



**FOR IMMEDIATE RELEASE:** May 25, 2021

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**SMALL BUSINESSES IN GRAND TRAVERSE COUNTY HURT BY COVID-19  
CAN APPLY FOR GRANTS BEGINNING JUNE 1**

*Regional Resiliency Program Grants Administered by Venture North*

**GRAND TRAVERSE COUNTY, MICHIGAN** – Grand Traverse County businesses with nine or fewer employees may apply for COVID-19 recovery grant funding beginning June 1, 2021 at 8 a.m. through June 11, 2021 at 5 p.m. through the Regional Resiliency Program (RRP), administered by Venture North Funding and Development.

A grant application must be completed online at [www.venturenorthfunding.org](http://www.venturenorthfunding.org).

“If a business has questions or needs help completing the grant application, contact us,” said Galbraith. “We will work with you to ensure the application is submitted on time.” Galbraith said those needing help should contact Venture North at 231- 995-7115 or at [info@venturenorthfunding.org](mailto:info@venturenorthfunding.org)

The RRP provides grants of up to \$5,000 to business with urgent needs or needs involving adapting their operations to meet COVID-19 challenges. Grants can be used to meet payroll, cover rent, support employee retention, purchase inventory, begin new online sales systems and many others.

The total amount available for Grand Traverse County is at least \$58,000; including \$55,000 from Venture North and \$3,000 from the Grand Traverse Regional Community Foundation. In addition, for Grand Traverse County applicants that have electricity supplied by Cherryland Electric, additional funds have been made available for RRP grants by Cherryland to support recovery of their customers who meet RRP eligibility requirements. There is a place on the grant application for applicants to indicate their electric supplier.

The RRP was created in 2020 with the support of a \$200,000 award from the Consumers Energy Foundation. In 2020, a total of nearly 200 grants were awarded to small businesses in Venture North’s

10-county region totaling over \$500,000. The goal for 2021 is to match or surpass the 2020 results. The Consumers Energy Foundation awarded an additional \$200,000 to seed the 2021 program.

“For many small businesses, recovery from the COVID-19 pandemic is far from over,” said Galbraith. “They need help overcoming a loss of cash flow, customers and employees. The supply line of products remains slow or even nonexistent, posing threats to businesses that count on a reliable flow of inventory for products that are currently in short supply. Relief is needed while processes are restored and normalized and companies source products that are available to sell.”

Venture North, a tax-exempt nonprofit, continues to seek donations to the RRP to meet the demand. “Any entity or person can donate to the RRP program and know that 100 percent of their contribution will be used for grants to eligible small businesses that apply for funding,” Galbraith said. Funds may be donated online at “Donate to the RRP” at [www.venturenorthfunding.org](http://www.venturenorthfunding.org) or by calling 231-995-7115.

“Our main business is business financing to support the growth of small businesses and jobs in the ten-county region,” Galbraith explained. “We hope RRP grant recipients are in a position to contact us in the future about growth capital. We provide flexible terms and welcome banks and credit unions as partners. We want to provide ongoing support as a partner to small businesses through and beyond the recovery.”

Venture North Funding and Development provides financing and technical assistance to support business growth and job creation in their ten-county region, often in partnership with other financial institutions. As a certified Community Development Financial Institution (CDFI), Venture North also focuses on providing support for underserved populations such as minority, women, and veteran-owned businesses in low-income communities.

