

# Memorandum



CITY OF DALLAS

DATE January 31, 2025

TO Honorable Members of the City Council Economic Development Committee: Tennell Atkins (Chair), Omar Narvaez (Vice Chair), Carolyn King Arnold, Chad West, Adam Bazaldua, Paul Ridley, and Kathy Stewart

SUBJECT **Update: Small Business Microgrants Program**

On February 28, 2024, City Council authorized the Small Business Microgrants Program Statement and allocated \$230,000 from the Coronavirus State and Local Fiscal Recovery Fund (ARPA funds) to this initiative through Resolution No. 24-0379. The Microgrants Program was designed to provide financial assistance of up to \$5,000 to eligible small businesses in Dallas that experienced negative economic impacts or disproportionate impacts from the COVID-19 pandemic.

Application and eligibility criteria included several factors, such as being a Dallas-based for-profit business, having demonstrated negative COVID-19 impact between March 3, 2021 and September 20, 2024 (unless located in an ARPA Qualified Census Tract), being a business that is officially registered with the Texas Secretary of State, and being a business that was in existence on or before March 1, 2018. Eligible uses for the Microgrant Program funds include operational expenses, capital investments such as commercial property rehabilitation or storefront improvements, and costs associated with business expansion.

The Microgrants Program was proposed and managed by the City's Small Business Center (SBC) and opened for applications on March 5, 2024. Applications were accepted on a rolling basis. SBC received 60 applications.

On August 1, 2024, following the dissolution of the SBC, the 60 applications were transferred to the Office of Economic Development (OED), and OED closed the application portal. After a thorough review and administrative processing of each application, OED staff, in consultation with the City Attorney's Office, awarded microgrants to 21 small businesses, distributing a total of \$105,000 of the allocated funds. Staff's evaluation of one application is still pending.

A list of the small businesses that received a funding award is attached to this memo as **Exhibit A**. A list of the small businesses that did not receive a funding award is attached to this memo as **Exhibit B**. Applicants were most commonly ruled ineligible for a funding award due to not being in business prior to March 1, 2018, not being responsive to staff's multiple attempts to contact the business, inability to prove being a Dallas-based business, and failing to demonstrate a negative impact from COVID-19.

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Should you have any questions or concerns, please contact Heather Lepaska, Assistant Director, Office of Economic Development, at [heather.lepeska@dallas.gov](mailto:heather.lepeska@dallas.gov) or (214) 670-1222.

Service First, Now!



**Robin Bentley**  
Assistant City Manager (I)

c: Kimberly Bizzor Tolbert, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Dominique Artis, Chief of Public Safety

Dev Rastogi, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Alina Ciocan, Assistant City Manager  
Donzell Gipson, Assistant City Manager (I)  
Jack Ireland, Chief Financial Officer  
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)  
Directors and Assistant Directors

**EXHIBIT A**  
**Microgrant Awards**

<b>Business Name</b>	<b>Address</b>	<b>City Council District</b>	<b>Date of Award</b>	<b>Award Amount</b>
<b>AquaGreen Global, LLC</b>	810 E. Jefferson Blvd.	1	8/2/2024	\$5,000
<b>Bellcam Group, LLC</b>	14017 Brookgreen Dr.	11	8/3/2024	\$5,000
<b>Bello Bath &amp; Body, LLC</b>	1147 E Pentagon Pkwy.	4	8/5/2024	\$5,000
<b>Ojeda's Restaurant, Inc</b>	4617 Maple Ave.	2	8/2/2024	\$5,000
<b>The Panama Canal Tours (Miraflores), LLC</b>	6060 N. Central Expy.	9	8/2/2024	\$5,000
<b>Plai Place, LLC</b>	4428 Main Street	2	8/2/2024	\$5,000
<b>Trend Health Care, Inc</b>	11110 Petal Street	10	8/2/2024	\$5,000
<b>WRLW, Inc DBA White Rock Lake Weekly</b>	13340 Pandora Cir.	9	8/4/2024	\$5,000
<b>Counseling Connection Dallas PLLC</b>	4514 Cole Ave.	14	8/23/2024	\$5,000
<b>Perpetual Motion Studios, LLC</b>	919 Morrell Ave	4	8/23/2024	\$5,000
<b>LCI Group L3C (LCI Media L3C)</b>	3044 Luxar Way	3	8/29/2024	\$5,000
<b>Dallas Fades Barbershop LLC</b>	124 N Peak St.	2	9/12/2024	\$5,000
<b>Guiding Minds Ministries LLC</b>	1910 Pacific Ave	14	9/13/2024	\$5,000
<b>Turtle Creek Construction, Inc</b>	4856 Don Drive	6	10/16/2024	\$5,000
<b>Underground Support Services, LLC</b>	7909 Roundrock Rd	11	10/18/2024	\$5,000
<b>City Futsal LLC</b>	1224 S Cesar Chavez Blvd	2	10/22/2024	\$5,000
<b>Parrish Business Services, LLC DBA Dallas Diversity 24/7</b>	521 Heyser Drive	1	11/15/2024	\$5,000
<b>Le Rouge Cuisine</b>	3116 Sylvan Ave	6	11/18/2024	\$5,000
<b>The "Beloved Community" Consulting Group</b>	3227 Goldspier Dr	7	11/22/2024	\$5,000
<b>Dallas Metro Couriers</b>	13848 Rolling Hills Ln	11	12/12/2024	\$5,000
<b>Catering Done Wisely, LLC</b>	2800 Park Row Ave	7	1/9/2025	\$5,000

**EXHIBIT B**  
**Microgrant Applicants**

<b>Business Name</b>	<b>City Council District</b>	<b>Status</b>
<b>AquaGreen Global, LLC</b>	1	Approved
<b>Parrish Business Services, LLC</b>	1	Approved
<b>Plai Place LLC</b>	2	Approved
<b>Ojeda's Restaurant Inc.</b>	2	Approved
<b>Nikki Smith Designs</b>	2	Not Eligible
<b>Dental Solutions</b>	2	Not Eligible
<b>K.A. Classics</b>	2	Not Eligible
<b>City Futsal LLC.</b>	2	Approved
<b>John Lynch DBA Texas Goods Company</b>	2	Not Eligible
<b>DFW Dawg Life, LLC</b>	2	Not Eligible
<b>Dallas Fades Barbershop LLC</b>	2	Approved
<b>Saltus Training Group LLC</b>	2	Not Eligible
<b>Amy's Treasures</b>	2	Not Eligible
<b>LCI Group</b>	3	Approved
<b>Hollywood Janitorial &amp; Restroom Supplies LLC</b>	3	Not Eligible
<b>Perpetual Motion Studios LLC</b>	4	Approved
<b>Bello Bath &amp; Body, LLC</b>	4	Approved
<b>Sir4ourth Enterprises</b>	4	Not Eligible
<b>Caldwell Industries</b>	4	Not Eligible
<b>DevPro Commercial Contractors, Inc.</b>	4	Not Eligible
<b>Ruby Media Inc</b>	6	Not Eligible
<b>Frida's Tacolandia</b>	6	Not Eligible
<b>Turtle Creek Construction, Inc.</b>	6	Approved
<b>Dallas Event Floral LLC DBA Metka floral Design</b>	6	Not Eligible
<b>Perfect Trading</b>	6	Not Eligible
<b>Rainbow Snow LLC</b>	6	Not Eligible
<b>Le Rouge Cuisine Food Company</b>	6	Approved
<b>Problem Property Solutions LLC</b>	6	Not Eligible
<b>Kingdom Legacy Company</b>	7	Not Eligible
<b>Vinty Clothing LLC</b>	7	Not Eligible
<b>Catering Done Wisely</b>	7	Approved
<b>Beloved Community Consulting Group</b>	7	Approved
<b>Dreads By Dotie</b>	7	Not Eligible
<b>Wesley Property Management Services</b>	8	Not Eligible

<b>Street Runner Podcast</b>	8	Not Eligible
<b>The Panama Canal Tours (Miraflores), LLC</b>	9	Approved
<b>WRLW, Inc. dba White Rock Lake Weekly</b>	9	Approved
<b>Trend Health Care INC</b>	10	Approved
<b>Squarehaus</b>	10	Not Eligible
<b>Babylon Business Solutions, LLC</b>	10	Not Eligible
<b>Underground Support Services, LLC</b>	11	Approved
<b>Bellcam Group</b>	11	Approved
<b>Dallas Metro Couriers Inc</b>	11	Approved
<b>Edie Hernandez Putt, PsyD, LPC</b>	11	Not Eligible
<b>Sundrop Gardens Landscaping LLC</b>	12	Not Eligible
<b>Royal Treatment MedSpa</b>	13	Not Eligible
<b>Guiding Minds Counseling and Treatment Center</b>	14	Approved
<b>The Color Agent</b>	14	Not Eligible
<b>Counseling Connection Dallas, PLLC</b>	14	Approved
<b>Uptown Discovery Group</b>	14	Pending
<b>The it Crowd</b>	14	Not Eligible
<b>Anointed12Academy (2nd Application)</b>	14	Not Eligible
<b>3H Greens LLC</b>	OUT	Not Eligible
<b>Far West Helping Foundation Corp</b>	OUT	Not Eligible
<b>Awesome Technologies Inc.</b>	OUT	Not Eligible
<b>Kirstins Care LLC</b>	OUT	Not Eligible
<b>Ivy Financial Consultants</b>	OUT	Not Eligible
<b>Anointed12Academy, LLC</b>	OUT	Not Eligible
<b>Miri Indu Living Herbals LLC</b>	OUT	Not Eligible
<b>M &amp; M R Construction LLC</b>	OUT	Not Eligible