



BACK 2 BUSINESS

SMALL BUSINESS RECOVERY GRANTS

Marketing Toolkit



Illinois
Department of Commerce
& Economic Opportunity

JB Pritzker, Governor



Illinois Department of Commerce & Economic Opportunity

JB Pritzker, Governor

August 11, 2021

Dear Community Outreach Partner,

First and foremost, I would like to thank you for all that you have done and continue to do on behalf of small businesses and communities in Illinois. As a community outreach partner for the State of Illinois – your organization will play a crucial role as we continue to mobilize resources to support a robust recovery for our small businesses and those who depend on them in the wake of the COVID-19 pandemic.

Since the beginning of the pandemic, the Illinois Department of Commerce and Economic Opportunity (DCEO) has been on the frontlines providing relief to the hardest hit communities and businesses – with over \$1 billion in programs launched to date. We are proud of our record on providing direct assistance and ensuring these resources reach those who need them most – notably through our Business Interruption Grants (BIG) program, we delivered over 9,000 grants earlier this year. Not only did the program yield a record 40 percent of grants going to businesses owned by people of color – it also provided relief to hard hit industries, disproportionately impacted areas, the smallest businesses, and sole proprietors. Essential to these efforts, was the work through our first cohort of community navigators who assisted businesses with applying for recovery funds—so that regardless of zip code or circumstances, businesses who needed help had a shot at getting it.

Thanks to support from Governor Pritzker, the Illinois General Assembly, and dedicated work of community partners from all over the state – we now have another opportunity to reach more small businesses in need with our Back 2 Business (B2B) grants program.

Announced by the Governor and DCEO today, the B2B program devotes \$250 million, leveraged from the American Rescue Plan Act, for businesses that have experienced losses due to COVID-19. Grants may be used to help offset operational losses, to bring back staff, and to cover a number of eligible costs associated with reopening your business in the midst of the pandemic.

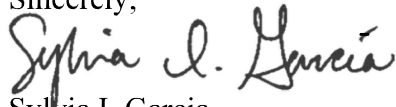
While B2B's application formally launches on August 18, 2021—our work begins immediately to ensure that, again, Illinois exhausts all options to reach those most in need. Over the next several weeks, our team at DCEO looks forward to working alongside you to get the message out to businesses in underserved areas – from communities of color to rural communities, and everywhere in between. And in addition to reaching people with general information about this program, we will work to remove any barriers they may face with applying – whether it's a language barrier, accounting help, or help with the application itself – we will deliver the technical assistance needed to help our smaller businesses and firms apply and secure funds.

Attached you will find a toolkit offering your organization and our partners in the field, access to an array of materials to assist with outreach – including a flyer, social media messages and other tips for marketing. We are also sharing a powerpoint deck outlining the program, eligibility guidelines, and FAQs for your reference. Additionally, we encourage you to look out for continued updates including the new and improved B2B grants portal on our webpage at:

<https://www2.illinois.gov/dceo/SmallBizAssistance/Pages/B2B.aspx>.

The success of our programs would not be possible without longstanding and dedicated support from community organizations such as yours. Given the urgent needs facing businesses and communities as we continue to battle a once in a lifetime pandemic, we anticipate launching additional economic assistance programs in the coming months, as part of Governor Pritzker’s economic recovery plans for Illinois. We look forward to working with you on these programs as well so that together we can build back a stronger and more equitable economy for all Illinoisans.

Sincerely,

A handwritten signature in black ink that reads "Sylvia I. Garcia". The signature is written in a cursive, flowing style.

Sylvia I. Garcia
Acting Director



Attention Illinois Small Business Owners! \$250 Million now available through State of Illinois Back 2 Business (B2B) Grant Program

\$5K – \$150K
Grants Available

Supporting a Strong, Equitable Recovery for Illinois' Small Businesses



The **Back to Business (B2B)** grant program is a key component of Governor JB Pritzker's \$1.5 billion economic package designed to maximize the impact of American Rescue Plan Act funds provided to Illinois. It sets forth **\$250 Million** for businesses that have experienced losses due to the COVID-19 pandemic to support them in their recovery.

Here's What You Need to Know.

- **\$5,000-\$150,000 grants** to cover operations/staff/overhead costs
- **Must have revenues of \$20 million or less in 2019 and a reduction in revenue in 2020 due to COVID-19**
- **Priority given** for these businesses applying:
 - **Hardest hit industries** – such as hotels, salons, fitness centers, restaurants, and more.
 - **Disproportionately Impacted Areas (DIAs)** – economically distressed communities which have had higher case counts of COVID-19.
 - **Businesses who have yet to qualify for state or federal assistance**, including the Paycheck Protection Program (PPP), Restaurant Revitalization Fund (RRF), BIG, and more.

Application is fast and easy!

- New interface designed to help small business owners track and learn updates on their application status in real-time
- B2B application portal at www.illinois.gov/dceo
- **What You need:**
 - A copy of your business's 2019 AND 2020 Federal tax returns
 - Two business bank statements – one from the period March through December 2020, and your most recent statement
 - Business owner ID (ITIN accepted)
- **Applications will be accepted starting August 18, 2021**

Learn more
about **B2B**
Apply Today!
scan code



Need application assistance?

Help is available in every region of the state and in multiple languages. **Over 100 community navigators** stand ready to assist with grants applications. Find a community navigator near you www.illinois.gov/dceo.

Follow Us on Social Media



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Illinois Back to Business (B2B) Grant Program Branding and Marketing Standards

Overview: The **Back to Business (B2B) Program** is a key component of **Governor JB Pritzker's** economic recovery plan for Illinois and sets forth **\$250 million** for businesses that have experienced losses due to the COVID-19 pandemic to support them in their recovery. The B2B grant program is part of the Governor's \$1.5 billion economic recovery package designed to maximize the impact of **American Rescue Plan Act (ARPA)** funds provided to Illinois.

Objective: The **Illinois Department of Commerce and Economic Opportunity (DCEO)** is the state agency responsible for the marketing of the **B2B Program** with the goal of providing eligible small businesses across the state access to these vital funds. As a result, business owners will be able to restore operational losses incurred during the pandemic and offset expenses needed to reopen their business.

Promotion: The B2B Program will be promoted through the following:

Website – (www.Illinois.gov/dceo)

Facebook – (facebook.com/illinoisdceo)

Twitter – (twitter.com/IllinoisDCEO)

LinkedIn – (linkedin.com/company/illinoisdceo)

Branding and marketing standards to follow when promoting the State of Illinois B2B Program are:

Logo Usage: Use only the official B2B Logo provided. The logo is available in jpeg, EPS, and PNG file formats. Do NOT use any other logo, alter it, or create another (can be used in black, if necessary).



Name Usage: When referring to the **State of Illinois**, State should be capitalized, i.e. "The State will notify applicants." When referring to our agency, the DCEO acronym can be used after the full name Illinois Department of Commerce and Economic Opportunity (DCEO).

Social Media Channels: We highly encourage the resharing of DCEO social media content. When doing so and adding copy to the reshared post, be sure to tag **DCEO**. A social media toolkit will be provided with recommended posts to reshare from DCEO social media channels.

Facebook: DCEO – @illinoisDCEO

Twitter: DCEO – @IllinoisDCEO



Illinois
Department of Commerce
& Economic Opportunity
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Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF TRADE & INVESTMENT



\$250M BACK2BUSINESS GRANT SOCIAL MEDIA TOOLKIT

The Back to Business (B2B) grant program is a key component of Governor JB Pritzker's \$1.5 billion economic package designed to maximize the impact of American Rescue Plan Act funds provided to Illinois. It sets forth \$250 Million for businesses that have experienced losses due to the COVID-19 pandemic to support them in their recovery.

Below you will find promotional content to represent BACK2BUSINESS in the conversation to support small businesses with preparing for the grant application process early, finding a local community navigator for technical support and accessing online resources available in multiple languages. We've assembled social media handles and hashtags, and developed content and graphics to engage businesses. We highly encourage and prefer the social media content to be amplified by **resharing** the posts on DCEO's social media channels. The direct link to the B2B program lives on [DCEO'S home page](#).

BACK2BUSINESS HASHTAGS AND HANDLES:

#Back2Business (**PROGRAM'S MAIN HASHTAG- USE THIS ONE IN ALL OF YOUR OUTREACH SO WE CAN ALL AMPLIFY**)

#EconomicRecovery

#ARPA

SOCIAL MEDIA HANDLES TO FOLLOW ON FACEBOOK, TWITTER, AND LINKEDIN: @IllinoisDCEO @Allies4CB

TWITTER, FACEBOOK AND LINKEDIN SUGGESTIONS

BEFORE GRANT PROGRAM LAUNCH (AUG. 11-17)

FB/LI

Small businesses- get ready to get #Back2Business! Funded through #ARPA, B2B is Governor Pritzker's latest COVID-19 economic recovery program, prioritized to support the hardest hit industries and communities. With a fast and easy application process, trackable in real-time, B2B grants of \$5K-\$150K can cover operational losses, staff and more to get you back to business in no time. Accepting applications August 18, 2021 illinois.gov/dceo/B2B

Twitter (at max characters with link)

Small businesses- get ready to get #Back2Business! B2B is Illinois' latest COVID-19 economic recovery program aimed to support hard-hit industries & communities. With a fast & easy application process, B2B grants of \$5K-150K will get you Back to Business in no time. illinois.gov/dceo/B2B



DURING APPLICATION PERIOD (AUG. 18- Oct.11)

FB/LI

Accepting Applications today! As part of Governor JB Pritzker's COVID-19 economic recovery plan, DCEO launches the Illinois #Back2Business (B2B) grant program. This \$250 million investment is targeted to reach Illinois' hardest hit industries and disproportionately impacted areas with grants of \$5K-\$150K to help recover from economic losses. Over 100 community navigator organizations stand ready to help you apply - 1:1, multilingual assistance available in every region. Through the new B2B portal hosted by Allies4CB, the application process is fast, easy, and trackable in real-time. Apply now: illinois.gov/dceo/B2B

Twitter (at max characters with link)

As part of Governor Pritzker's COVID-19 recovery plan, DCEO launches #Back2Business (B2B). With grants of \$5K-\$150K for hard-hit industries & communities, B2B will get you back to business. Over 100 community navigators stand ready to help your business with applying today. [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)



FB/LI

Calling small business owners! Need help applying for the #Back2Business grant program? We've deployed over 100 community outreach navigator organizations in every corner of the state to help local businesses apply and secure B2B financial support. Multilingual support available as well. Find a navigator near you and get Back to Business at [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)

Twitter

Need help applying for the #Back2Business grant? We've invested \$9M for 100+ community navigator organizations in every corner of the state to help local businesses apply & secure funding. Multilingual support available. Find a navigator near you at [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)



FB/LI

Applying for B2B is as easy as 1,2,3! All you need are a few simple documents. And, with DCEO's new interactive B2B portal, hosted by Allies4CB, business owners can track application status in real-time. Apply now and get back to business! [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)

Twitter

Applying for B2B is easy as 1,2,3! All you need are a few simple documents. And, with DCEO's new interactive B2B portal, hosted by Allies4CB, you can track application status in real-time. Apply now! [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)



FB/LI

Is your small business still reeling from COVID-19? More help has arrived with Illinois' new \$250 million #Back2Business (B2B) economic recovery program. Under #ARPA, Governor Pritzker is maximizing relief for the hardest hit industries and geographies by prioritizing entertainment venues, restaurants, and bars, as well as hard-hit geographies or communities across Illinois considered Disproportionately Impacted Areas (DIAs). What's more, we have invested \$9 million for 100+ community outreach navigator organizations in every corner of the state to help local businesses apply for and secure B2B financial support. Learn more and apply today: [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)

Twitter (at max characters with link)

Still reeling from COVID-19? More help is here with Illinois' new \$250M #Back2Business program, prioritizing the hardest hit industries like entertainment venues, restaurants, and bars, as well as communities considered Disproportionately Impacted Areas (DIAs). [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)



FB/LI

Did your business run up a tab during COVID-19? With Illinois' latest COVID-19 economic recovery program, we've ordered up another round of assistance for bars & restaurants across the state to bring back staff, cover operational costs and continue a safe reopening. \$25 million available for this hard-hit industry. Apply now and get Back to Business! [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)

Twitter (at max characters with link)

Did your business run up a tab during COVID-19? We've ordered another round of recovery assistance for hard-hit bars & restaurants across Illinois to bring back staff, cover operational costs and continue a safe reopening. \$25M available to get you Back to Business! [Illinois.gov/dceo/B2B](https://illinois.gov/dceo/B2B)



FB/LI

Did your hotel nearly check out as a result of COVID-19? With Governor Pritzker's new #Back2Business economic recovery program, you can rest easy. This \$250 million program supports operational costs for the hardest hit business and communities, including prioritizing \$25 million for the hotel industry. The application process is easy, and applicants can track status in real-time. Apply now and get Back to Business! illinois.gov/dceo/B2B

Twitter

As part of B2B, we have reserved \$25 million to support operational losses for the hard-hit hotel industry. The application process is easy, and applicants can track status in real-time. Apply now and get Back to Business! illinois.gov/dceo/B2B



FB/LI

Did your gym or fitness center business get out of financial shape due to the pandemic? Thanks to #ARPA, you can strengthen your bottom line through Illinois' new \$250 million DCEO #Back2Business (B2B) economic recovery program. Need support? We have over 100 community navigator organizations across the state to help local small businesses apply – multilingual help too. Plus, with our easy application process, you'll see real-time results. Apply today! illinois.gov/dceo/B2B

Twitter

Did your gym or fitness center business get out of financial shape due to COVID-19? Strengthen your bottom line with Illinois' new \$250M #Back2Business (B2B) economic recovery program. Plus, with our easy application process, you'll see real-time results. Apply today! illinois.gov/dceo/B2B



FB/LI

Did COVID-19 cause your salon or barber shop to make drastic cuts? With Illinois' new \$250 million #Back2Business (B2B) economic recovery program, we are targeting relief for the hardest hit industries and geographies across the state. And, with 100+ community navigators across the state to help local businesses apply for B2B grants of \$5-150K, you will get Back to Business in no time. Illinois.gov/dceo/B2B

Twitter

Did COVID-19 cause your salon or barber shop to make drastic cuts? With Illinois' new \$250M economic recovery program, 100+ community navigators to lend support, and a fast & easy application process, you'll be #Back2Business (B2B) in no time. Illinois.gov/dceo/B2B



ADDITIONAL RESOURCES

WEBSITES

- <https://www2.illinois.gov/dceo>
- <https://a4cb.org/>

SOCIAL MEDIA IMAGES:

- <https://www2.illinois.gov/dceo/SmallBizAssistance/Documents/B2BGraphicsImages.zip>