

**SEED Grant Program**



**SEED**

**SEED Program Lunch and Learn July 1, 2021**



# Background



**CANNABIS  
REGULATION**  
SOCIAL EQUITY PROGRAM

The SEED Grant Program is utilizing funding from the 2019 and 2020 Cannabis Equity Grant for Local Jurisdictions (CEG Grant) to provide financial assistance to verified Social Equity Individual Applicants.

In June 2020 DCR selected Elevate Impact LA to administer the Financial Grant Program. In April 2021, the City of Los Angeles established the Social Equity Entrepreneur Development Grant Program (SEED) Grant Program formerly known as the Financial Grant Program.

To date, the City of Los Angeles has dedicated **\$ 6 million** to the SEED Grant Program.

- **\$5 million available via SEED 1.0**
- **\$1 million available via SEED 2.0**





SEED 1.0



**CANNABIS  
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SOCIAL EQUITY PROGRAM

- Total amount available: **\$5 million**
- Grant Eligibility: All Phase 3 Retail Round 1
- Social Equity Individual Applicants
- Individual Applicants Grant Amount: **\$25,000**





SEED 2.0



**CANNABIS  
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SOCIAL EQUITY PROGRAM

- Total Amount Available: **\$1 million**
- Grant Amount: A Total of **\$10,000** Available in Two Disbursements:
  - (1) **\$5,000** when DCR deems the Applicant Eligible for Further Processing; and
  - (2) **\$5,000** when the Applicant is Eligible for a Notice of Local Compliance Underway







# Grant Disbursement



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- SEED Grant Applicants must apply by **August 18, 2021**.
- SEED grant funds not distributed by 90 days prior to the end of the City's CEG Contract may be disbursed on a pro rata basis to eligible recipients who applied by **August 18, 2021**.
- Applicants who received funds under SEED 1.0 are not eligible for SEED 2.0. Applicants who receive funds under SEED 2.0 are not eligible for SEED 1.0.





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[Home](#)

[Program Overview](#)

[Grant Features](#)

[Assessment](#)

[How to Apply](#)



## City of Los Angeles Grant Program

Welcome to the City of Los Angeles SEED Grant Program website. This program offers grants to verified City of Los Angeles Social Equity Individual Applicants who fulfill the program criteria.

[How to Apply →](#)



# Meet the Team



**CANNABIS  
REGULATION**  
SOCIAL EQUITY PROGRAM

Paula  
Groves  
Program Manager

Laura Herrera  
Underwriter

Tiffany McBride  
Underwriter

Bruce  
Robinson  
Underwriter

Stacey  
Brennan Grey  
Customer  
Relations/Data







# 6-Step Grant Disbursement Process



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**SEED**

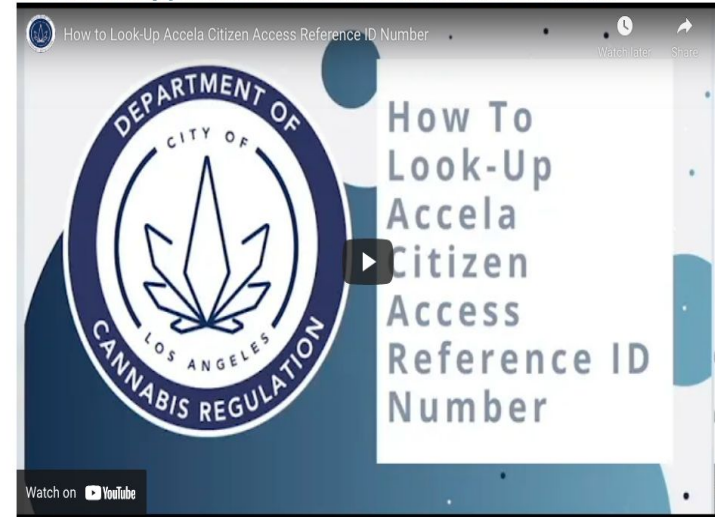
# Step 1 - Apply Online



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- Register for an account at [www.ElevateImpactLA.com](http://www.ElevateImpactLA.com)
- Complete the grant application online
  - Paper applications will not be accepted
  - **Provide ACA Reference number**
  - Upload Grant Assessment documents
- Applicant eligibility will be confirmed

## How to Look Up your Acela Citizen Access Reference ID Number





# How to find your Accela Number



**CANNABIS  
REGULATION**  
SOCIAL EQUITY PROGRAM



**Video  
Tutorial:**

How to Look  
Up Accela  
Reference ID#

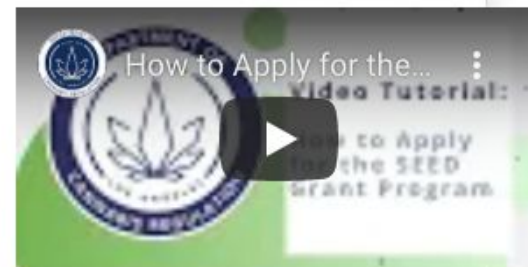
### How to Find Information About the SEED Grant Program



### SEED Grant Program - Grant Assessment Documents



### How to Apply for the SEED Grant Program







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[Home](#)

[Program Overview](#)

[Grant Features](#)

[Assessment](#)

[How to Apply](#)



## SEED Grant 1.0 & 2.0 Application Process Overview

**STEP 1: Apply.** Visit the [ElevateImpactLA.com](http://ElevateImpactLA.com) website to review and complete the application within 120 days of the opening of the Grant Application period. As a part of the Grant Application process, SEED Grant Applicants must provide the following information and upload grant assessment documents to their online grant application:

1. ACA Reference Number
2. **Written narrative** of how funds will be used
3. **Budget** or line item list of expenditures for the requested grant amount
4. **Business Executive Summary** (3-5 pgs.)
5. **Monthly Expense Projections** for a 12-month period

**STEP 2: Application Review.** A SEED Grant Application will be reviewed by Elevate Impact LA to ensure that the Grant Applicant has provided the required grant assessment documents and that such materials are up to date, have not expired and are in compliance. Thereafter:

1. If the SEED Grant Application is complete, the Grant Applicant will receive an email saying that the application has been sent to the Elevate







# Step 1 - Apply Online



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[Home](#)

[Program Overview](#)

[Grant Features](#)

[Assessment](#)

[How to Apply](#)



## City of Los Angeles SEED Grant 1.0 Application

### PURPOSE

The purpose of the City of Los Angeles Social Equity Entrepreneur Development Grant 1.0 Program ("SEED Grant Program") is to provide grants of \$25,000 to Phase 3 Retail Round 1 Social Equity Individual Applicants deemed eligible for further processing pursuant to Los Angeles Municipal Code 104.06.1(b).

### **Save & Return**

Use an account to return to saved work. You'll need to create a new account if you haven't saved your progress on this application before.

[Log in](#)

[Save Progress](#)

[Next >>](#)





# SEED Step 2 - Application Review



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- Grant applications are reviewed by Elevate Impact LA Staff to ensure eligibility is met and required documents are submitted
- If complete, the Applicant receives email saying that the application is complete
- If not complete, the Applicant receives email stating what is missing





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## Step 2 (cont'd) - Application Review



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Grant Application is assessed by Elevate Impact Staff.



Once the applicant is assessed, email is sent saying application has been approved and grant documents will be prepared



If applicants are not approved, they are coached on how to improve their application and Applicant can then re-submit their grant application





# SEED Assessment Documents



**CANNABIS  
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- Budget Narrative of how funds will be used
- Budget or line item list of expenditures for the requested grant amount
- Business Executive Summary (3 to 5 pages)
- Monthly expense projections for a 12-month period







# SEED Assessment Documents



**CANNABIS  
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City of Los Angeles  
SEED Grant Program

## Business Executive Summary Questions

Please use the questions below to create your short executive summary (3-5 pgs). This document should be a guide to help you describe your particular business. Not all questions will necessarily be applicable at this moment, but please describe what you can to the best of your ability.

### I. OVERVIEW QUESTIONS

- a. Company Information
  - i) Name
  - ii) Website (if available)
  - iii) Company description (less than 50 words)
  - iv) Slogan or tagline (if available)

### II. PRODUCT QUESTIONS

- a. Describe your product or service
- b. What are your top features and benefits?
- c. How much will you spend setting up and developing your product?

### III. COMPETITION QUESTIONS

- a. Who are your top three competitors?
- b. How are you different from your competitors?

### IV. MARKETING AND SALES QUESTIONS

- a. How will you find customers?
- b. How will you convince customers to buy?

### V. STAFF QUESTIONS

- a. List the total number of staff including owners with titles (if applicable).

City of Los Angeles  
SEED Grant Program  
Sample Monthly Expense Projections Template

	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Total
	1	2	3	4	5	6	7	8	9	10	11	12	1	Year	
<b>EXPENSES</b>															
1	Rent					3,000									
2	Lease														
3	Equipment														
	Laptop Computers/ Tablets														
	Printer														
	Mobile Phone														
	Software/ P.O.S.														
	Safe														
	Security Camera														
	Drinks														
4	Local and State Application, Licensing and regulatory fees							6000							
	Local application fees														
	State application fees														
	State licensing fees														
	Local licensing fees														
	Regulatory fees (please describe)														
	<b>Fees total</b>														
5	Legal assistance														
6	Regulatory compliance														7000
	Insurance - general liability														
	Insurance - workers' compensation														
	Insurance - auto														
	Insurance - property														
	Insurance - other (please describe)														
	Track and Trace														
	Accounting														
7	Regulatory compliance total														
8	Testing of cannabis														
9	Fixtures														
10	Fixtures and equipment														
11	Capital improvements					4000									
12	Marketing														
	<b>TOTAL EXPENSES</b>														

CITY OF LOS ANGELES  
SEED GRANT PROGRAM  
**BUDGET NARRATIVE**

*Explanation: The Narrative should provide more detail as to how the funds will be used as outlined in the budget.*

**Business Type:** We are a dispensary company based in Los Angeles, California. We seek grant funds to scale and grow operations, as summarized below:

- Rent:** Our monthly rent is \$3,000. We will use \$3,000 in grant funds to cover rent for one month.
- Licensing Fees:** We will use some of the grant funds to pay our state licensing fees. The anticipated cost is \$6,000.
- Legal Assistance:** We require legal assistance to help negotiate our partnership agreements and to ensure our employee handbook is in compliance. We anticipate this cost to be \$5,000.
- Regulatory Compliance:** We will also purchase general liability business insurance for a cost of \$7,000.
- Capital Improvements:** We need to add storage to our current location. We plan to use \$4,000 of the grant funds to cover the build-out costs.

City of Los Angeles  
SEED Grant Program  
Sample Budget

Name: Joe Green	
Grant Budget	
Description	Amount
Rent	\$ 3,000
Lease	\$ -
Local and state application, licensing, and regulatory fees	\$ 6,000
Legal assistance	\$ 5,000
Regulatory compliance	\$ 7,000
Testing of cannabis	\$ -
Furniture	\$ -
Fixtures and equipment	\$ -
Capital improvements	\$ 4,000
Staff	
Marketing	
<b>TOTAL BUDGET AMOUNT</b>	<b>\$ 25,000</b>





# SEED Written Budget Narrative



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## CITY OF LOS ANGELES

### SEED GRANT PROGRAM

#### SAMPLE Written Narrative of How Funds will be Used

*Explanation: The Written Narrative should provide more detail as to how the funds will be used as outlined in the budget.*

Business Type: We are dispensary company based in Los Angeles, California. We seek grant funds to scale and grow operations, as summarized below:

- Rent: Our monthly rent is \$3,000. We will use \$3,000 in grant funds to cover rent for one month.
- Licensing Fee: We will use some of the grant funds to pay our state licensing fees. The anticipated cost is \$6,000.
- Legal Assistance: We require legal assistance to help negotiate our partnership agreements and to ensure our employee handbook is in compliance. We anticipate this cost to be \$5,000.
- Regulatory Compliance: We will also purchase general liability business insurance for a cost of \$7,000.
- Capital Improvements: We need to add storage to our current location. We plan to use \$4,000 of the grant funds to cover the build-out costs.



# Questions







# Budget



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SOCIAL EQUITY PROGRAM

**BUDGET:** Must total requested funding amount. Excel/Google Sheets format required. PDFs will not be accepted.

<b>EXPENSES</b>		
<b>1</b>	<b>Rent</b>	<b>\$3,000</b>
<b>2</b>	<b>Lease</b>	
<b>3</b>	<b>Equipment</b>	
	3a Laptop Computers/Tablets	
	3b Printer	
	3c Mobile Phone	
	3d Software/P.D.S.	
	3e Safe	
	3f Security Cameras	
	3f Desks	
	<b>Equipment Total</b>	
<b>4</b>	<b>Local and State Application, licensing and regulatory fees</b>	
	4a Local application fee	
	4b State application fee	<b>\$6,000</b>
	4c Licensing fee	
	4d Regulatory Fee (please describe)	
	<b>Fees Total</b>	<b>\$6,000</b>
<b>5</b>	<b>Legal Assistance</b>	<b>\$5,000</b>
<b>6</b>	<b>Regulatory compliance</b>	
	6a Insurance - general liability	<b>\$7,000</b>
	6b Insurance - workers' compensation	
	6c Insurance - auto	
	6d Insurance - property	
	6e Insurance - other (please describe)	
	6f Packaging	
	6f Track and Trace	
	6g Accounting/Bookkeeping	
	<b>Regulatory compliance Total</b>	<b>\$12,000</b>
<b>7</b>	<b>Testing of cannabis</b>	
<b>8</b>	<b>Furniture</b>	
<b>9</b>	<b>State License</b>	
<b>10</b>	<b>Fixtures and equipment</b>	
<b>11</b>	<b>Capital improvements</b>	
	Architect Fees	
	Structural Engineer	
	Buildout costs to bring space into compliance	<b>\$4,000</b>
	<b>Capital improvements Total</b>	<b>\$4,000</b>
<b>12</b>	<b>Workforce training and retention</b>	
<b>13</b>	<b>Other</b>	
	Marketing and Advertising	
	Consultant	
	<b>Total Other</b>	
<b>TOTAL EXPENSES</b>		<b>\$25,000</b>





# Questions





# SEED

# Monthly Projections



## CANNABIS REGULATION SOCIAL EQUITY PROGRAM

City of Los Angeles  
SEED Grant Program  
Sample Monthly Financial Projections Template

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year 1
<b>EXPENSES</b>													
1	<b>Rent</b>												
2	<b>Lease</b>												
3	<b>Equipment</b>												
	Laptop Computers/Tablets												
	Printer												
	Mobile Phone												
	Software/P.O.S.												
	Safe												
	Security Cameras												
	Desks												
	<b>Equipment Total</b>												
4	<b>Local and State Application, licensing and regulatory fees</b>												
	Local application fees												
	State application fees												
	State licensing fees												
	Local licensing fees												
	Regulatory fees (please describe)												
	<b>Fees total</b>												
5	<b>Legal assistance</b>												
6	<b>Regulatory compliance</b>												
	Insurance -general liability												
	Insurance - workers' compensation												
	Insurance - auto												
	Insurance - property												
	Insurance - other (please describe)												
	Track and Trace												
	Accounting												
	<b>Regulatory compliance total</b>												
7	<b>Testing of cannabis</b>												
8	<b>Furniture</b>												
9	<b>Fixtures and equipment</b>												
10	<b>Capital improvements</b>												
<b>TOTAL EXPENSES</b>													



# Questions







# SEED Business Executive Summary



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City of Los Angeles  
SEED Grant Program

## Business Executive Summary Questions

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**Please use the questions below to create your short executive summary (3-5 pgs). This document should be a guide to help you describe your particular business. Not all questions will necessarily be applicable at this moment, but please describe what you can to the best of your ability.**

### **OVERVIEW QUESTIONS**

- a. Company Information
    - i) Name
    - ii) Website (if available)
    - iii) Company description (less than 50 words)
    - iv) Slogan or tagline (if available)
-



# Questions





# SEED Grant Assessment Checklist



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City of Los Angeles	
<b>SEED Grant Assessment Checklist</b>	
<p>The City of Los Angeles established the Social Equity Entrepreneur Development Grant Program (SEED Grant Program) to provide grant funding for Verified Equity Applicants. SEED Applicants must undergo an assessment process where their application will be evaluated based upon checklist below.</p> <p style="text-align: center;"><b>SEED Grant applications will be scored on a pass/fail basis</b> Applicants can re-apply if their Application does not pass</p>	
	Complete or Incomplete
<b>1 Assessment of how the funding will be used</b>	
a. Did Applicant provide a Written Explanation of how funding will be used in line with industry standards?	
<b>2 Assessment of the Budget</b>	
a. Did Applicant provide a Budget in line with industry standards?	
<b>3 Business Executive Summary completeness</b>	
a. Did Applicant provide a Business Executive Summary in line with industry standards?	
<b>4 Financial projection completeness</b>	
a. Did Applicant provide monthly projections for 12 months in line with industry standards?	
<b>GRAND TOTAL SCORE</b>	





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## Step 3 - Grant Approval



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- A completed Grant Application will be reviewed by the Elevate Impact LA Grant Committee
- If approved, Email will be sent to the Applicant and City of Los Angeles stating grant is approved and applicant becomes and **“Approved Applicant”**
  - If not approved, applicant can re-apply







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## Step 4 - Virtual Signing



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- Once approved, Grant Agreement is created
- Elevate Impact meets virtually with the **Approved Applicant** to review and sign the Grant Agreement.
- **Approved Applicant's** identity will be verified via video conference
- The City of LA will then electronically sign the grant documents





# SEED Step 5 - Grant Disbursement



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- **Approved Applicant** creates an account at [ElevateImpactFunds.com](https://ElevateImpactFunds.com)
- **Approved Applicant** to provide information for preferred receipt of funds
- Elevate to disburse funds





# Approved Uses



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<b>1</b>	<b>Rent</b>	<b>4</b>	<b>Local and State Application, licensing and regulatory fees</b>	<b>7</b>	<b>Testing of cannabis</b>
<b>2</b>	<b>Lease</b>	4a	Local application fee	<b>8</b>	<b>Furniture</b>
<b>3</b>	<b>Equipment</b>	4b	State application fee	<b>9</b>	<b>State License</b>
3a	Laptop Computers/Tablets	4c	Licensing fee	<b>10</b>	<b>Fixtures and equipment</b>
3b	Printer	4d	Regulatory Fee (please describe)	<b>11</b>	<b>Capital improvements</b>
3c	Mobile Phone	<b>Fees Total</b>			Architect Fees
3d	Software/P.O.S.	<b>5</b>	<b>Legal Assistance</b>		Structural Engineer
3e	Safe	<b>6</b>	<b>Regulatory compliance</b>		Buildout costs for compliance
3f	Security Cameras	6a	Insurance -general liability		<b>Capital improvements Total</b>
3f	Desks	6b	Insurance - workers' compensation	<b>12</b>	<b>Workforce training and retention</b>
<b>Equipment Total</b>		6c	Insurance - auto	<b>13</b>	<b>Other</b>
		6d	Insurance - property	13a	Marketing and Advertising
		6e	Insurance - other (please describe)	13b	Consultant
			Packaging	<b>Other Total</b>	
		6f	Track and Trace		
		6g	Accounting/Bookkeeping		
		<b>Regulatory compliance Total</b>			







# Unapproved Uses



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- Unlicensed cannabis business
- Non-cannabis businesses that serve the cannabis industry
- Buying inventory
- Personal expenses or the acquisition of personal property such as cars, homes, etc.
- Relending or investing
- To engage in prohibited operations





# SEED Step 6 - Post Grant Disbursements



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Grant Recipients will be required to upload receipts detailing all approved uses of grant funds at [ElevateImpactFunds.com](https://ElevateImpactFunds.com)





# Disbursement Overview



**CANNABIS  
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- STEP 1: Grant Approval Email
- STEP 2: Legal Document Review
- STEP 3: Document Signing
- STEP 4: Video Identity Verification
- STEP 5: Establish account to receive funds
  - [Elevateimpactfunds.com](https://elevateimpactfunds.com) Account
- STEP 6: Grant Funds Disbursement





# Step 1: Grant Approval Email



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- Approved Applicants receive legal documents via email
- Approved Applicants have the opportunity to review these documents with Elevate Impact Staff
- Approved Applicants will then sign and return documents to Elevate Impact



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## Step 2:

# Legal Document Review



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- ✓ SEED Grant Agreement
- ✓ Document Review Consultation Form
- ✓ W-9
- ✓ Attachment A - Standard Provisions (no signature required)



## Step 3: Document Signing



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- ✓ DocuSign is an electronic platform which allows for the e-signing of documents remotely
- ✓ You have received your documents via email via the Grant Approval Email
- ✓ You can sign and email them back to Elevate or you can request a DocuSign... Let us know which you prefer
- ✓ City officials will then e-sign the documents via DocuSign





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# Step 4: Video Identity Verification



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- **Elevate will hold a Video Call with Approved Applicant to verify their identity**
- **This step is required to get your password to set up an Elevate Impact Funds Account**
- **Verification Steps include:**
  - Hold up your ID and match it to the Underwriter file
  - Hold up your bank statement and match it to the Underwriter file



# SEED Step 5: Establish Elevate Fund Account



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- **Elevate Impact Funds Account**
  - First, Complete Video call to verify your identity
  - Next, You will receive Elevate Impact Funds account credentials including username and password so you can establish an account to receive grant funds
  - You will need to have an **electronic version of the driver's license and bank statement or voided check** ready for to be uploaded to Elevate Impact Funds when establishing account to receive funds



# Establish Account at Elevateimpactfunds.com



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**Open email with Elevate Impact email and a  
Password sent earlier**

ELEVATE  
IMPACT

paula@elevateimpactla.com

.....

Remember me

Log in →

[Did you forget your passcode?](#)

Your username is the email address provided in your grant agreement.







# Enter Contact Information



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**Verify identity by entering contact information that is listed in the grant document (name, address and email)**

**Verify your identity**

You only need to do this once. Please fill out this form (you'll need to upload a picture of your ID and a voided check or bank statement on step 2).

<b>First Name *</b>	<b>Last Name *</b>	
<input type="text"/>	<input type="text"/>	
<b>Street Address (from grant application) *</b>		
<input type="text"/>		
<b>Address Line 2</b>		
<input type="text"/>		
<b>City *</b>	<b>State *</b>	<b>Zip Code *</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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# Enter Banking Information



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**Enter banking information provided on the bank statement on file  
(Routing Number and Bank account can be found on a check or online)**

**Add or update your bank account for funds distributions**

Bank Account Number\*      Re-enter Account Number\*

Bank Routing Number\*      Re-enter Routing Number\*

Full Name on Account\*

Checking  
 Savings

**Update Bank Account Information**



# Receive Micro-Deposits



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## **Confirm Approved Applicant's bank account is enabled to receive grant funds:**

- Approved Applicant will receive micro-deposits to confirm the account has been established
- Approved Applicant should let Underwriter know when they have received the micro-deposits and the amount of the micro-deposit (**not instantaneous deposit may take as much as 2 business days**)
- Underwriter to let Program Manager know micro-deposits have been received by the Approved Applicant





# Step 6: Funds Disbursement



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1. Grant agreement is signed by you and the City
2. Your Elevate Account is verified
3. Grant funds are disbursed

An aerial photograph of a city, likely New York City, featuring a large body of water (Central Park Reservoir) in the foreground, surrounded by greenery and residential buildings. In the background, a dense skyline of skyscrapers is visible under a clear sky. The entire image has a blue color overlay.

# Questions





An aerial photograph of a city, likely New York City, showing a dense urban landscape with a river (the Hudson River) winding through it. In the background, a prominent skyline of skyscrapers is visible under a clear sky. The foreground is dominated by green trees and a road. The text 'Please Stand By' is overlaid in white, underlined, and centered across the middle of the image.

Please Stand By