APPLY TODAY!

THE HEALTHY FOOD
KICKSTARTER PROJECT
GRANT APPLICATION

Deadline
Friday May 5, 2023

LOS ANGELES COUNTY
CONSUMER & BUSINESS AFFAIRS

Community Services Unlimited inc.
Serving the people body & soul

LOS ANGELES COUNTY
MADE POSSIBLE BY
THE AMERICAN RESCUE PLAN
BETTER THAN BEFORE

vmp
village market place
A Business Of CSU

What is the
Healthy Food Kickstarter Project?

- In March 2020 the County Board of Supervisors recognized the existence of a local health emergency regarding the coronavirus ("COVID-19") in Los Angeles County. A year later the American Rescue Plan was passed establishing the Coronavirus State and Local Fiscal Recovery Fund.

- The County of Los Angeles (County) through its Department of Consumer and Business Affairs (DCBA) has partnered with Community Services Unlimited Inc. (CSU) to implement the Healthy Food Kickstarter Project (Kickstarter).

- Kickstarter is providing grants to qualifying organizations and businesses to launch or expand equitable food distribution programs in Los Angeles County identified target areas.
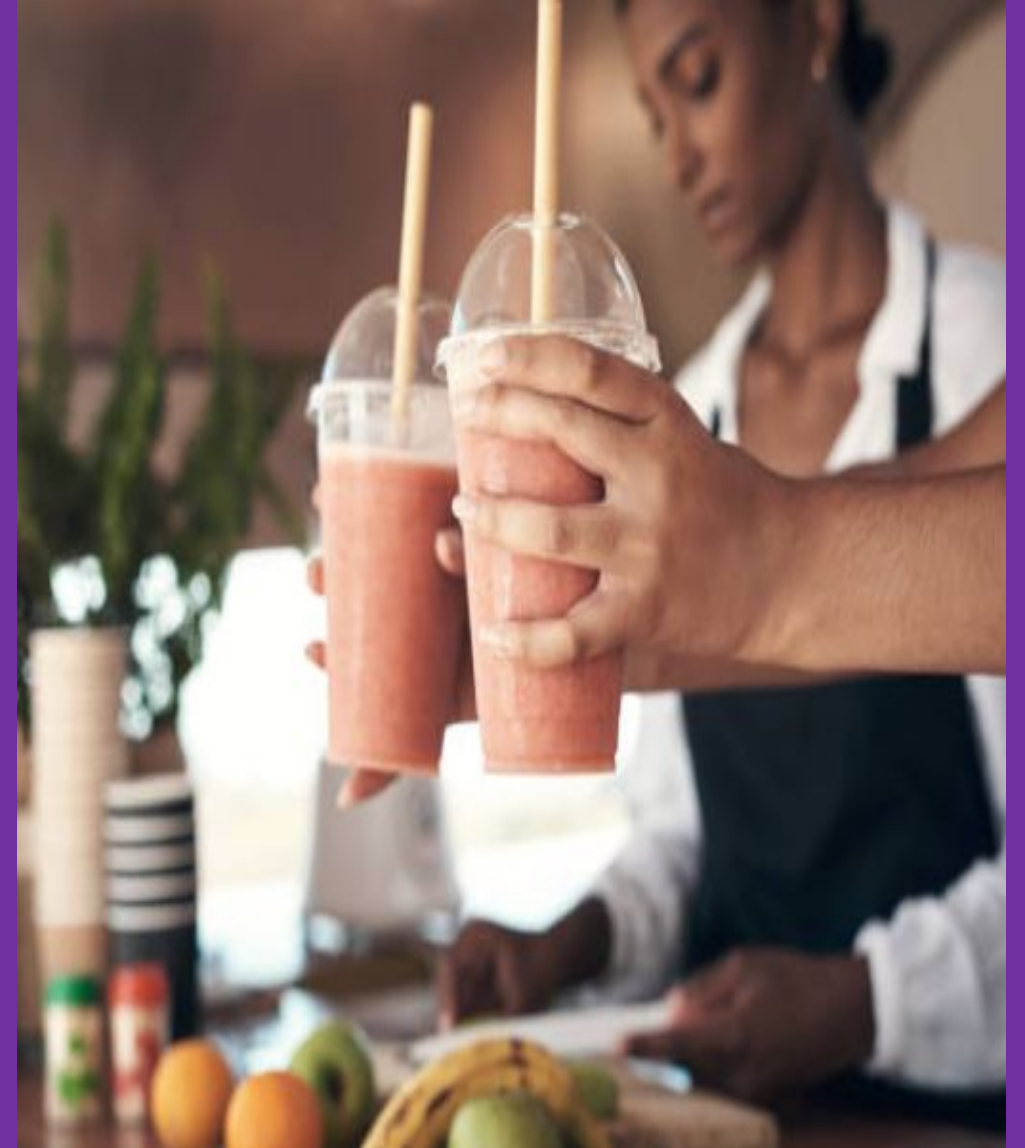
Kickstarter Funds Available

- A total grant fund of $4,100,000
- $20,000 for newly launching projects
- $200,000 for expansion of existing projects
- Kickstarter seeks to fund a minimum of 5 newly launching and 15 expansion projects, the exact distribution between start-ups and expansions may vary based on the applications received
- Technical assistance will be offered to grant recipients, in addition to the grant award

Who Can Apply?

- **Projects of non-profits and private/for-profit enterprises are eligible to apply for these funds**

- **Projects must take place within a COVID Recovery Target Area in Los Angeles County**

Eligible Kickstarter Projects

Include: Grocery stores & markets, restaurant and catering, meal services, farms and gardens, mobile and pop-up vendors, delivery & distribution services, and subscription programs.

This is not an exhaustive list. All innovative enterprises that increase access to Healthy Food are encouraged to apply.

Important Dates & Contact Info

- **Deadline for receipt of a completed application**
 Friday, May 5, 2023 at 11:59pm PST

- **Details of virtual and in person workshops to assist with the application process are available at: https://csuinc.org/kickstarter/**

- **Awards will be announced in August 2023**

- **Questions about, or require assistance with the application? Email with details of your query/s to Kickstarter@csuinc.org or call 213-746-1216**

Kickstarter Application

- **On-line application**

We suggest that you download the questions and respond to them off-line and then copy and paste your answers into the online application

- **Is your Project New or an Expansion?**

Kickstarter seeks to create opportunities for both newly launching and expansion of existing food distribution projects

- **New projects may apply for grants of $20,000 and expansions for $200,000**

- **Expansion projects may include construction**

Verify LA County Target Area

- **The project for which funds are being requested MUST take place within a COVID Recovery Target Area within Los Angeles County**

- **Before proceeding with the application, please verify that your projects fits this criteria. You will need this information when completing the application form**

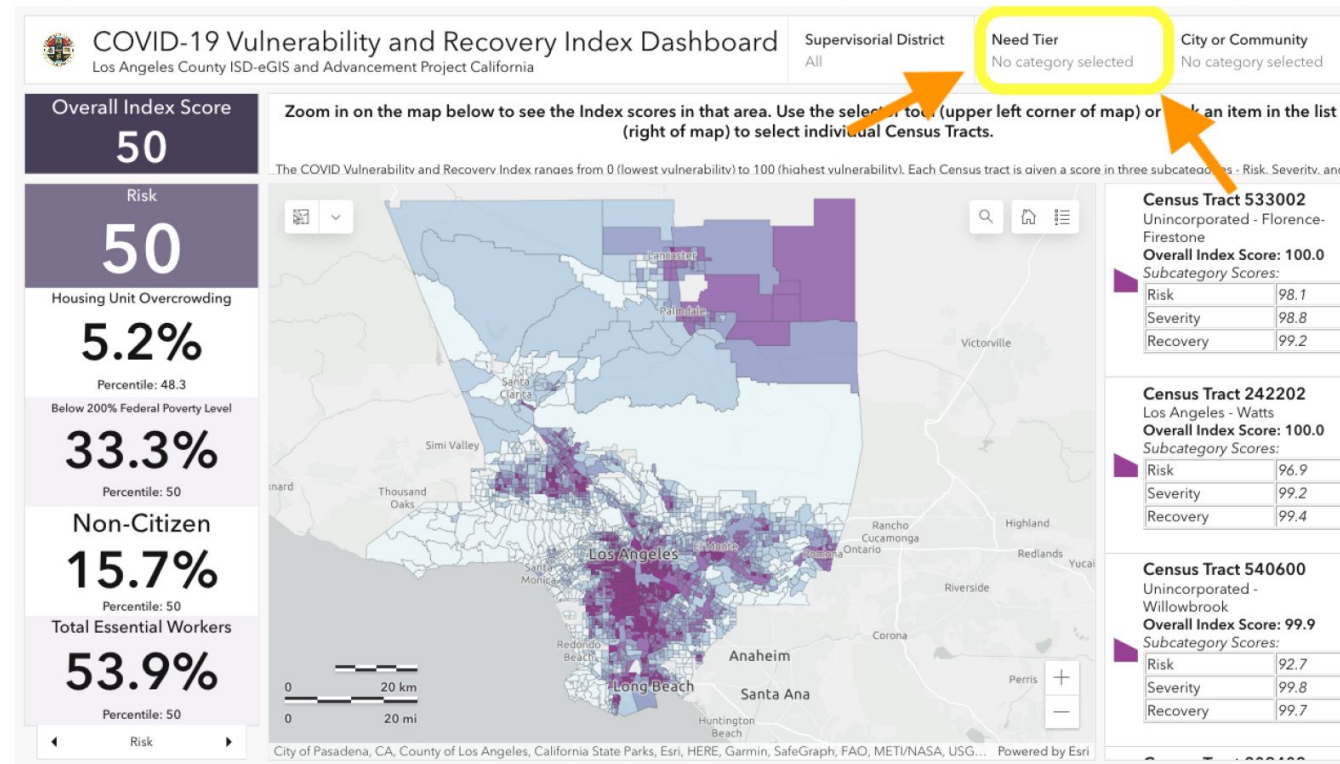- **Detailed instructions to help you do this are covered in the next 6 slides and are also available here**

Verify LA County Target Area: Step 1 & 2

Step 1: Click on the link: COVID-19 Dashboard

Haga clic en el link: COVID-19 Dashboard

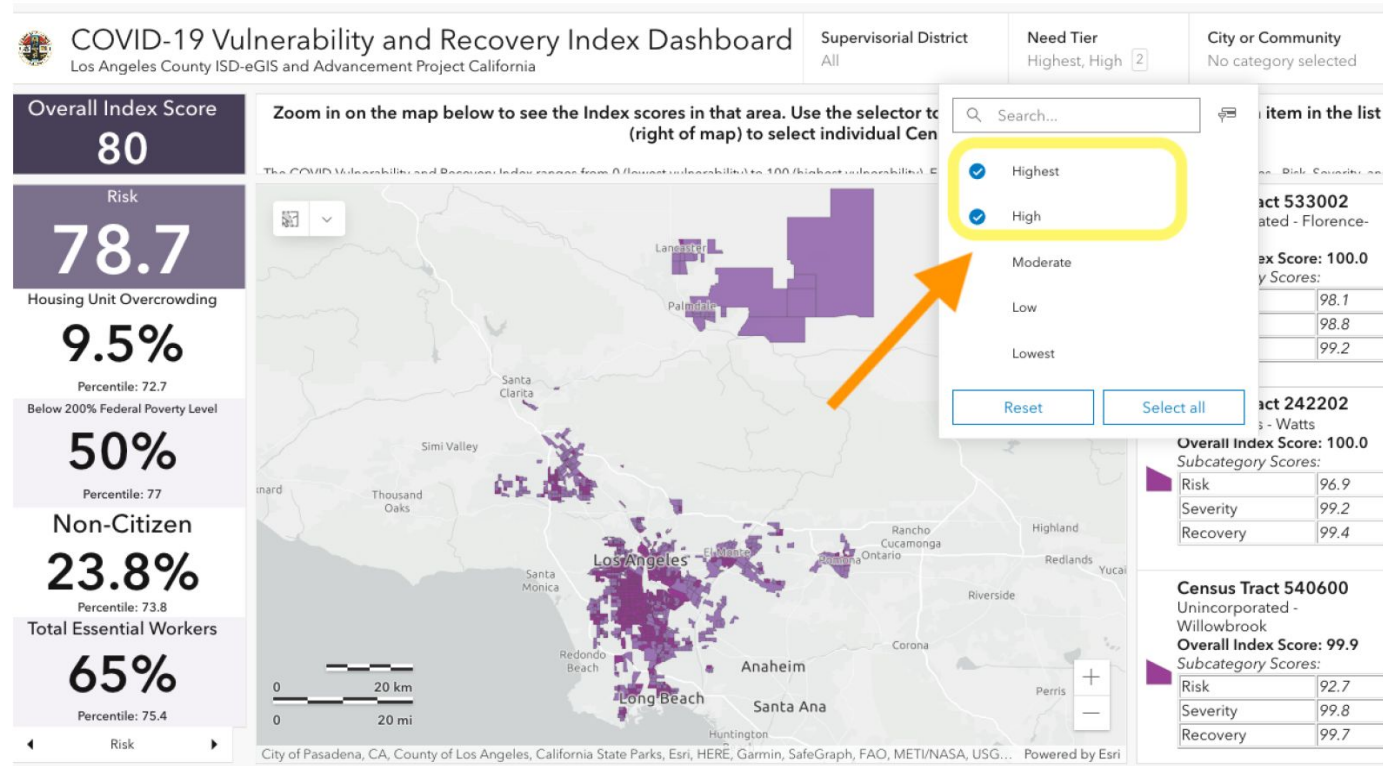**Step 2:** Click on the "Need Tier" drop down menu on the upper right corner of the dashboard.

Haga click en el menú "need tier" localizado en la parte de arriba de la página.

Step 3: From the drop down menu, choose "Highest" and "High." This ensures that only the areas that qualify for the grant are highlighted.

En este menú haga clic en "Highest" y "High," esto asegura que solo las áreas que califican para la beca estén seleccionadas.

Verify LA County Target Area: Step 4 (a)

If you already know the address from which your project would operate out of, follow Steps 4a - 6a, immediately below
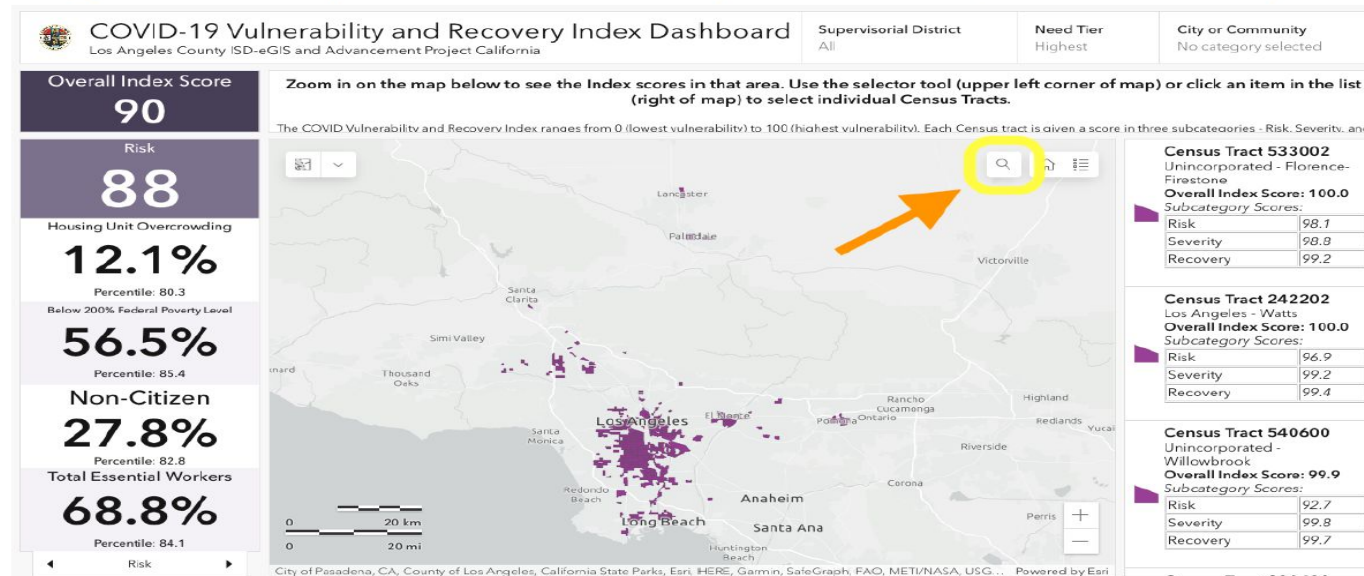*Si sabe la dirección de su proyecto, siga los pasos 4a -6a.*

Or

If you know the general location of the intended project but do not have an exact address yet, or your project is not centralized in one location, follow step 4b, further below
Si conoce la ubicación general del proyecto previsto pero aún no tiene una dirección exacta, o su proyecto no está centralizado en una ubicación, siga el paso 4b.

Step 4a: Click on the magnifying glass on the upper right corner of the map.
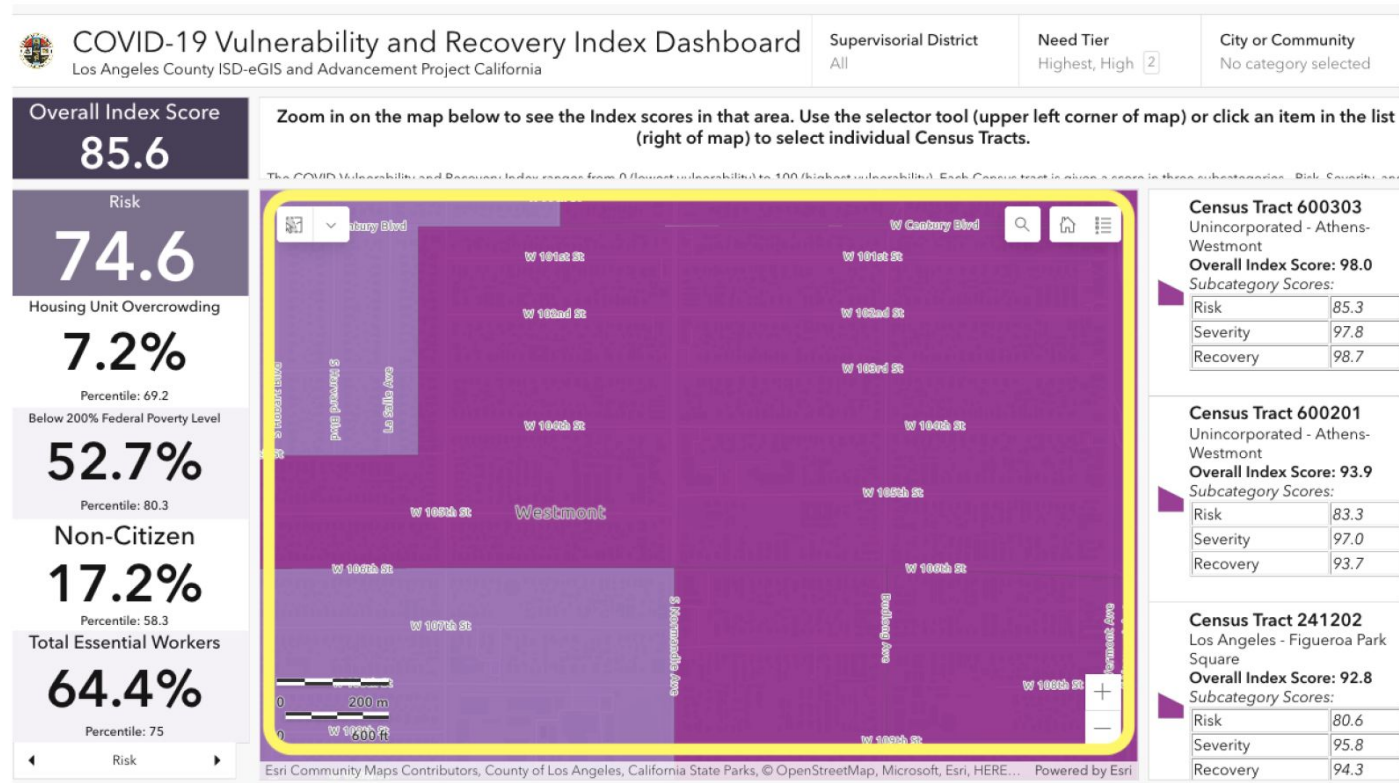*Haga clic en la lupa localizada en la esquina de arriba y derecha del mapa.*

Verify LA County Target Area: Step 4 (b)

Step 4b: Zoom into the area where you intend to operate out of and make sure that it falls into one of the colored areas. This will ensure that you qualify for the Kickstarter Grant.
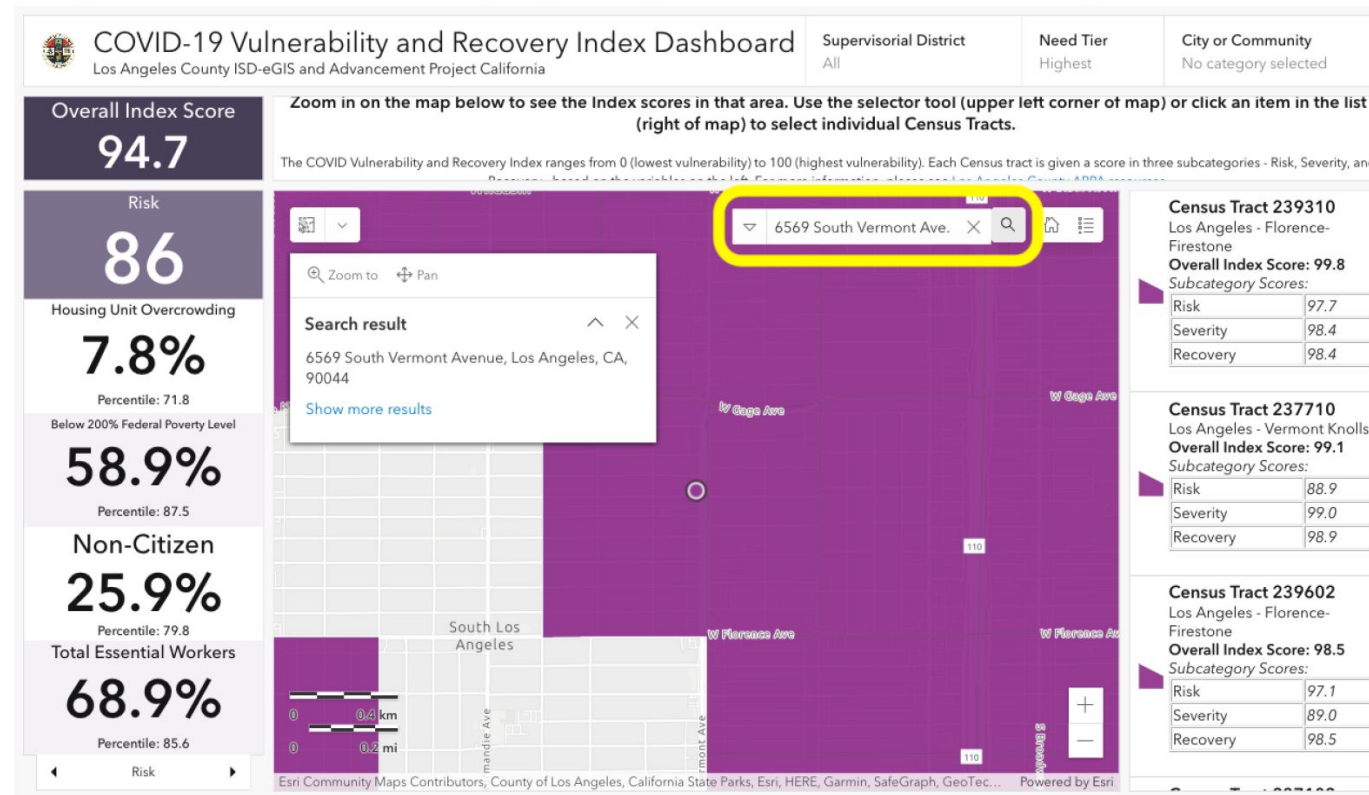
Haga zoom en el área donde desea operar y asegúrese de que caiga en una de las áreas moradas. Esto asegurará que califiques para la Beca Kickstarter.

Verify LA County Target Area: Step 5 (a)

Step 5a: Enter the address of your project and it will be located on the map.

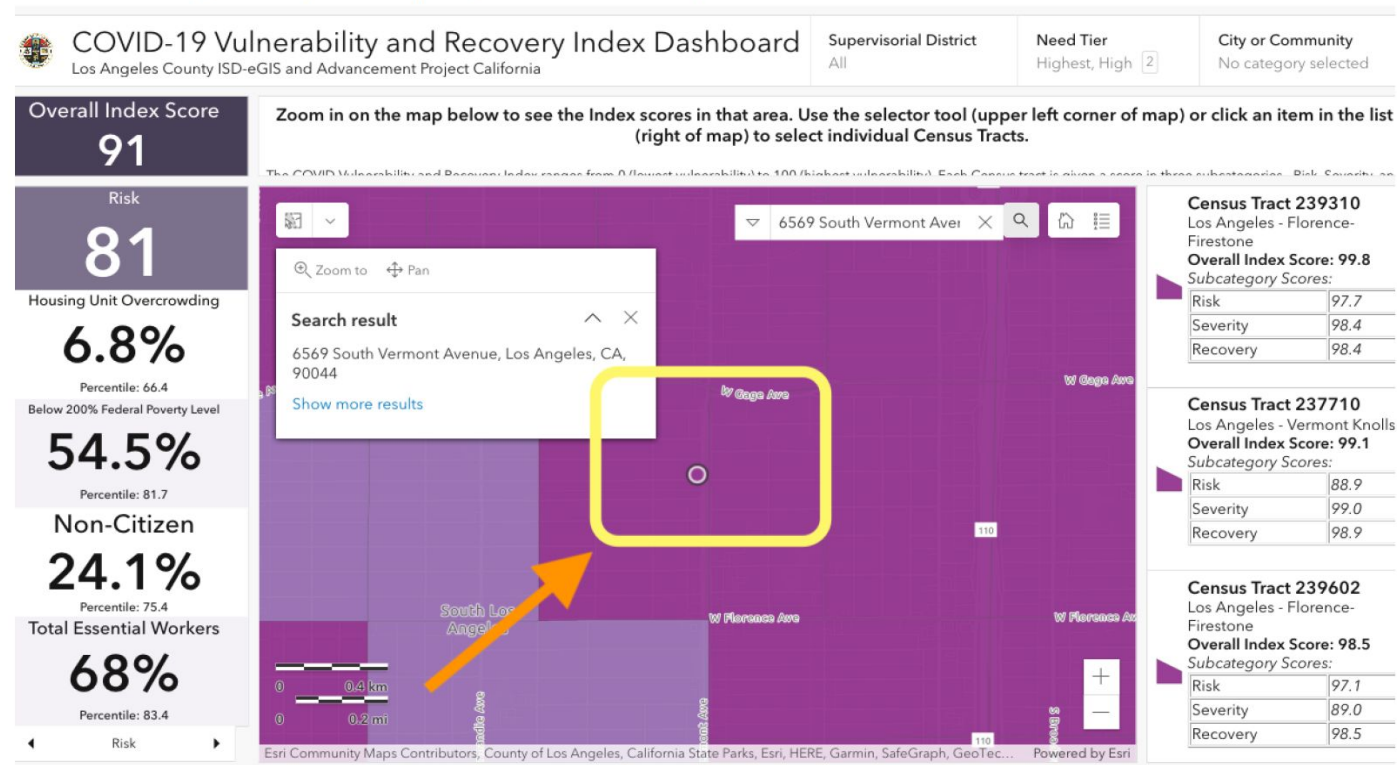*Ingrese la dirección de su proyecto y será localizado en el mapa.*

Step 6a: From here, check that the address falls within a purple colored section of the map. This will ensure that you qualify for the Kickstarter Grant.

Aquí, asegúrese que la dirección caiga en una de las áreas moradas en el mapa. Esto asegura que su proyecto califica para la beca Kickstarter.

Completing the Application

The Kickstarter Application is divided into <u>two main sections</u> and *each is slightly different depending on whether you are applying for* a newly launching food projects, or for the expansion of an existing one

<u>Requested Documents:</u> for ex. images of your business or where you plan to locate it, to your project's projected income. Documents sent as attachments may be in the following formats: PDF, Microsoft Excel, Word, or JPGS's.

<u>Questions:</u> for ex. details about staffing and management, to how your project came about and your vision for serving the community where it is/will be located. There will be specific questions for expansion projects that include construction

Frequently Asked Questions

An FAQ document is available [here](#)

This will be updated until 5pm, May 1st 2023

THANKYOU! Good Luck.