

# ELIGIBILITY CRITERIA

Must be a for-profit Lara registered  
Macomb County business;

&

ANY 1 OF THE  
FOLLOWING:

**Experienced  
financial  
hardship due to  
Covid-19**

E.g. loss in revenue, lay-  
offs, closure or reduction of  
hours, price increases etc.

OR

**Located in a  
designated  
impact zone**

Business or residence  
in eligible location  
(mapped [here](#))

OR

**SEDI-Owned  
business**

At least 51% owned by a  
woman, minority, veteran,  
LGBTQ+ individual, person  
with a disability, or  
another underserved  
group as defined by the  
U.S. Treasury