes:

LEVEL 1: Online and live webinars to guide applicants through the process

LEVEL 2: EOG Application Assistance Center at **(833) 364-7268** to speak directly with a SBDC business counselor to answer any questions

LEVEL 3: 1:1 virtual or in person sessions with SBDC Business Counselors

LEVEL 4: In-person local community engagement events and street team drop-ins

All these options are available to any applicant.

Application assistance & guides are available on the website in the following languages:

Arabic, Armenian, Cantonese, Mandarin, Russian, Spanish, Tagalog, Farsi, Hindi, Japanese, Khmer, Korean, Thai, and Vietnamese.

We're Here to Help!

Get your questions answered via live info sessions, email, or phone.



Application Guides

Find a step-by-step guide on how to submit your EOG application via the portal powered by Lendistry.



Phone Support

Call our EOG Customer Support Center at (833) 364-7268 to get your questions answered or get a 1-to-1 appointment.
M-F | 9am - 5pm

Get support with Application 1:1, register for webinars, general questions



Email Support

Email us your question and get an answer from our EOG Customer Support Center.



Tech Support

Need help accessing the application portal or checking your application status?

Call (866) 238-0516
M-F | 7am - 7pm

Get support with Technical issues with applying OR **make changes after submission within 5 days**




TUTORIAL VIDEOS, LIVE WEBINARS AND DAILY OFFICE HOURS


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APPLY NOW ▾ PREPARE TO APPLY GET HELP


English



Economic Opportunity Grants Informational Webinar: City Business License



Economic Opportunity Grants Informational Webinar: Articles of Organization and Articles of Incorporation




Economic Opportunity Grants Informational Webinar: Articles of Organization and Articles of Incorporation


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Spanish



Información de la subvención EOG: artículos de organización y artículos de incorporación



Información de la subvención EOG: Cómo localizar declaraciones de impuestos de años anteriores



Información de la subvención EOG: Declaración de nombre comercial ficticio DBA

19	20	21	22	23	24	25
EOG In Person Event: Dapper Sundays	EOG Information Session – Grants for Nonprofits Sesión Informativa de EOG (Español) Sesión informativa de EOG – Subvenciones para organizaciones sin fines de lucro View All 4 Events >	EOG – Grants for Small Businesses & Non-profits – Info Session (English) Economic Opportunity Grants: Daily Office Hours	How to Complete Your EOG Application presented by Lendistrv Sesión Informativa de EOG (Español) Economic Opportunity Grants: Daily Office Hours	EOG – Grants for Small Businesses & Non-profits – Info Session (English) Economic Opportunity Grants: Daily Office Hours	Economic Opportunity Grants: Daily Office Hours	
26	27	28	29	30	31	1
	Sesión Informativa de EOG (Español) Economic Opportunity Grants: Daily Office Hours	EOG – Grants for Small Businesses & Non-profits – Info Session (English) Economic Opportunity Grants: Daily Office Hours	How to Complete Your EOG Application presented by Lendistrv Sesión Informativa de EOG (Español) Economic Opportunity Grants: Daily Office Hours	EOG – Grants for Small Businesses & Non-profits – Info Session (English) Economic Opportunity Grants: Daily Office Hours	Economic Opportunity Grants: Daily Office Hours	

Outreach

Call Center: 37,926 outbound and 6,063 inbound calls (As of 4/3/23)

Webinars/Virtual Office Hours: Webinar attendees to date: 3,120 (English/Spanish), Virtual office hour attendees 949 (English/Spanish)

In-Person Events & Canvassing: 59 completed and 61 currently scheduled

Website: Apply Now button 337,220 views & 94,707 clicks

Newsletter: 68,644 delivered with 20% open rate

Presentations: Phase 1 and II EOG trainings for all Board Offices; AJCCs and Partners; LAEDC/CERF; Black Business Association; Artesia Chamber of Commerce; East LA Small Business Roundtable and more



How You Can Help!

Let's Support our Microenterprises, Small Businesses
and Nonprofits together!



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HELP SPREAD THE NEWS!

- ✓ Promote EOG at community events
- ✓ Distribute EOG materials via Social Media and other digital channels:

<https://socialpresskit.com/countyofla>

- ✓ For help with eligibility or how to apply, contact our Application Assistance Center:

1-833-364-7268

- ✓ For help accessing the application portal or resolving IT issues, contact our Tech Support Center:

1-866-238-0516

DEPARTMENT OF ECONOMIC OPPORTUNITY

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COUNTY OF LOS ANGELES

EOG Economic Opportunity Grant Program

LA County's Economic Opportunity Grant (EOG) Program will award **\$54 million** across **6,800 grants** for microbusinesses, small businesses, and non-profits.

Apply Today

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MAKE POSSIBLE
FOR THE YEAR 2020

COUNTY OF LOS ANGELES
CALIFORNIA

Connect with us on social media! Follow @EconOppLA on Facebook, Instagram, and Twitter.

The graphic features a photograph of three people sitting in a row, clapping. The background is a teal gradient with white and yellow text. At the bottom, there are social media icons and logos for various organizations.

Who to Contact

EOG Application Assistance Center

1-833-364-7268

EOG Tech Support

1-866-238-0516

Website

<http://grants.lacounty.gov>

Department of Economic
Opportunity

Kevin Anderson, Program Manager
kanderson@opportunity.lacounty.gov



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