

Counties Respond to COVID-19: Small Business Support

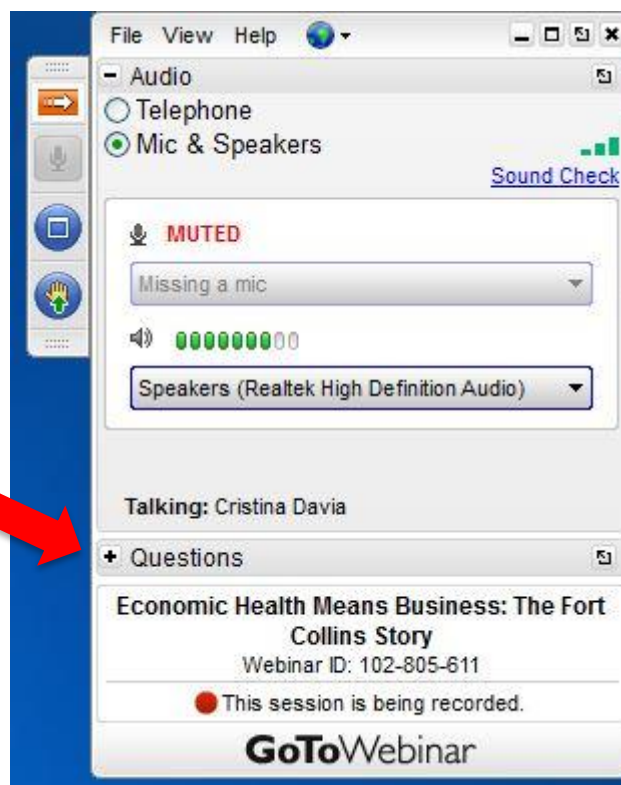
National Association of Counties
May 12, 2020

Stronger Counties. Stronger America.



Question & Answer instructions

- Type your question into the “Questions” box at any time during the presentation, and the moderator will read the question on your behalf during the Q&A session.



Webinar recording and evaluation survey

- This webinar is being recorded and will be made available online to view later or review at www.naco.org/webinars.
- After the webinar, you will see a pop-up box containing a webinar evaluation survey. Thank you in advance for completing this survey – your feedback is very important to us!

COVID-19 PANDEMIC

COUNTY RESPONSE EFFORTS & PRIORITIES

Help NACo estimate the cumulative impact of COVID-19 on county finances and budgets by taking a quick, five minute survey. The results will help us ensure the needs of county leaders are accurately understood and adequately met in upcoming federal legislation responding to COVID-19.

TAKE THE
SURVEY

Counties are on the front lines protecting our communities from



We Are Counties – Putting a face on the local COVID-19 pandemic response

VIEW PRESS RELEASE

America's 3.6 million county, parish and borough employees are on the front lines of the nation's response to the coronavirus pandemic. Americans across the country are showing tremendous gratitude toward these hospital

FIND COVID-19 RESOURCES

[COVID-19 Home](#)

[Counties Matter: COVID-19](#)

[Federal Policy Resources](#)

[Research & Data](#)

[Webinars](#)

Stronger Counties. Stronger America.

Allen Gutierrez

Associate Administrator
Office of Entrepreneurial Development
U.S. Small Business Administration



Stronger Counties. Stronger America.





Harris County COVID-19 Small Business Loan Program



Basics

- Provide up to \$25,000 loans to small businesses in Harris County
- Loan is forgivable if recipient stays in business for four years and meets terms of agreement
- \$10 million initial investment
- Partnership with Houston-Galveston Area Council

**ENGAGE.
EDUCATE.
EMPOWER.**



Eligibility

- Been in business since January 1, 2019
- Less than \$15 million in assets
- Less than \$5 million average revenue over past two years
- In good standing with Harris County Tax Office
- Demonstrate impact by COVID-19 pandemic
- Applicants with credit scores under 700 require collateralization

**ENGAGE.
EDUCATE.
EMPOWER.**

Timeline

APRIL 7

Commissioners Court approves program

APRIL 9

Online portal for applications goes live

APRIL 10

\$152 million in requests received from more than 7,000 businesses.
Applications close

MAY 1

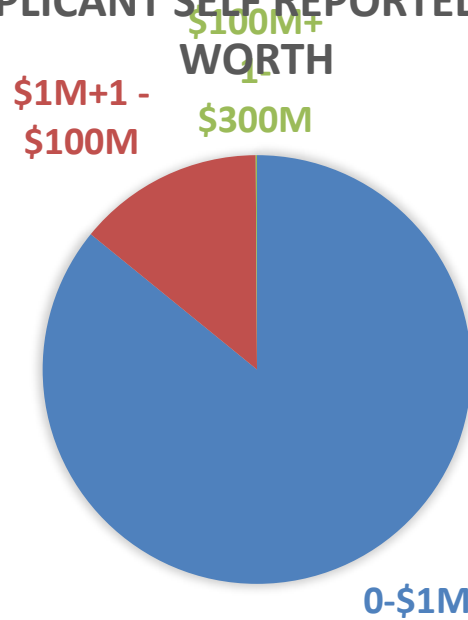
Approved recipients begin to receive funds



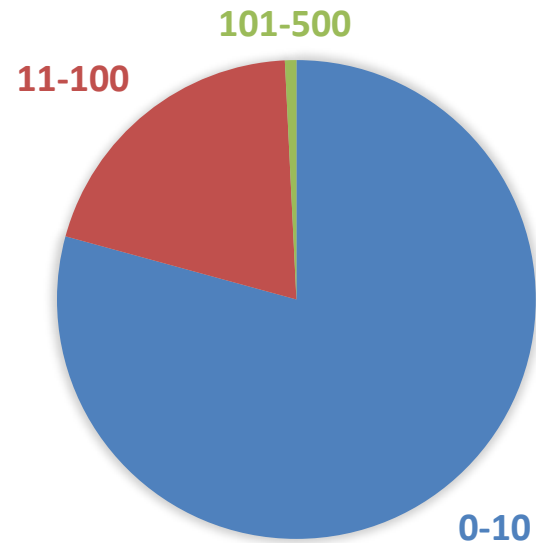
Our Applicant Pool



APPLICANT SELF REPORTED NET WORTH



APPLICANT EMPLOYEE COUNT



Small Business Support during COVID-19 Pandemic

5/8/2020



Giles

VIRGINIA'S
MOUNTAIN
PLAYGROUND™

NEW RIVER
WATER TRAIL™



OHIO

286 miles to Columbus, OH

MARYLAND

325 miles to Baltimore, MD

WEST VIRGINIA

68 miles to Beckley, WV

VIRGINIA

238 miles to Richmond, VA

KENTUCKY

370 miles to Louisville, KY

TENNESSEE

232 miles to Knoxville, TN

NORTH CAROLINA

169 miles to Charlotte, NC



Giles County

VIRGINIA'S MOUNTAIN PLAYGROUND™

GILES COUNTY, VA

- Points of Interest
- New River
- Creeks & Tributaries
- Public Boat Landing
- Private Boat Access
- Lodging
- Cabin Rentals
- Dining
- Rt. 460 / 4 Lane
- Secondary Road Paved
- Narrow or Gravel Road
- Stocked Trout Streams
- Special Regulation Trout Streams
- Information/Visitors Center
- Wellness Trails
- Waterfall
- Wildlife/Bird/Overlook
- Appalachian Trail
- Appalachian Trail Camping
- Great Eastern Trail
- Mary Draper Ingles Trail
- Mountain Biking Trails
- Scenic Biking Route
- Horse Trails
- Primitive Camping
- RV Camping
- Great Seaside Sites
- Trailhead Parking
- Day Hikes

Hiking to Waterfalls

Cascade Falls
A moderate 4.0 miles round trip hiking trail that leads to a 69' waterfall, which is one of the most popular to visit in the U.S.

Mit Creek Falls
Varying difficulties and routes. Maps available onsite. This area features multiple waterfalls & fishing opportunities.

Dismal Falls
An easy hike to this 15' waterfall that is found along the Appalachian Trail. Limited parking and a popular seasonal spot.

Day Hikes to Enjoy

Angel's Rest
This steep trail from Pearisburg to the overlook to less than 4 miles round trip. Parking is available at the Pearis Cemetery Trailhead near the Bluff City Boat Landing.

Cherokee Flats Day Use Area
Designed to accommodate wheelchair bound anglers, Cherokee Flats is a streamside, paved trail that provides easy access to fishing holes on Big Stony Creek, a stocked trout stream.

Glen Alton Day Use Area
Multiple trails and use areas. Some trails suitable for wheelchairs. 300 acres to explore at Glen Alton State Park.

Mary Ingles Trail
Following the NRTV right river from the Glen Lyn Park, this historic trail follows the path of heroine Mary Draper Ingles.

Virginia Walking Trail
This 1.3 mile nature trail meanders around White Rocks Campground. The name "Virginia Walk" comes from the fact that the trail travels from Virginia into West Virginia and then back again. The trail begins at Campsite #9 and ends at Campsite #20.

War Spur Trail
This loop trail, accessible past Mountain Lake Lodge provides spectacular northwestern views. Also takes hikers through Eastern Hemlock groves and muddodder forests.



Third Saturday in September
at Glen Lyn Town Park
muddyacerace.com

OUTFITTERS AND GUIDES

- New River's Edge** Outfitter specializing in family and group activities. Lodging, tubing, canoeing, kayaking, shuttle, food and beverage. Play for a day 10:00am-4:00pm \$15.00. Private boat access. www.newriverwatertrail.com (540) 599-8382
- New River Outdoor Co.** New River Outdoor Co. specializes in professionally guided fishing trips on the smallmouth- and musky-rich waters of the nationally recognized New River and private, waterfront vacation rentals along the hidden banks of Walker Creek. www.newriveroutdoorco.com (540) 921-7438
- Tangent Outfitters** Full service outfitter and guide service, specializing in canoeing, kayaking, rafting, mountain biking and guided fishing. www.tangentoutfitters.com (540) 626-4567

Please visit
www.newriverwatertrail.com
for more information and detailed
paddle maps.

Follow us @newriverwatertrail



PUBLIC & PRIVATE BOAT ACCESS

- New River Junction** Private river access available only when the New River Junction is open. \$4 access fee for week days. \$5 for weekends. Always check their Facebook page before leaving. 2591 Big Falls Rd, Blacksburg (540) 638-6633
- New River Park Private Access** Private campground. Please contact for reservations and more information. (540) 598-2777
- Eggleson Boat Landing** Eggleson Rd. to River Rd. wide gravel pull in on left.
- Eggleson Springs Private Access** Private ramp access for \$5.00. Campground has a cabin and primitive camping. Take Eggleson Rd. and turn onto Cliffview St. right before the Eggleson Bridge. Rt. 813. (540) 595-5309
- Pembroke Boat Landing** Take Rt. 460 to Snow Rd. in Pembroke. Stay right. Take left fork onto River Road. Boat Landing sign can be seen. Follow paved road over the railroad tracks. Boat ramp is on left just before bridge.
- P&H Campground** On the opposite side of the Pembroke Boat Landing. Primitive camping. (540) 922-0301
- Lead River & Dora Rivers Camp** Take Rt. 460 to Snow Rd. in Pembroke. Stay to the right. Take the left fork onto River Rd. over the railroad tracks and bridge. It will turn to gravel. The boat ramp is on the left just outside of the parking lot. Primitive camping, bathrooms and picnic shelter are available.
- Rocky Hollow Boat Landing** Take Rt. 460 to Pearisburg/Ripplemead Exit. Turn toward Ripplemead and follow the gravel road over the railroad tracks. It will turn to gravel. The boat ramp is on the left just outside of the parking lot. Primitive camping, bathrooms and picnic shelter are available.
- War Spur Boat Landing** Turn onto Cord Rd. at east end of Rt. 460 bridge and at map sign turn left onto Thomas Dr. Turn Right onto Tanney Rd. - Go across tracks under the bridge.
- Camp Success Boat Landing** Take Rt. 460 to Narrows. Cross over the New River and take your first right turn onto Lynch Rd. Camp Success is on your right. Drive all the way to the end of the camp's gravel road to get to the boat ramp. The camp offers primitive camping and bathrooms.
- Lynch Road Boat Landing** Take Rt. 460 to Narrows. Cross over the New River and take your first right turn onto Lynch Rd. Pass Camp Success, on your right. Drive approximately 3 miles. The boat ramp will be on your right just past the Narrows Falls.
- Rich Creek Boat Landing** Located near Genery's Landing on US-460E in Rich Creek. Public boat ramp made of concrete. This site is within walking distance to the Genery's Landing Campground.
- Genery's Landing Campground** Private Campground. Please contact (540) 932-2937 for reservations and more information. Private paddle up dock available.
- Glen Lyn Boat Landings** Public concrete boat ramp within the Glen Lyn Town park on US-460E in Glen Lyn. This ramp is adjacent to an RV campground.

Giles County
VIRGINIA'S MOUNTAIN PLAYGROUND™

Giles Gift Card Program

- In an effort to immediately support local restaurants and lodging properties, the Town and County governments are promoting and selling Dining & Lodging Gift Certificates. The purpose of this program is to attempt to generate public interest and awareness of the importance of continuing to support our local businesses. Most importantly, the gift certificates will generate revenue quickly for business owners to support their operations through this very difficult time. The gift certificates are available in \$20 increments, and are redeemable immediately, or at any time in the future, at full face value of \$30. This means the customer will receive 50% more value than the purchase price. The 50% increase in value is subsidized by dollars generated from meals taxes and other tourism related revenues. 100% of these funds will be sent to the restaurants or lodging properties immediately after purchase. Customers will receive an email after your purchase with order details to print the 'gift voucher'. Simply take it to the restaurant or lodging property to redeem when convenient.



In an effort to immediately support local restaurants and lodging properties, the Jacob and Cynthia Greenways are proposing and selling Dining & Lodging Gift Certificates. The purchase of this program is to allocate to generate public interest and awareness of the importance of restaurants to support our local economy. Most importantly, the gift certificates will generate revenue directly for business owners to support their operations through their very difficult time. The gift certificates are available in five denominations, and are redeemable for subjects, or at any time in the future, at full face value of \$50. After seven days the customer will receive a 10% more value than the purchase price. The 10% increase is made in recognition of dollars generated from meals and other lodging revenue generated. Two of these funds will be split 50/50 by restaurants and lodging properties immediately after purchase. Customers will receive an email after your purchase with a link to download and print the gift certificate. Simply take it to the restaurant or lodging property to redeem where convenient.
To learn more, read full release [HERE](#).

Dining Participants



Dining, Gift Certificates,
Voucher
Gift Voucher - Anna's
Restaurant
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Blagorais
BBQ
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Cascade Cafe
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Quarry Queen
\$50.00



Dining, Gift Certificates,
Lodging, Voucher
Gift Voucher - Giles Country
Club
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Harvest
Restaurant
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - La Barranca
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Palisades
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Papa's Pizzeria
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Pizza Plus
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Riviera
Moroccan Grill
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Scraggs
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - Sylvia's
\$50.00



Dining, Gift Certificates,
Voucher
Gift Voucher - The Red Apple
\$50.00

Lodging Participants



- Confirmed with our Board of Supervisors to redirect funds March 20
- Launched website & confirmed partners March 20-22
- Confirmed support from towns
- Worked with County Treasurer & County Finance Department
- Went live on March 23, 2020
- <https://virginiasmtnplayground.com/shop-2/>



What goes on behind the scenes



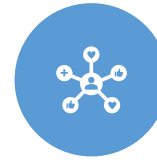
WE USE PLUGIN
WOOCOMMERCE
ON OUR
WORDPRESS
WEBSITE



FUNDS ARE
COLLECTED
THROUGH PAYPAL >
TREASURER'S OFFICE



TREASURER'S OFFICE
PROVIDES REPORT
TO ME



RECONCILE WITH
WOOCOMMERCE
REPORT



FINANCE OFFICE
CUTS THE CHECK TO
BUSINESSES (TWICE
WEEKLY)



I "COMPLETE" EACH
TRANSACTION & AT
LEAST TWICE
WEEKLY SEND EMAIL
TO PARTNERS WITH
THEIR RECENT
ORDERS



Thank you for your support | Please
print as proof of purchase

18

We have finished processing your order.

[Order # [redacted] March 25, 2020]

Product	Quantity	Price
Gift Certificate [redacted]	1	\$20.00

Locals Supporting Locals

30 \$ Voucher

Voucher Code

Your name & unique code
appear here.

Please present this voucher to
the place of business at time of
purchase.

The business and
their address appears
here.

Business website appears here.

Thank you for supporting Giles County Small Businesses



Results



**As of Friday we had
total monies to
businesses =
\$101,490**



Sales = \$67,660



**Local Government
Addition = \$33,830**



**Total local
government budget
= \$57,000**



**We are 59%
through allocated
funds in 6 weeks**

\$50,000 from Giles

\$2,000 from Town of
Narrows

\$5,000 from Town of
Pearisburg

Giles County
VIRGINIA'S MOUNTAIN PLAYGROUND™

Gift Voucher - Palisades	519
Gift Voucher - Inn at Riverbend	514
Gift Voucher - Bluegrass BBQ	374
Gift Voucher - Papa's Pizzeria	343
Gift Voucher - La Barranca	273
Gift Voucher - The Bad Apple	219
Gift Voucher - Woods Hole Hostel	211
Gift Voucher - Riviera Mexican Grill	208
Gift Voucher - Giles Country Club	145
Gift Voucher - Dairy Queen	121
Gift Voucher - Anna's Restaurant	89
Gift Voucher - Pizza Plus	78
Gift Voucher - LaBarranca	73
Gift Voucher - Sylvia's	56
Gift Voucher - Harvest Restaurant	55
Gift Voucher - Cascade Cafe	46
Gift Voucher - Scoops	46
Gift Voucher - Mountain Lake Lodge	11
Gift Voucher - MacArthur Inn	2



COVID-19 NRV Reactionary Team Draft Proposal

What Problem Are We Trying To Solve

- **Why do we need a team?**
- We will still be living with COVID and we will have more cases. Given this, how do we instill confidence in employers, employees, and consumers? And after cases start to show up how do we maintain confidence?
- Many businesses and most industries, cannot close and meet CDC guidelines for sanitization when outbreaks occur.
- Most small businesses do not have access to expertise to answer critical operational questions or adequately sanitize a facility should an employee test positive.
- There is no third party certifying agency as it relates to sanitization and operational procedures outside of VDH requirements.

How Do We
Get There

Development Team Members

- Business Leaders From Every Sector
- Community Leaders
- Health Officials
- Health Care Providers
- Research Experts
- Public Relations Experts

What Does The Reactionary Team Do?

Responds To Questions and Outbreaks In Business, Schools, Government, And Universities

- Responds immediately to businesses, schools, universities, and governments, with COVID-19 issues including employees testing positive, employee walkouts, sabotage, etc.
- Provides immediate onsite medical/disinfection expertise, actual disinfection, operational guidance, employee training, and a quantifiable, trusted, **certification of disinfection**.
- A “telemedicine” approach to advice for employers to answer operational questions, employee concerns, etc. This would be staffed by professionals and available to any business in the NRV.

What Is The Exit Strategy?

Metrics For Success

- When COVID is treated like the flu in terms of public perception and people go about their business in spite of the dangers. We will know when it is no longer necessary.
- When a public business is created to fill this void.

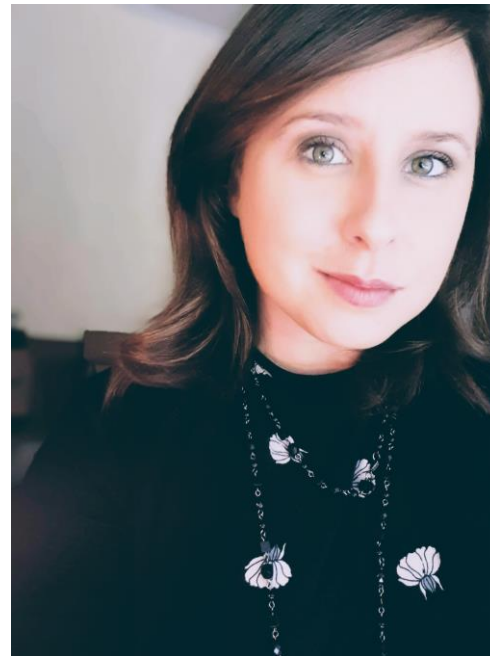
Who Pays For It?

Local Governments are the only immediate and sure mechanism for funding this operation but.....

Other possibilities include GOVA, DHCD, ARC, EDA, Universities, etc.

Please contact us with any questions

Cora Gnegy
Tourism Marketing Director
Giles County Administration
203 North Main Street
Pearisburg, VA 24134
540-921-2079
GilesCounty.org
NewRiverWaterTrail.com



Find us online: [Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#)
[NRWT Facebook](#) [NRWT Instagram](#)

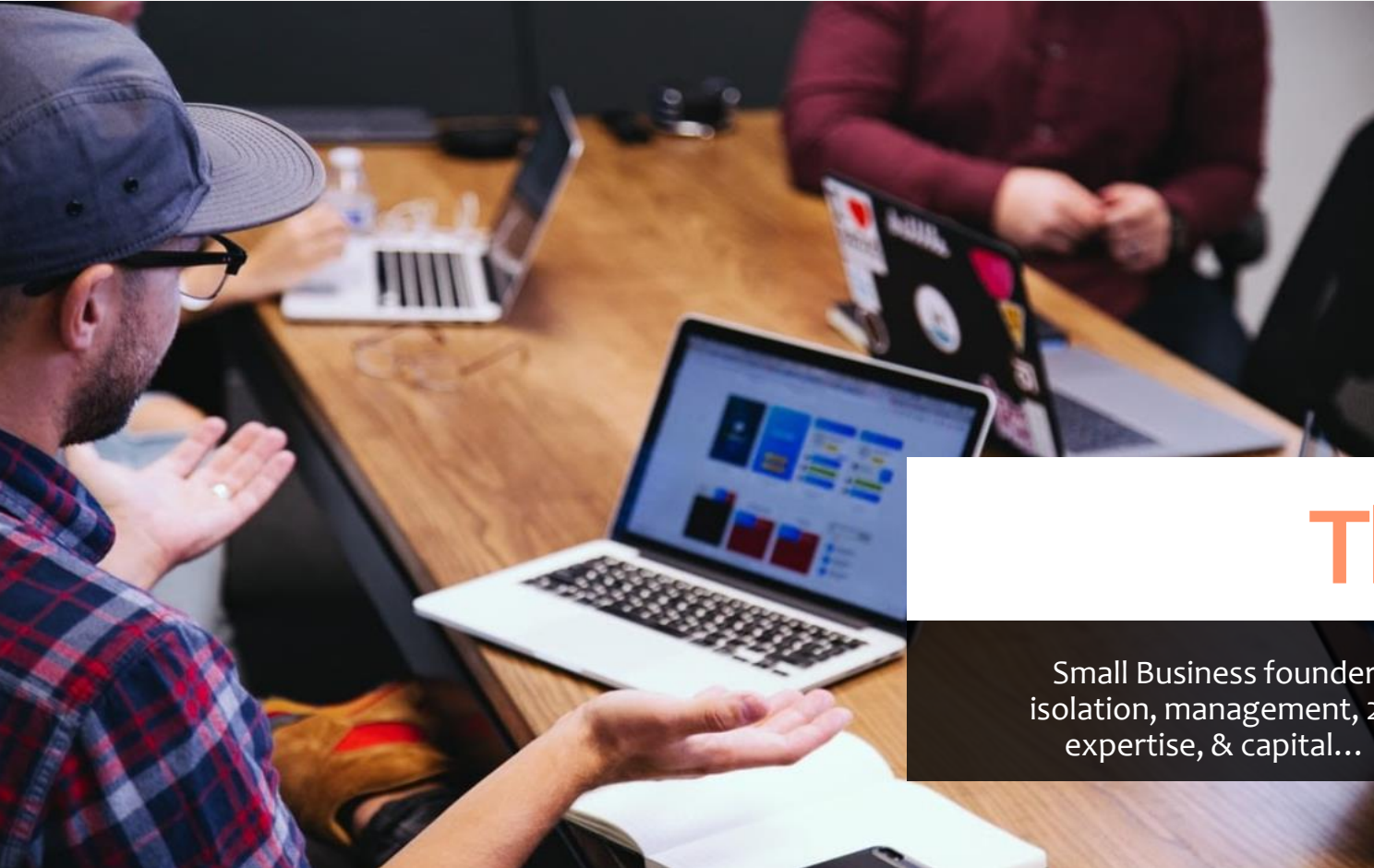




Small Biz Survive & Thrive Initiative

*A Plan for Strengthening Small Businesses to Support Your
“COVID19 Community Comeback”*





The Need

Small Business founders & owners struggle with isolation, management, 21st century mobile/digital expertise, & capital... that was before COVID19



www.gosbosc.com

Empower Entrepreneurs

Access + Collaboration =
Solutions



Our Solution

- Democratizing access to experts & resources
- Meeting needs of diverse communities
- Real-time, virtual Ureeka community
- Partnering with your community-based orgs
- **FREE 1:1 Mentorship for Your Small Businesses**



"Ureeka has a community of business experts readily available to assist in all aspects of your business. Knowing you're not alone and having individuals to communicate with is extremely important to get the job done."

– Nikia Londy
Intriguing Hair
Boston, MA

**#myureeka #community #celebratesmallbiz
#smallbiz #boss**



**"KNOWING YOU'RE NOT ALONE AND HAVING
INDIVIDUALS TO COMMUNICATE WITH IS
EXTREMELY IMPORTANT TO GET THE JOB
DONE."**

– NIKIA LONDY
INTRIGUING HAIR
BOSTON, MA

www.gosbosc.com

Grant-Making Solution

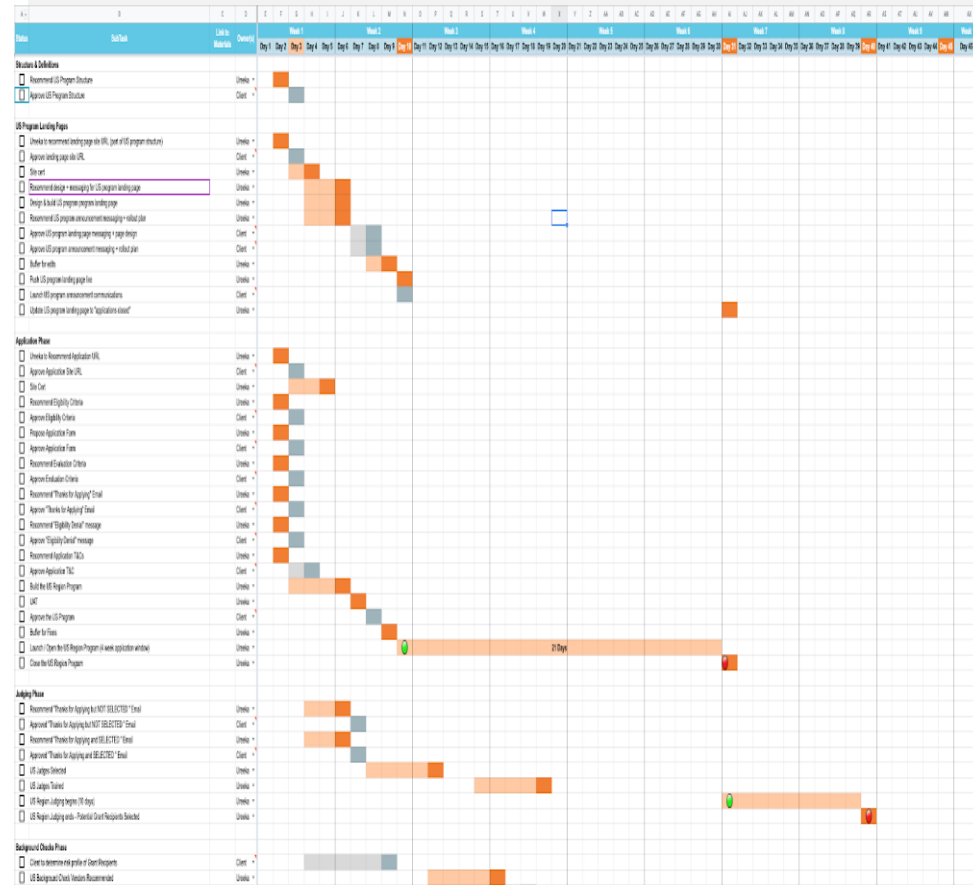
- Process, evaluate & award grants efficiently
- Wrap \$ with 1:1 mentorship & services to help likelihood of businesses sustained success

Security:

- Top tech, privacy & financial protocols in place

Utilization:

- **Facebook** utilized for its COVID19 \$100M program
- **Salesforce** utilized for 300 awards at \$10k apiece
- 120k applications processed



Ureeka

www.Ureeka.biz/joinnow & use code 'SBSCUreeka'

community.ureeka.biz/feed

Apps Suggested Sites Windows Live Google Calendar Welcome! | LinkedIn Workspace Webmail... Disabling a Pop-Up... Other bookmarks

Ureeka

Member Directory

Hi, Bill Teator

Ureeka Feed

My Groups NEW +

- Facebook & Instagram...
- Free Stuff
- Groundbreaker fan clu...
- Grow Customers
- Physical Product Crea...
- SBSCEKNTST
- Spark Saratoga
- Ureeka How To's

Welcome to the Community!

Pillars of Need

#Help #GrowCustomers #GetFinancing #ImproveExecution #BuildCulture

Create a Post in Ureeka Feed

Create a Post

#

Marcela Gaviria Shine
21 mins ago

Hello community! Tomorrow at 11 AM ET we will be hosting our first "office hours" in Spanish. Please visit the Ureeka Latinx group for details. The call/chat will be held in Spanish, and will focus on a walk-through of the Ureeka platform and it's many benefits.

<https://community.ureeka.biz/feed/group/CEeytdA5N33ISrg12Ire>

1 Like

Write a comment POST

CHATS

New conversation

Rob Gatto Office Hours ... 56 mins ago
Office hours are open. I am here u... 1

Kristen Freer Yesterday, 20:42
You: Ok

Kristen, David Yesterday, 15:05
fyi bill i have also already introduced h...

DaveJ Office Hours chat Monday, 14:42
Awesome!

Ryan, Andrea Sunday, 11:28
Thank you. I look forward to any ideas ...

Mohan Muvvala April 17, 00:18
Yeah, absolutely will. I found it through...

Kristen, David April 16, 13:46
You: Hank Greenberg is invested \$100...

www.ureeka.biz/joinnow & use code 'SBSCUreeka'

Inside
Ureeka

Bill Teator

+1 703 338 0152

bill@gosbsc.com

gosbsc.com



"Ureeka's coaching program has been the most impactful for me. I was fortunate enough to win coaching sessions with Miara Shaw and it's been a real momentum-booster for me! Working with someone who genuinely supports you and wants to see you succeed is vital for anyone, but especially as a woman of color entrepreneur - it's a must! I've experienced a great mix of strategic insight, honest feedback, and resource references and referrals. It's an excellent program!"

-Naana Badu

Badu Basics

Brooklyn, NY

#myureeka #community #celebratesmallbusiness



Real People

Real Help

Real Results





About Get Involved Dedicated Coaching Member Stories Pitch Competition Blog

Join Now

Log In



Founded in 2017 by [Saratoga Economic Development Corporation \(SEDC\)](#), Spark Saratoga's mission is to align early stage businesses with proven resources to accelerate growth. Through a collaborative hands-on process, **Spark Saratoga**, brings experienced business mentors, professionals, educational content & entrepreneurs together to pursue shared opportunities. By fostering collaboration and access to timely resources, Spark Saratoga helps entrepreneurs' bring their ideas to life.

www.gosbsc.com

Community Partners

Bill Teator

+1 703 338 0152

bill@gosbsc.com

gosbsc.com



“

Spark Saratoga has made me feel like I have a lifeline to super smart business minds who want to help me succeed. They've delivered on their promise to help companies like mine by connecting us a partner with the caliber of Ureeka. Ureeka is like that super smart connected friend that just really wants to help.



NICOLE SNOW

Founder and CEO of Darn Good Yarn

Ureeka

Spark
saratoga

Real People, Real Help

Darn Good Yarn

Certified WBE, USAF veteran

Clifton Park, NY

Spark Saratoga & Ureeka
Community Member





Next Steps

Bill Teator

+1 703 338 0152

Call & E-mail for help & visit
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www.Ureeka.biz/joinnow use code 'SBSCUreeka'

Tell Your SMBs to join for FREE & ask for help with
"1:1 mentorship to build their Covid19 Comeback Plan"

www.gosbsc.com



Questions?

THANK YOU!

Additional questions or feedback?

Contact :

Jack Morgan at jmorgan@naco.org