Counties Respond to COVID-19: Small Business Support

National Association of Counties
May 12, 2020
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!
Today's webinar will begin in a few moments.

Find information about upcoming COVID-19 resources and updates.
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
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
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**
- $0 - $1M
- $1M+ - $100M
- $100M+ - $300M
- $300M+

**APPLICANT EMPLOYEE COUNT**
- 0-10
- 11-100
- 101-500
- 500+
Small Business Support during COVID-19 Pandemic

5/8/2020
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.
• 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

FUND 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

Order Date: March 25, 2020

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift Card</td>
<td>1</td>
<td>$18.00</td>
</tr>
</tbody>
</table>

Locals Supporting Locals

Voucher Code
Your name & unique code appear here.

The business and their address appears here.

Thank you for supporting Giles County Small Businesses
## Results

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$67,660</td>
</tr>
<tr>
<td>Local Government Addition</td>
<td>$33,830</td>
</tr>
<tr>
<td>Total local government budget</td>
<td>$57,000</td>
</tr>
</tbody>
</table>

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™*
<table>
<thead>
<tr>
<th>Gift Voucher</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palisades</td>
<td>519</td>
</tr>
<tr>
<td>Inn at Riverbend</td>
<td>514</td>
</tr>
<tr>
<td>Bluegrass BBQ</td>
<td>374</td>
</tr>
<tr>
<td>Papa's Pizzeria</td>
<td>343</td>
</tr>
<tr>
<td>La Barranca</td>
<td>273</td>
</tr>
<tr>
<td>The Bad Apple</td>
<td>219</td>
</tr>
<tr>
<td>Woods Hole Hostel</td>
<td>211</td>
</tr>
<tr>
<td>Riviera Mexican Grill</td>
<td>208</td>
</tr>
<tr>
<td>Giles Country Club</td>
<td>145</td>
</tr>
<tr>
<td>Dairy Queen</td>
<td>121</td>
</tr>
<tr>
<td>Anna's Restaurant</td>
<td>89</td>
</tr>
<tr>
<td>Pizza Plus</td>
<td>78</td>
</tr>
<tr>
<td>LaBarranca</td>
<td>73</td>
</tr>
<tr>
<td>Sylvia's</td>
<td>56</td>
</tr>
<tr>
<td>Harvest Restaurant</td>
<td>55</td>
</tr>
<tr>
<td>Cascade Cafe</td>
<td>46</td>
</tr>
<tr>
<td>Scoops</td>
<td>46</td>
</tr>
<tr>
<td>Mountain Lake Lodge</td>
<td>11</td>
</tr>
<tr>
<td>MacArthur Inn</td>
<td>2</td>
</tr>
</tbody>
</table>
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
Pearsburg, VA 24134
540-921-2079
GilesCounty.org
NewRiverWaterTrail.com
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.gosbsc.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

www.gosbsc.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

www.Ureeka.biz/joinnow & use code ‘SBSCUreeka’
Ureeka Feed

Welcome to the Community!

# Pillars of Need

# Help #OurCustomers #GetFinancing #ImproveEcosystem #BuildCulture

Create a Post in Ureeka Feed

Marcela Gaviria Shine
2 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/CEeytdA5N33ISrg121re

1 comment

www.Ureeka.biz/joinnow & use code ‘SBSCUreeka’
“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
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
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
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