

# Healthy Retail Grant Information Session – 6/3/24

Marc Czornij, Clackamas County Public Health



# Agenda

- Background
- Healthy Retail Grant
- Introduction to LivelihoodNW
- Questions and Closing



# Background

**Clackamas County Public Health is funded by the Oregon Health Authority (OHA) to operate a Tobacco Prevention and Education Program (TPEP).**

## Program goals

- Prevent and reduce tobacco use
- Promote tobacco-free communities
- Reduce the influence of tobacco product marketing
- Encourage tobacco users to quit

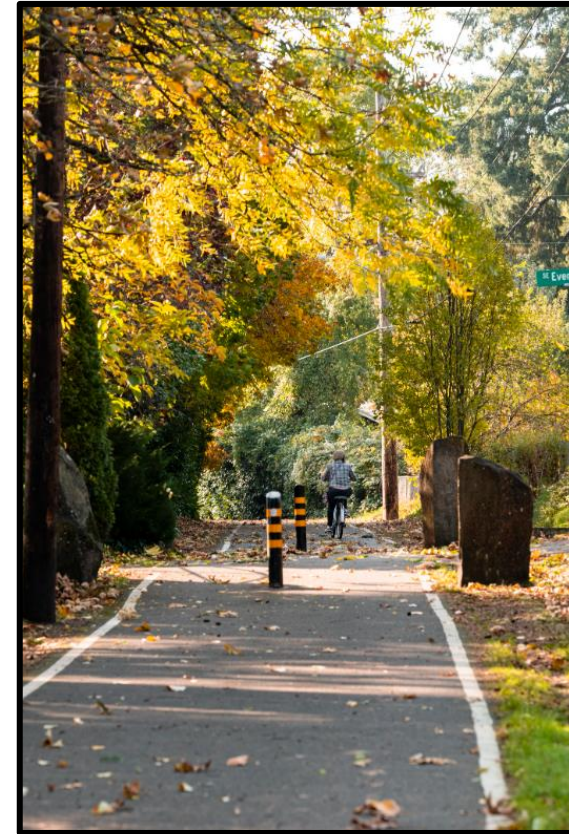




# Background

**Tobacco and nicotine use greatly impacts our Clackamas County communities.**

- Tobacco-related death & disease is the **number one cause of preventable death** in Oregon<sup>1</sup>
- **650+ Clackamas County residents die annually** from tobacco-related death & disease<sup>2</sup>
- **\$232.5 million in productivity losses** annually due to premature tobacco-related deaths in Clackamas County<sup>2</sup>
- Teen use of cigarettes has plummeted over decades, but **use of e-cigarettes/vaping devices has drastically increased**<sup>3</sup>



# Healthy Retail Grant

**Clackamas County Public Health is making up to \$20,000 available to help a tobacco retailer end their tobacco sales and shift their business model to one that supports a healthy community.**

- Working with local farmers and distributors to stock fresh fruits, vegetables, and meats
- Stocking more healthy grocery products, such as eggs, canned beans, rice and whole grain items, and frozen items like fish, meat, and vegetables
- Offering freshly prepared foods and meals, such as tamales, daal or varenyky
- Partnering with local producers and makers to offer goods and products on consignment, like salsas, fresh roasted coffee, and pickled vegetables
- Hosting a neighborhood farm stand
- Other strategies that support a healthy retail business model



# Eligibility & Requirements

## Eligibility

- Own an independently operated convenience store in Clackamas County
- Hold a valid, current Tobacco Retail License
- Actively sell tobacco products as of the application deadline for this grant
- Hold commercial general liability insurance covering bodily injury and property damage of not less than \$1,000,000 per occurrence and annual aggregate limit not less than \$2,000,000 at the time of grant award, if awarded.

## Requirements

- Grantee agrees to end the sale of all tobacco products for a period of no less than 18 months. This period will start at a mutually agreed date after the retailer has stopped selling tobacco.
- *For full list of requirements, see [notice of funding opportunity](#)*

# Application Materials & Important Dates

## Required Documents

- [Application \(fillable PDF\)](#)
- [Budget \(Excel document\)](#)

## Due Date

- Submit materials via email by sending to [TobaccoFreeClackCo@clackamas.us](mailto:TobaccoFreeClackCo@clackamas.us).
- Materials must be received by **5:00 PM on 7/8/2024**.

## Other Important Dates

Event	Date
Initial questions and answers document posted to <a href="#">Clackamas County website</a> *	6/10/24
Application materials due	7/8/24
Grantee award notification	7/25/24
Agreement drafting period	7/25/24-8/19/24
Award period begins	Executed agreement date
Agreement period begins	Executed agreement date
Award period ends	6/30/25

# Evaluation of Grant Applications

**A review panel including county staff and community partners will review and score applications.**

- Overall purpose and project, including how proposal will better support the health of the community. (20 points)
- Quality of timeline and budget and feasibility of proposed activities in shifting the retailer's business model away from tobacco sales. (15 points)
- Retailer is located in a high-priority area, including within 500 feet of schools, parks/playgrounds and/or other tobacco retailers; at least ½ mile from a full-service grocery store. (15 points)
- Retailer illustrates community connection and investment, including not having been fined for selling tobacco products to underage youth. (10 points)



# Evaluation of Grant Applications

**To distribute funds equitably and diversify our partnerships, additional points are available.**

- Retailer identifies as Black, Indigenous or a person of color, as LGBTQIA2+ (lesbian, gay, bisexual, transgender and/or gender expansive, queer and/or questioning, intersex, asexual, and/or two-spirit), and/or has a disability. (5 points)
- Retailer is in a census tract where at least 20% of the population identifies as Black, Indigenous or a person of color. (5 points)
- Retailer's proposal features a strategy for increasing access to culturally specific food, groceries, and/or services. (10 points)

# Supporting the Grantee

**In addition to grant funding, the following support will be available to the grantee:**

- Ongoing technical assistance to support the development and implementation of a new business plan.
- Assistance in getting authorized to accept [Supplemental Nutrition Assistance Program](#) (SNAP) and [Women, Infants and Children](#) (WIC) benefits from customers (if applicable).
- Connections to local producers and distributors to learn about opportunities to introduce new product categories and items.
- Professionally designed promotional materials to showcase new products and engage customers.
- Earned media and community outreach to highlight the new business model and commitment to community health as well as draw new customers.



# LivelihoodNW

**[LivelihoodNW](#)** offers free and low-cost business advising, support and training at all stages of business development.



## Our Mission

Our mission is to foster business sustainability and growth for historically under-served entrepreneurs within local communities. We provide exceptional business development support services to promote lifelong learning, empowerment, and positive economic impact.

[Learn More](#)



# Introduction to Livelihood NW

June 3, 2024

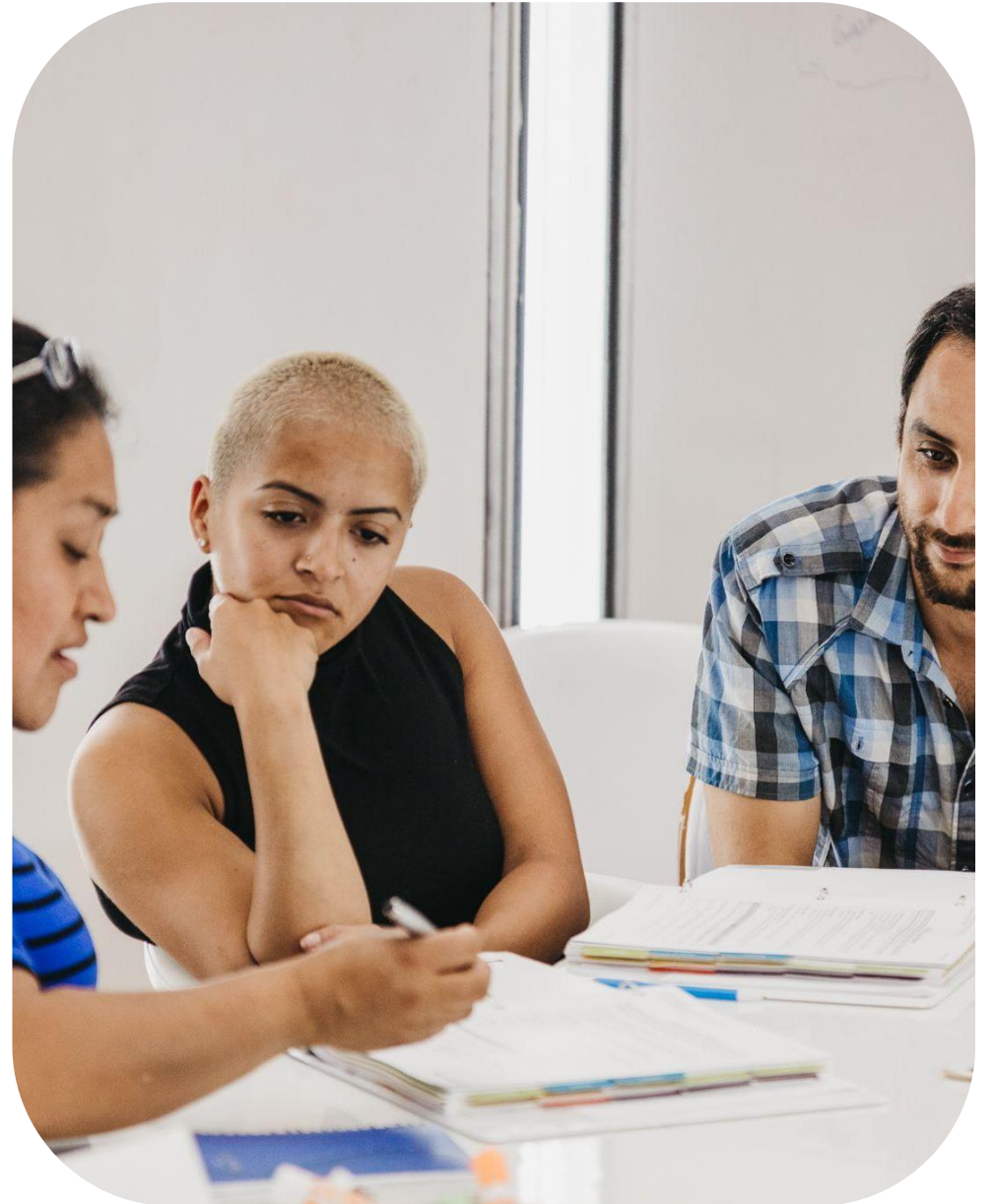




# Livelihood NW

## Overview

- Introduction
- What is Livelihood NW?
- History
- Programs
- Workshops
- Open Advising
- How to engage or refer



# Who is Livelihood NW?

## Our mission

is to foster business sustainability and growth for historically underserved entrepreneurs within local communities. We provide exceptional business development support services to promote lifelong learning, empowerment, and positive economic impact.

**600+**

**ENTREPRENEURS  
SERVED PER YEAR**

**78%**

**ARE WOMEN-OWNED  
BUSINESSES**

**66%**

**ARE BUSINESSES  
OWNED BY PEOPLE OF  
COLOR**



# Livelihood NW History

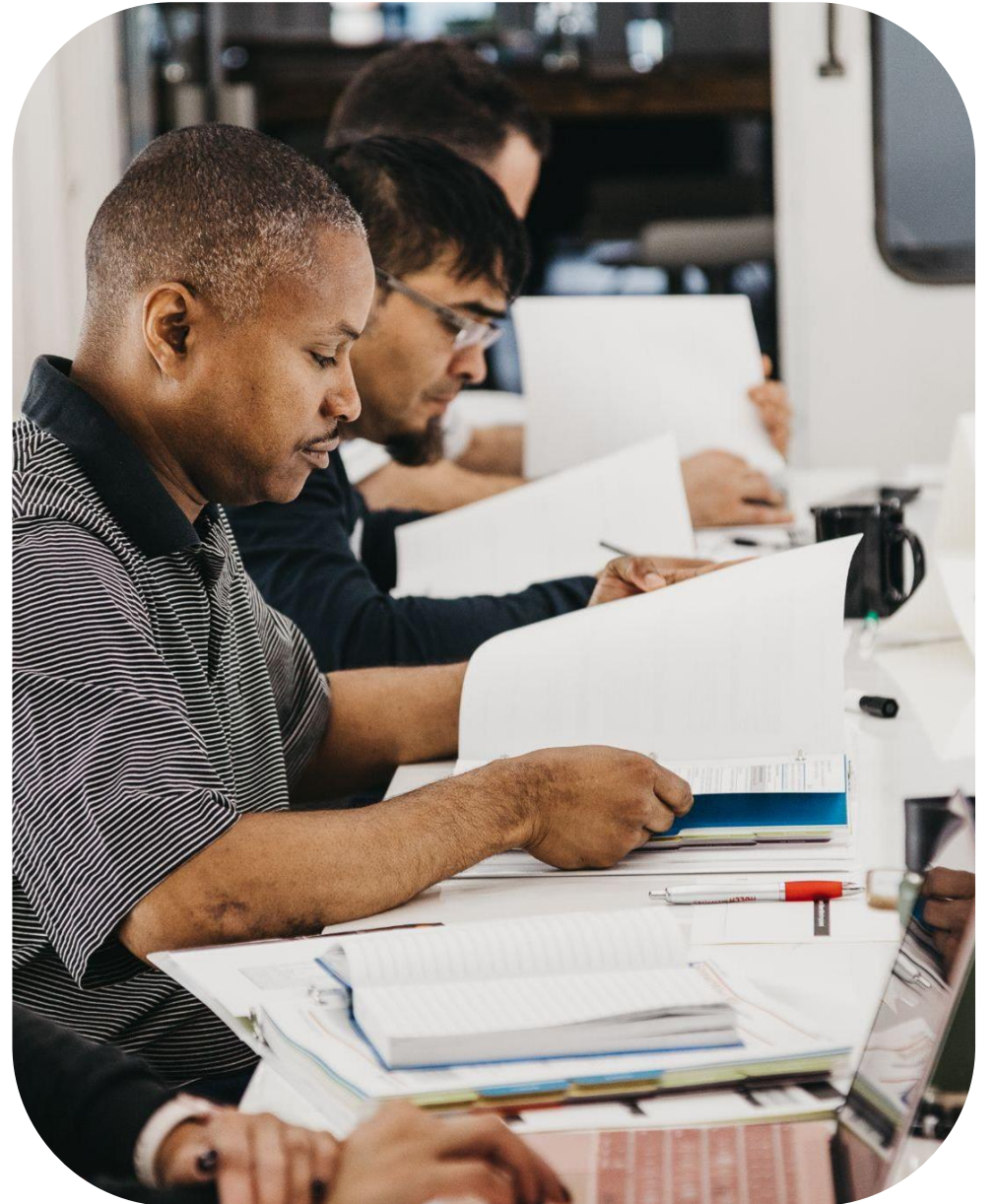


# Programs & Services

- Long Term Business Support
- Workshops & Trainings
- Open Business Advising




## We DO NOT provide

- Legal support, Tax prep, or Loans
- ...but we can assess needs and refer you.





# COMPARE BUSINESS SUPPORT PROGRAMS

PROGRAM	 GroundWork	 PROJECT Increase	 AscendOregon
BUSINESS STAGE	Any industry, any stage of business	Ideally: 2+ years in Business, 1+ employee, \$100k annual revenue*	Seeking B2B/B2G, \$250k annual revenue*, 5+ employees
TIME COMMITMENT/ ENGAGEMENTS	Flexible: 1-4 hours/month, 1:1 meetings, annual survey	Intensive: 4-6 hours/week, Group learning sessions, prep work, 1:1 meetings	Intensive: 4-6 hours/week, Group learning sessions, prep work, 1:1 meetings
PROGRAM LENGTH	1+ Years	1 Year	1 Year
LOCATION REQUIREMENTS	Home or Business in Oregon	Home or Business in Oregon	Home or Business in Oregon or SW Washington
ELIGIBILITY FACTORS	Household Income, Priority to BIPOC & Woman-owned	Priority to BIPOC, Woman, LGBTQ, or Veteran-owned	Priority to BIPOC, Woman, LGBTQ, or Veteran-owned
COST	FREE	Income-Based Fee \$200-\$1000**	Income-Based Fee \$200-\$1000**

\*If your revenue is below this amount, you are still encouraged to apply! We have flexibility here and consider each application individually. \*\*Scholarships are available. We will make sure that the fee will not be a barrier to enrollment in this program

<https://livelihoodnw.org/apply>

# About Increase Project



**NOW ACCEPTING APPLICATIONS: FALL 2023 Cohort – ANY INDUSTRY**

Increase Project is a 1-year, intensive, executive education program that combines one-on-one advising with group learning and peer support.

## **BENEFITS**

- Build a 3-year strategic growth plan
- Develop advanced business skills:  
Strategic planning, Financial management, marketing/sales, human resources, Accessing growth capital, contracting with the government & major corporations
- Grow your network

## **INTERESTED IN APPLYING FOR INCREASE PROJECT?**

**Apply or nominate** a business on our website. There is no fee to apply.

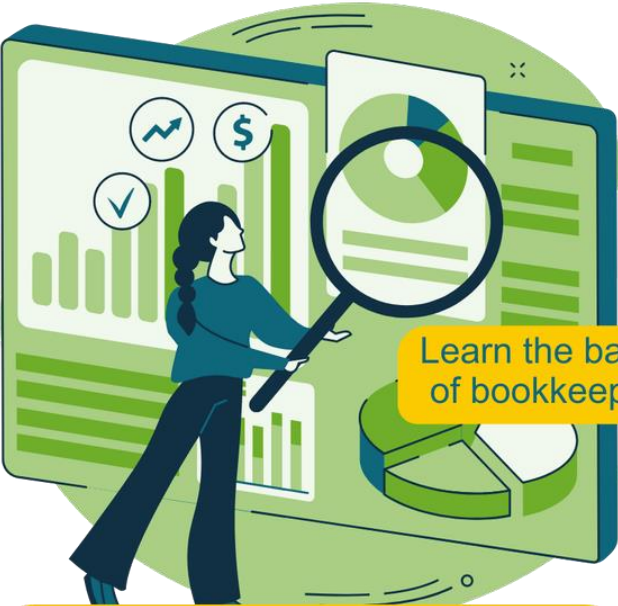
### **Have more questions?**

Meet with Tracy Puhl, the Increase Project facilitator, to get your questions answered before applying, or nominating a business.

<https://livelihoodnw.org/increase-project>

# Workshop & Classes

**ONLINE CLASS**



Learn the basics of bookkeeping

**Intro to Bookkeeping**

**ONLINE CLASS**



**QuickBooks Online Training Series**

**ONLINE CLASSES**



Hour live sessions on various topics

**Learning Sessions**

<https://livelihoodnw.org/workshops-trainings>

# Open Business Advising

## Strategy & Planning

1:1 VIRTUAL MEETINGS | FREE | SPANISH AVAILABLE

### Common Topics:

- ✓ Business Planning
- ✓ Recovery Strategies
- ✓ Marketing Strategies
- ✓ Projections & Financials
- ✓ Leadership & Management
- ✓ Goal setting & Visioning



## Resource Navigation

1:1 VIRTUAL MEETINGS | FREE | SPANISH AVAILABLE

### Common Topics:

- ✓ A great place to start
- ✓ Business foundations
- ✓ Assistance with forms & applications
- ✓ Resource referrals
- ✓ Other general business questions



## Accounting Advising

1:1 VIRTUAL MEETINGS | FREE

### Common Topics:

- ✓ Selecting a Bookkeeping System
- ✓ Generating Reports
- ✓ Invoicing Questions
- ✓ Payroll Questions
- ✓ All General Bookkeeping Questions





# Ways To Engage With or Refer to Livelihood NW



## Apply Online

[livelihoodnw.org/apply](https://livelihoodnw.org/apply)

Apply for a cohort program  
(Increase Project or Ascend Oregon)

No application fee



## Nominate

[livelihoodnw.org/nominate](https://livelihoodnw.org/nominate)

We will follow up with them  
and you

## Meet with a Program Specialist

[livelihoodnw.org/meet-pm](https://livelihoodnw.org/meet-pm)

Businesses &  
Partner Orgs can schedule  
1:1 meetings to learn more



## Sign up

Open Business Advising  
[livelihoodnw.org/oba](https://livelihoodnw.org/oba)

Open Accounting Advising  
[livelihoodnw.org/oa](https://livelihoodnw.org/oa)

Workshops  
[livelihoodnw.org/workshops](https://livelihoodnw.org/workshops)

Read Our 2023 Impact Report: <https://livelihoodnw.org/impacts/2023>

# Thank you!

## Questions?

**Gavin D'Avanther**

Director of Programs

Email | [gavin@livelihoodnw.org](mailto:gavin@livelihoodnw.org)

[Schedule a Strategy & Planning Meeting](#)

Visit our website: [livelihoodnw.org](http://livelihoodnw.org)

# Clackamas County Award Payment Process

**The grantee will access award funds through a reimbursement process.**

- Grantee submits a monthly invoice of expenses incurred the previous month
- Invoices typically get paid out around 2 weeks after submission

# Notice of Funding Opportunity

The [notice of funding opportunity](#) provides all the information you need to complete and submit your materials!

- Everything covered in this presentation, and more
- Links to additional resources
- Budget example and instructions
- Outreach and engagement findings from 2023
- Insurance requirements
- *Click the link above to access!*



[Click to watch a short video](#) about Astoria, Oregon's Peter Pan Market, which shifted their business model away from tobacco sales.



# Questions?

Marc Czornij, Clackamas County Public Health - [TobaccoFreeClackCo@clackamas.us](mailto:TobaccoFreeClackCo@clackamas.us)

