

# Small Business – COVID-19 Resources

I need help with

*How much debt can my business manage?*

Funding

Loans

\$15k and Under

URA –  
Emergency Loan

KIVA

Hebrew Free Loan

\$15k and Up

URA – Recovery  
Loan

Honeycomb

Bridgeway

PPP

Grants

PA - COVID-19 Small  
Business Assistance

Where do I Apply for this  
State Grant?

- Bridgeway Capital
- Northside Community  
Development Fund
- The Progress Fund

Gift Card  
Matching Funds

Pittsburgh  
Loyalty Bonds  
Program

Getting my  
Business Online

Get Online and  
Grow Online  
Program

Bridgeway  
Capital

Resources to  
DIY

Making my Business  
Function Within  
Current Restrictions

Ready  
Pittsburgh

PA Guidance

Outdoor  
Guidance

Outdoor  
Permitting

Initial Business Questions

- Will my current lender extend my credit or add a line of credit?
- Will my landlord be flexible with my lease?
- Is there any flexibility from my suppliers?
- Do I have any alternative revenue streams?
- Are there capital investment plans to postpone?

What Documents Should I Gather for  
Grant/Loan Applications?

- Financial Statements (last three years)
- Personal Financial Statement (PFS)
- Most Recent Tax Return
- Credit Score (with credit report)
- Bank Statements

Where can I get Additional Help on  
the Loan Application Process?

- SCORE
- Neighborhood Allies
- Chatham Center for Women's  
Entrepreneurship
- Duquesne Small Business Development Center
- Pitt Small Business Development Center



**Urban  
Redevelopment  
Authority  
of Pittsburgh**

### Our Focus:

- Minority and/or women-owned businesses
- Neighborhood-serving small businesses
- Businesses with less than 30 employees

### NOT ELIGIBLE:

- Real estate development and rental companies

**SUBMIT AN  
APPLICATION  
TODAY!**

[https://tinyurl.com/  
uracovidloan](https://tinyurl.com/uracovidloan)

### CONTACT US:



## COVID-19 SMALL BUSINESS FUNDS

The COVID-19 outbreak has affected small businesses across Pittsburgh. In response to this, the URA created the COVID-19 Small Business Funds. These funds will assist in mitigating the COVID-19 economic impact, and help small businesses stabilize in the face of these uncertain economic times.

### Program Funding

#### Recovery Loan

- **Loan Amount:** Up to \$75,000
- **Interest Rate:** 0% for first year, 2% for balance of loan term
- **Deferral Period:** 1 year
- **Length of Loan:** 7 years
- **Fees:** None

#### Emergency Loan

- **Loan Amount:** Up to \$15,000
- **Interest Rate:** 0%
- **Deferral Period:** 6 months
- **Length of Loan:** 3 years
- **Fees:** None

#### Eligibility Requirements

- Be located in the City of Pittsburgh (2 months prior to applying)
- Have been in business at least 6 months (prior to March 1, 2020)
- Must have fewer than 30 full-time employees
- Must demonstrate pre-COVID-19 business viability

# Pittsburgh Loyalty Bonds

Get the capital you need today, and keep your community engaged for years to come.

## Raise Debt-Free Capital



The Urban Redevelopment Authority of Pittsburgh (URA) and Honeycomb Credit are partnering to create the Pittsburgh Loyalty Bonds program, a new way for local businesses to smooth out cash flow and engage your customers.

Loyalty Bonds allow you to sell gift cards at a discount right now and gives your customer more reasons to return to your business for years to come. The first 100 Pittsburgh businesses to be accepted into this program will get **\$0 setup fees and \$300 from the URA when you reach your funding goal.**

## How It Works



Your customers, friends, fans, and the Honeycomb network of local investors purchase "loyalty bonds" via the Honeycomb platform. It's safe, secure, and built by a team of small business experts and enthusiasts.



This bond works like store credit to your business, and customers earn 1.3x what they put in. So if a customer buys a \$100 bond in your business, they will receive \$130 in store credit divided into four equal disbursements over the next 24 months.



Customers are encouraged to come into your location to shop, eat, or play four times in the future to spend their matured credit (and more!)

# Honeycomb Loyalty Bonds: FAQs

## Why Loyalty Bonds?

With the uncertainty surrounding small businesses right now, Honeycomb partnered with the URA to create a way to smooth out business cash flow without having to take on more debt. A Loyalty Bond allows you to sell credit to your business at a discount right now, and gives customers a reason to return for years to come.

## How does it work?

Think of a Loyalty Bond as a “maturing” gift card. A customer can purchase a bond to your business through the Honeycomb platform, and they will earn 1.3x that dollar value in credit over two years. So six months from now, when the first portion of the bond is “mature,” a credit will be issued to the customer to spend at your business.

## Putting the Fun in Funding

We’re experts in community capital. We know that businesses that engage their friends and fans through crowd capital campaigns create more loyal customers and more community engagement, improving their business’ long term health.

## Who Qualifies?

Businesses can apply via [honeycombcredit.com/ura](https://honeycombcredit.com/ura) and will be selected based on need, community engagement, and other factors.

## What does the campaign look like?

Like our traditional debt campaigns, business owners will engage their best customers and community through the Honeycomb crowdfunding platform. Combined with our robust network of users and our team’s expertise in marketing and community engagement, a loyalty bond campaign can help secure the long-term financial health of your small business.

## Campaign fast facts:

All loyalty bond campaigns will have a minimum of \$1,000, no maximum, and will run for up to 30 days. Our team of experts will provide guidance and best practices along the way, and each campaign will be part of a URA marketing campaign to residents who are looking to support small businesses.

## How will the bonds be fulfilled?

Credit will be delivered via emailed redemption codes or gift cards, depending on the Point of Sale of the business. Physical printed certificates can also be provided by Honeycomb for a small fee.

## Loyalty Bond Details

<b>Minimum bond amount:</b>	\$50
<b>Maximum bond amount:</b>	\$2000
<b>Multiple:</b>	1.3x
<b>Term:</b>	24 mo.
<b>Disbursements:</b>	4
<b>Campaign minimum:</b>	\$1000
<b>Campaign maximum:</b>	none
<b>Honeycomb Success fee:</b>	6%



**HONEYCOMB  
CREDIT**



**Urban  
Redevelopment  
Authority  
of Pittsburgh**

To get started, visit [honeycombcredit.com/ura](https://honeycombcredit.com/ura)