

The background of the slide is a map. It features a network of thin blue lines representing streets or roads. Overlaid on this are several thicker orange lines that form a specific route or boundary. A thick grey line, representing a river, flows from the top right towards the bottom right of the map. The text is centered over the map.

CARES Business Recovery Program

Presented by the Office of Economic Development & Tourism

March 9, 2021

I. About the Program

II. Communications & Outreach

III. What We Learned

IV. Business Spotlights

In August 2020, the City of Lynchburg launched the
CARES Business Recovery Program.

- One-time fund that offered financial assistance to businesses whose operations were either closed or restricted by the Commonwealth of Virginia in response to the novel coronavirus
- Administered by the Office of Economic Development & Tourism and the Economic Development Authority (EDA)

Qualifications included that businesses must:

- Be physically located in the City of Lynchburg
- Be in business and registered with the City of Lynchburg as of March 1, 2020
- Be able to demonstrate a loss in revenue attributed to COVID-19 by completing a Financial Statement of Impact form
- Have between 0 (owner) and 100 full time equivalent employees as of March 1, 2020
- Have no more than \$5 million in annual gross revenues
- Certify that business is currently open or plans to reopen
- Be current on any and all City of Lynchburg taxes prior to grant disbursement
- Submit a copy of the Payroll Protection Program (PPP) or Economic Injury Disaster Loan Emergency Advance (EIDL) applications, if applicable

Three Rounds of Funding

Round 1

- Applied to businesses deemed “non-essential” by Executive Order 53, whose business operations were impeded or closed due to COVID-19.
- Minimum \$100,000 in gross receipts.

Round 2

- Open to both essential and non-essential businesses and nonprofits
- Minimum of \$50,000 in gross receipts.

Round 3

- Open to any business licensed in the City of Lynchburg as of March 1, 2020.

CARES Winterization Program



- Launched in December 2020
- Provided heaters (or reimbursement for winterization efforts already purchased) to local businesses with outdoor dining areas.
- 75 outdoor heaters distributed to businesses.
- \$15,565 in reimbursement amounts



Total CARES Programming

336 Total Business Recovery Grants

38 Winterization Grants + 75 Heaters

\$3,215,640 total in awards

The background is a stylized map. It features a network of thin blue lines representing streets or roads, and several thicker orange lines that likely represent major highways or transit routes. A prominent grey line, possibly representing a river or a canal, flows from the top right towards the bottom right. The overall aesthetic is clean and modern.

Communications and Outreach

CARES Communication

Method of Communication	Round 1	Round 2	Round 3	Total
Calls	1,114	269	155	1,538
Emails	701	575	1355	2,631
Direct Mail	1,114	N/A	N/A	1,114
Newsletter	Reached 2500+ business contacts monthly April-December			

Media Coverage

Lynchburg business owners have more time to apply for local CARES Act grant

City council extends application deadline to October 30th



City of Lynchburg Launches CARES Business Recovery Program

City of Lynchburg to distribute small business grants amid pandemic

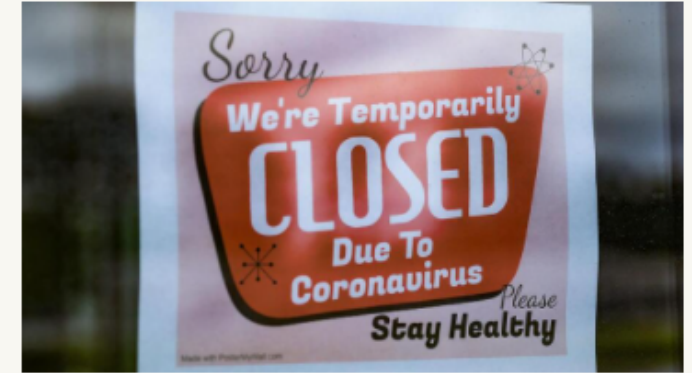
by Sara Grace Todd | Thursday, August 13th 2020

AA



The City of Lynchburg has launched the CARES Small Business Recovery Grant Program to provide financial relief to local businesses. (Google Maps)

Latest LYH News and Announcements



City of Lynchburg Announces CARES Business Recovery Grant Program

In May 2020, the City of Lynchburg received funding from the federal CARES (Coronavirus Aid, Relief and Economic Security) Act. Funds are designated for relief and recovery efforts related to the COVID-19 global pandemic and Lynchburg City Council has elected to allocate approximately 27% of its total CARES funding to directly support small businesses in the City of Lynchburg.

Lynchburg City offering Winterization Program for local restaurants

by Brhett Vickery | Wednesday, November 25th 2020

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Mama Crockett in Lynchburg has been one of the first to apply to the Winterization Program. They are in the process of completing an outside deck. (WSET)



Lynchburg restaurants get outdoor heaters, reimbursements via city program

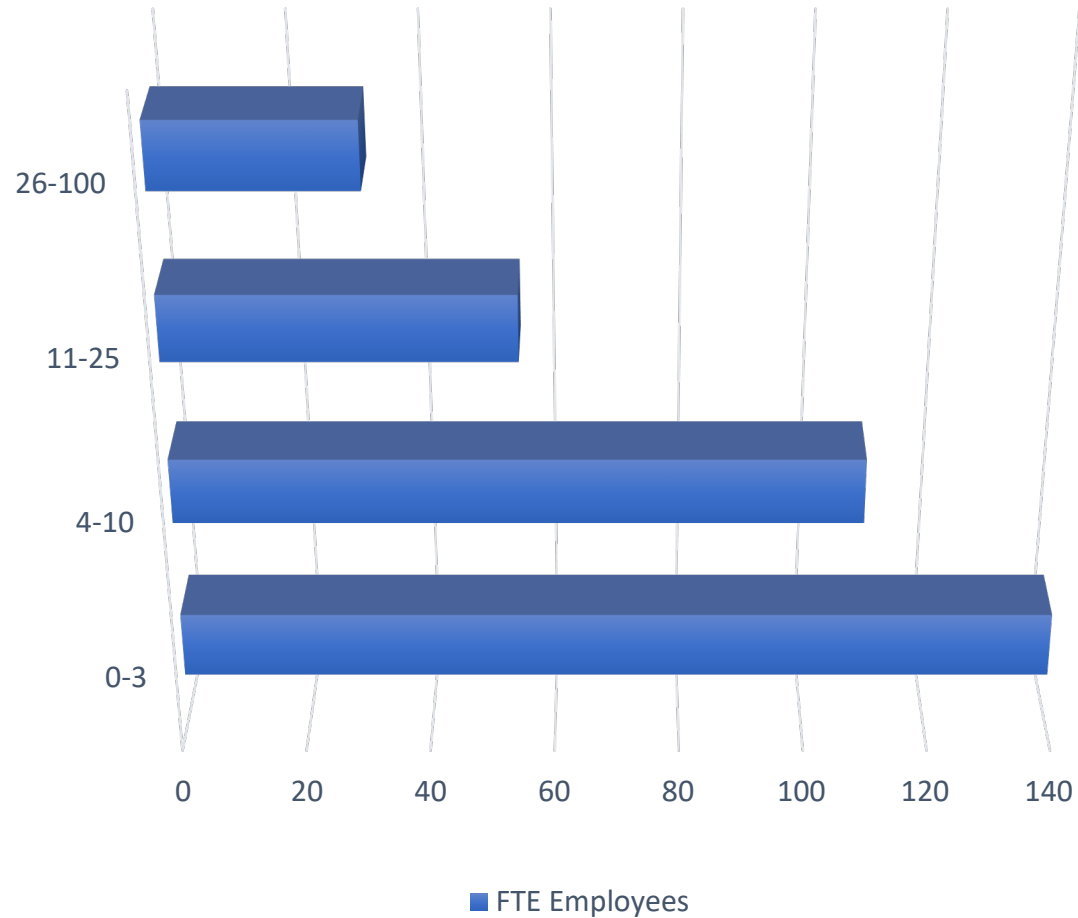
Rachael Smith

Outdoor dining in the Hill City is about to get a little more comfortable as restaurants finally start getting their hands on more than 70 coveted outdoor heaters provided by the city.

A map showing a network of roads. A prominent network of orange lines is overlaid on a background of light blue lines. A thick grey line representing a river or canal flows from the top right towards the bottom right. The text "What Did We Learn?" is centered over the map.

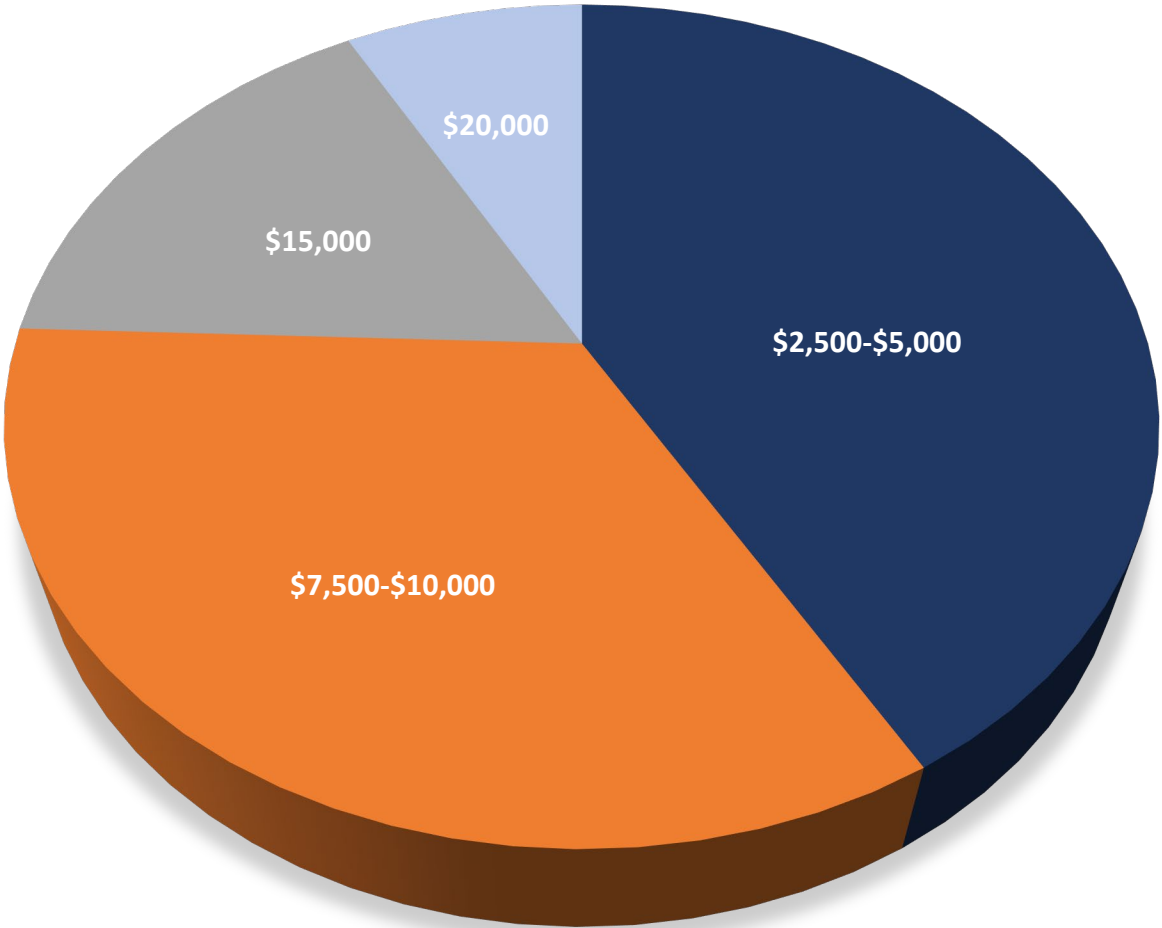
What Did We Learn?

Business Size



76% of awards were granted to small businesses of 10 FTE employees or less

Award Amounts

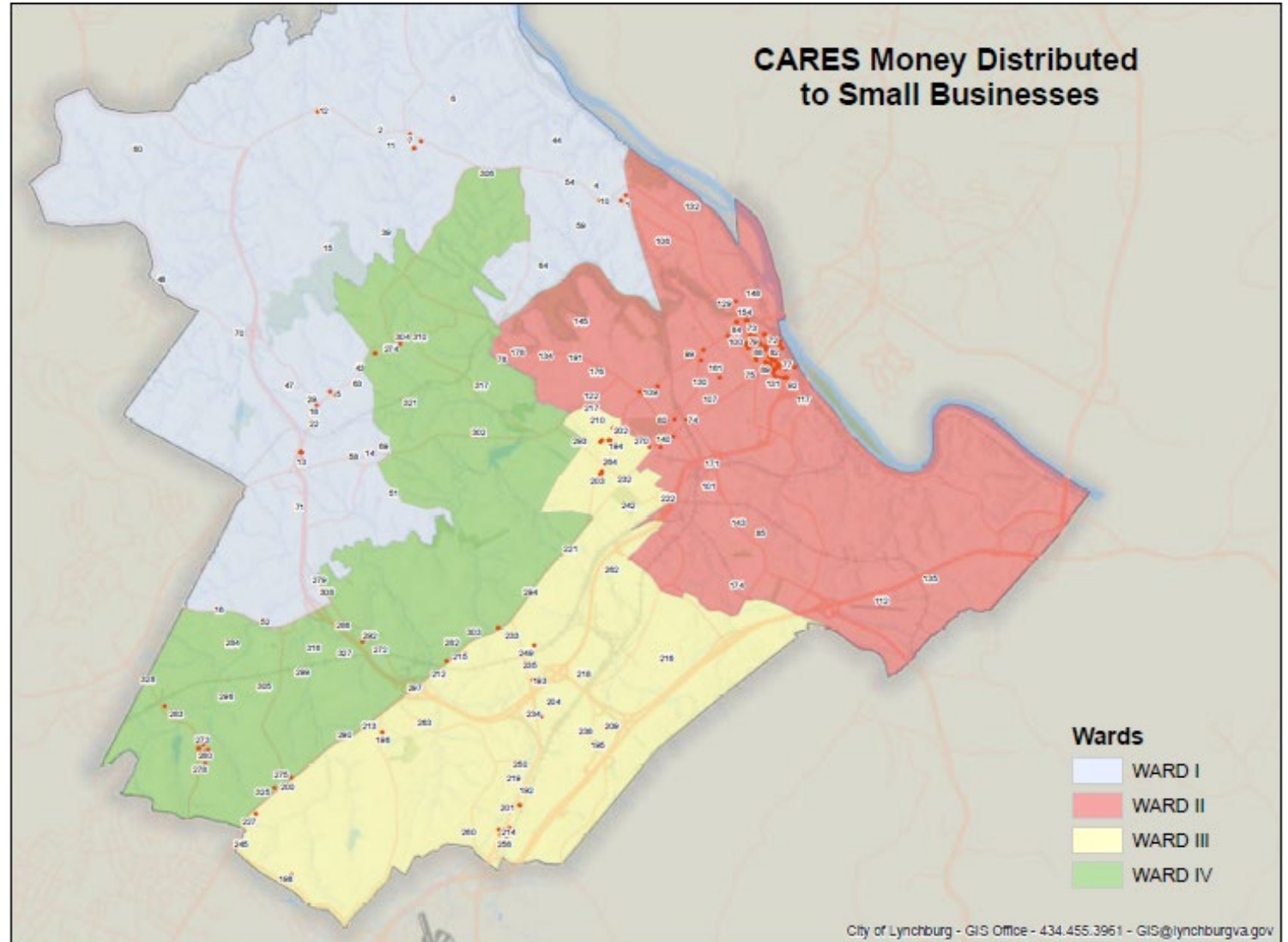
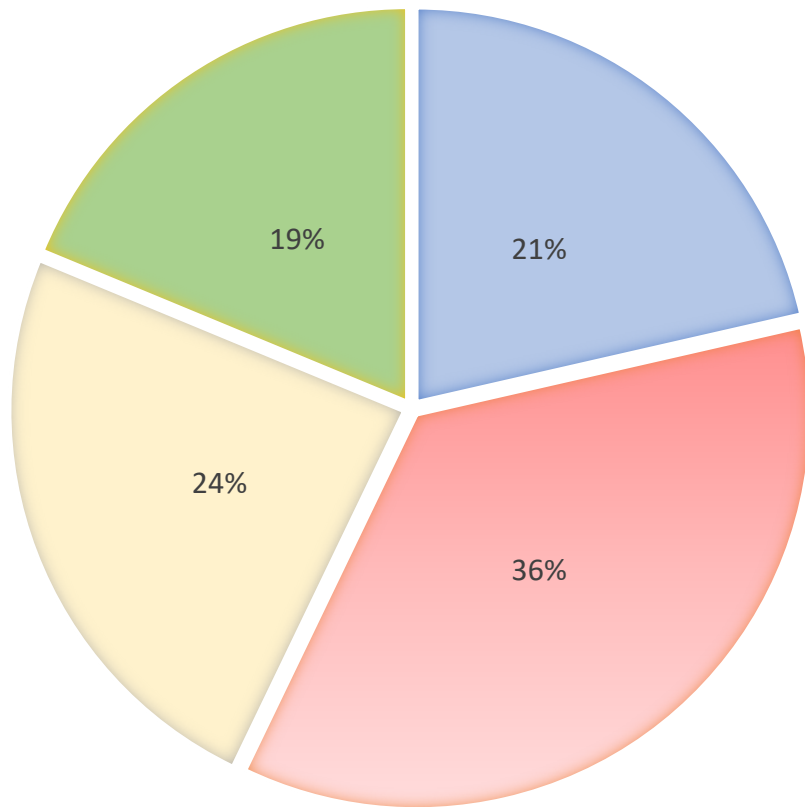


■ \$2,500-\$5,000 ■ \$7,500-\$10,000 ■ \$15,000 ■ \$20,000

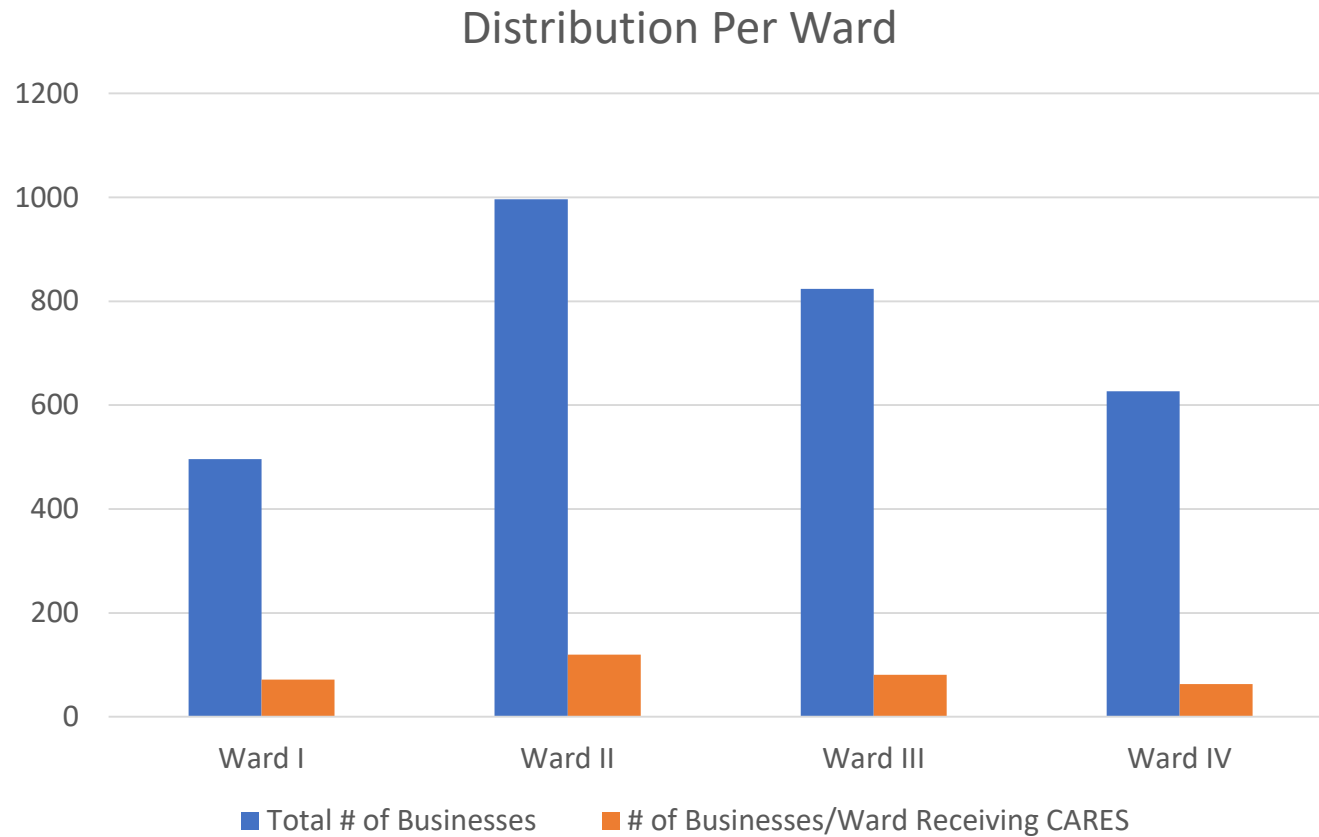
Ward Information

DISTRIBUTION OF GRANTS BY WARD

■ Ward I ■ Ward II ■ Ward III ■ Ward IV



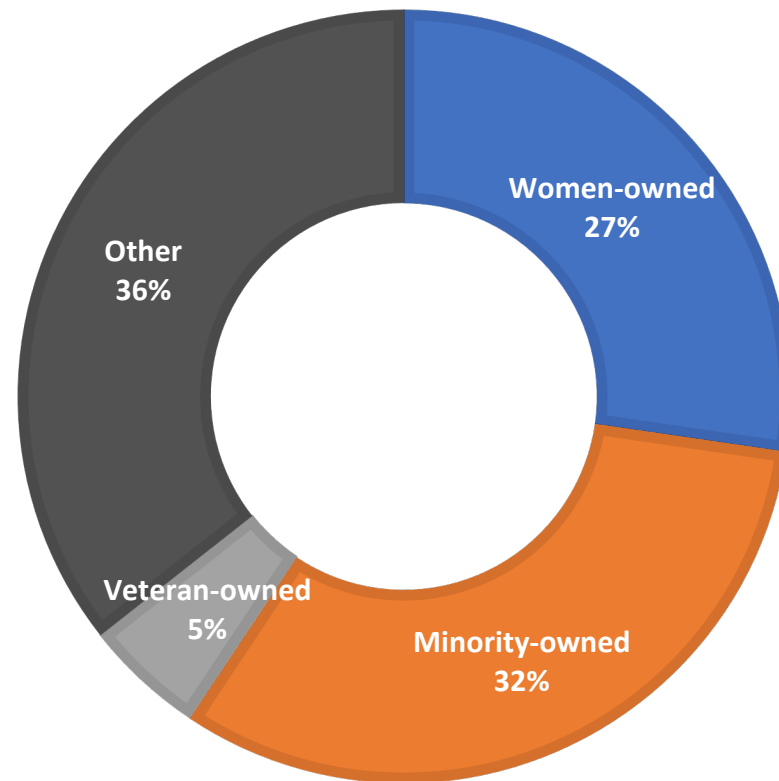
Ward Information



Between 10% - 14% of the total number of businesses in each ward applied for and received funding from the CARES Business Recovery Program.

Demographics of CARES Recipients

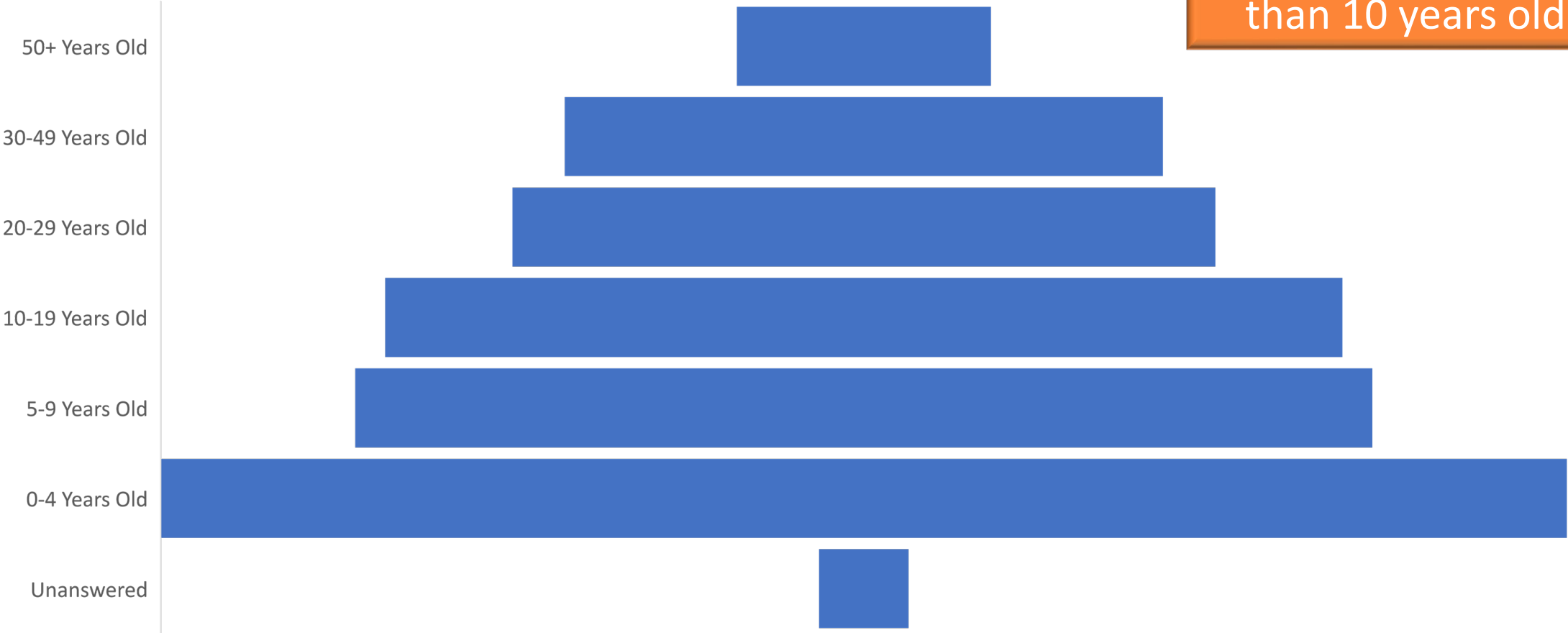
■ Women-owned ■ Minority-owned ■ Veteran-owned ■ Other



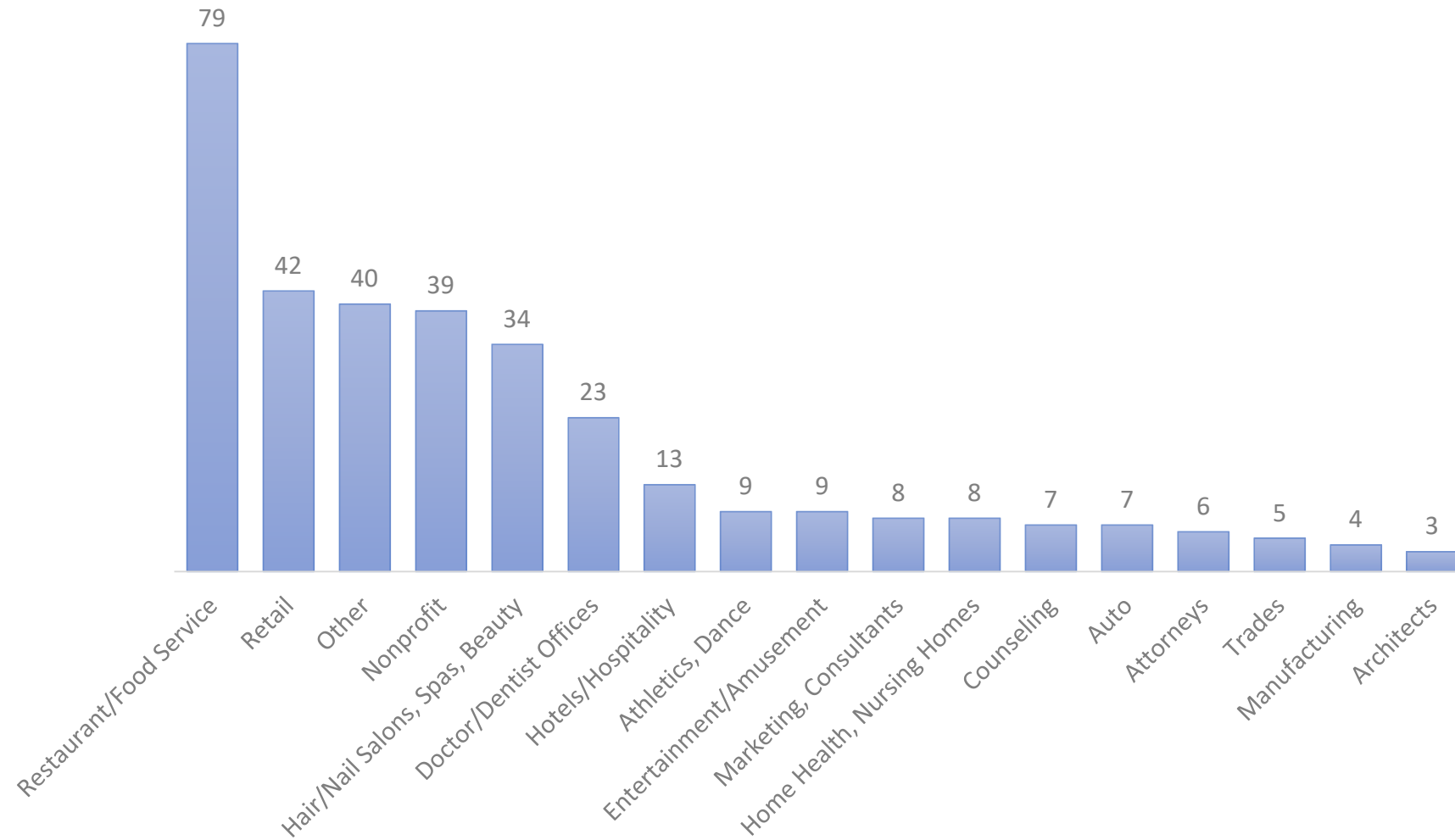
64% of applicants funded in CARES were women, minority and/or veteran owned

Age of Businesses

52% of businesses awarded were more than 10 years old

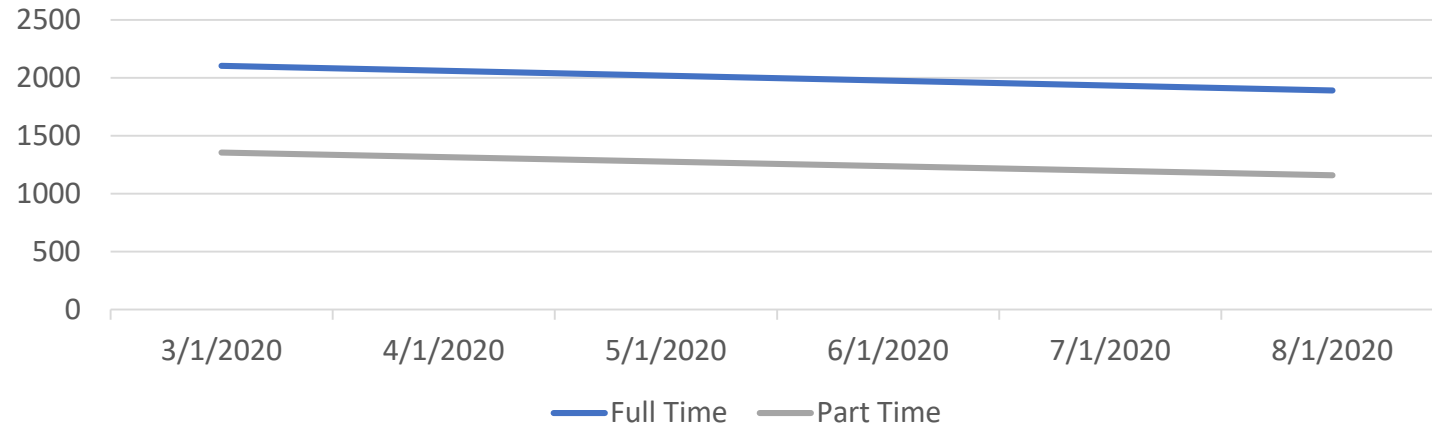


Businesses by Industry Sector



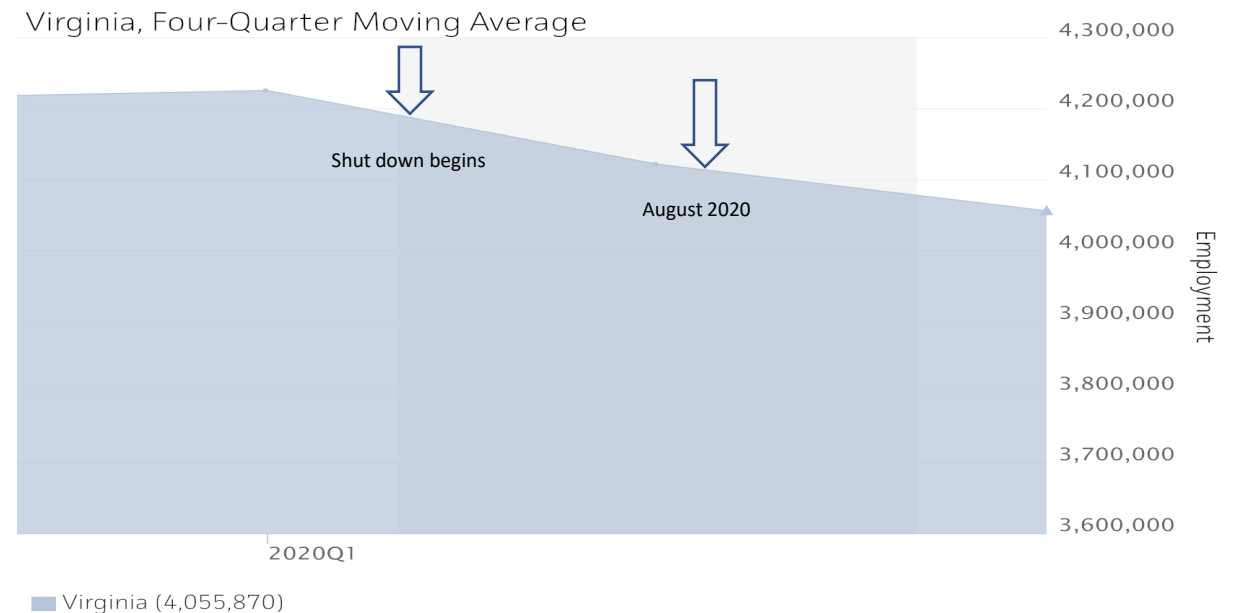
*Other includes personal services, consultants, contractors, financial services etc....

Employment Change March-August



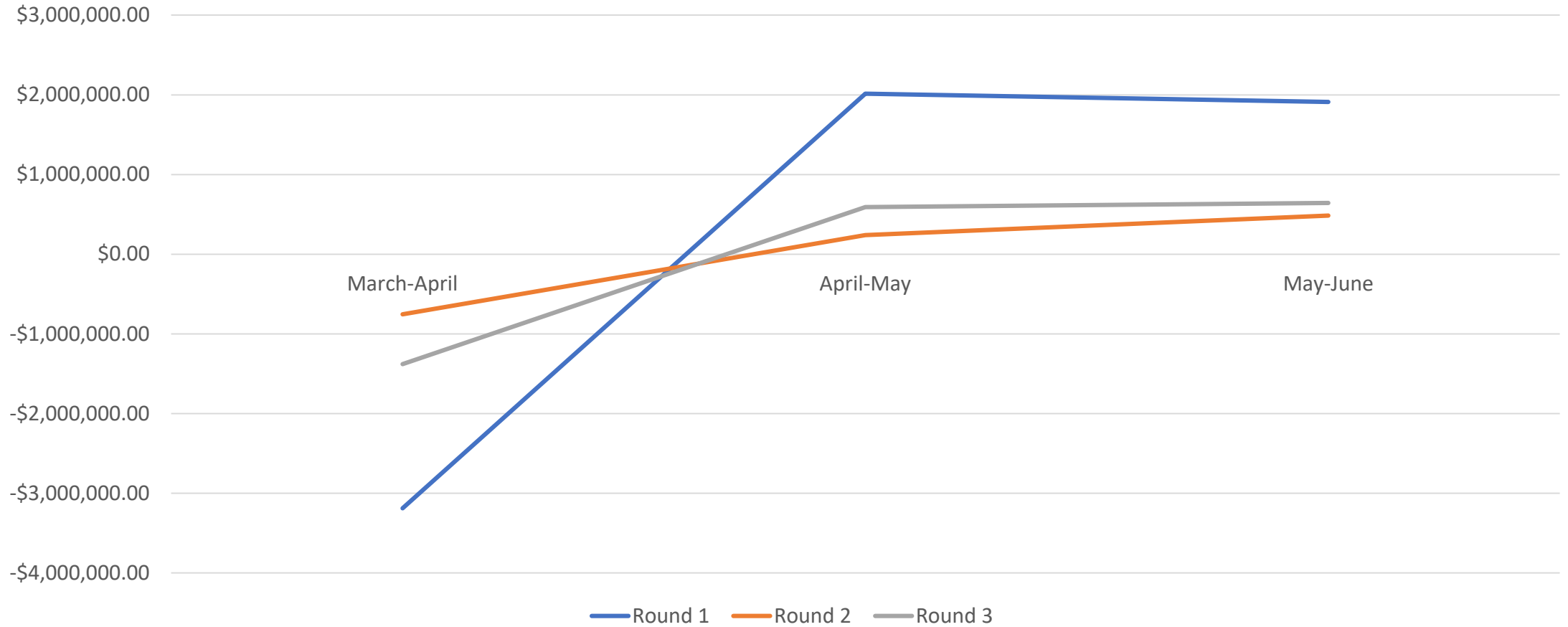
A total loss of 213 FT jobs (11%) and 195 PT jobs (15%) were reported by recipients.

The Commonwealth reported an average of 6.5% total job loss during that same time period, according to Labor Market Information.

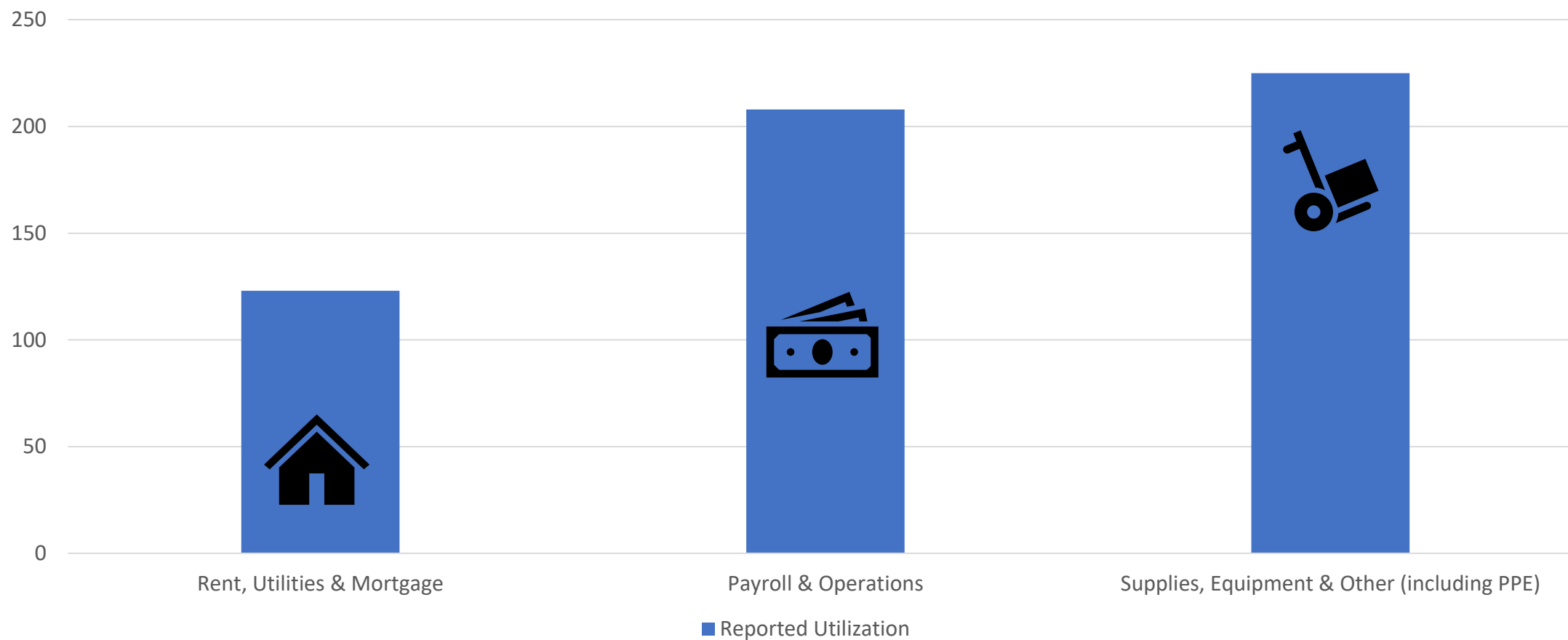


Source: JobsEQ®. Data as of 2020Q3. The shaded areas of the graph represent national recessions.

Reported Total Revenue Loss April-June

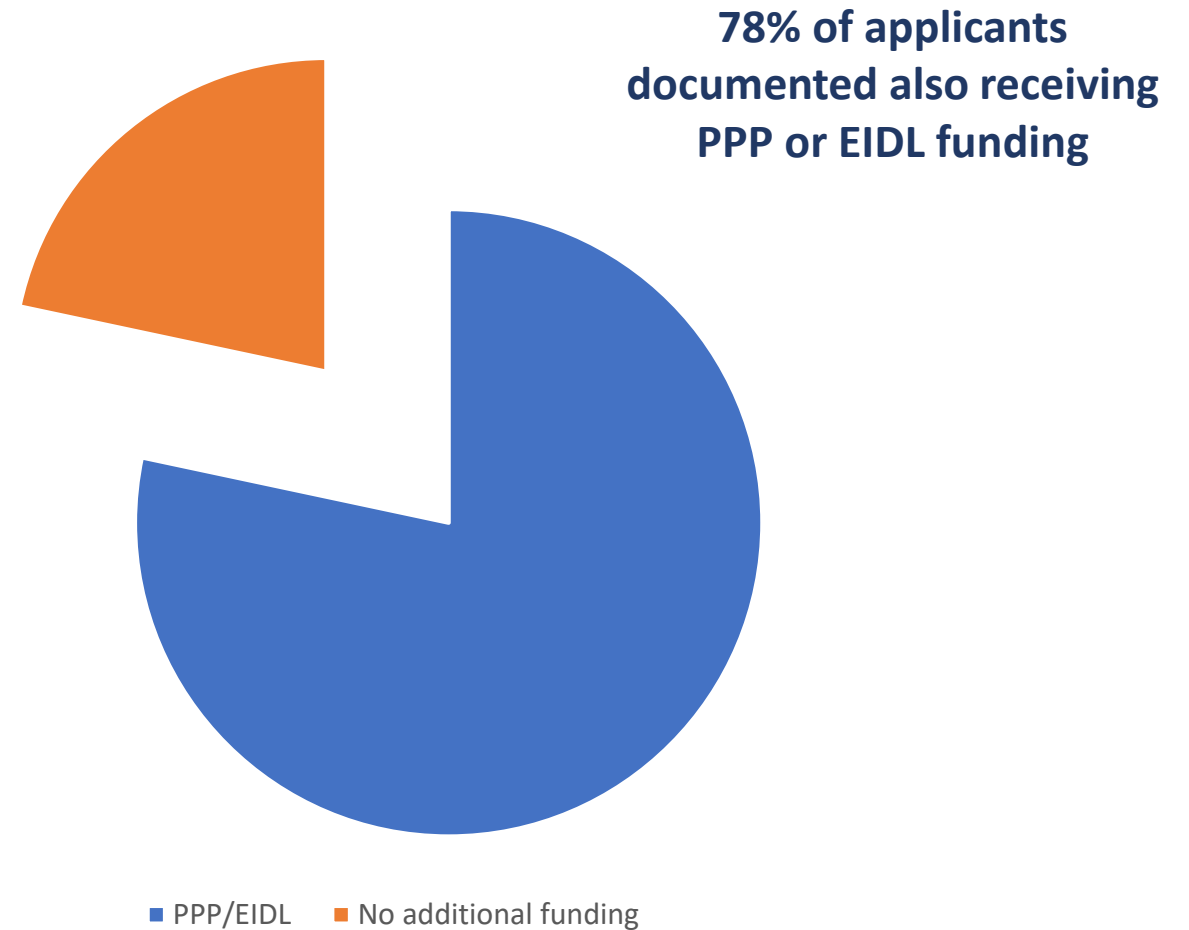


Reported Uses of Grant Funding



Other CARES Act Funding

The **Paycheck Protection Program** and the **Economic Injury Disaster Loan Program** were both loan programs authorized from the Federal Government and administered either directly or indirectly through the Small Business Administration. Federal guidelines state that funds used from these programs must not overlap with any other federal, state or local funding by ensuring they are not used for the same expenses during the same time period.



Wrap Around Services

The Office of Economic Development & Tourism partnered with the Small Business Development Center – Lynchburg Region and Centra Health/PCHP/HealthWorks to provide wrap around services and support to participating businesses, including opportunities for one-on-one business counseling, industry specific training and health and safety consultations. Businesses were able to opt-in to these services in the program application.



■ Wraparound Services ■ Grant only

39% of applicants requested and received wraparound services and supports



CARES Recipient Spotlight



Rise Up Climbing

General Manager: Stephen Baker

FTE Employees: 13

Year Established: 2008

"When the pandemic started, we had to shut our doors without knowing when we would be able to open again. After three months of closure we were able to re-open, though not at a capacity. The [CARES] program ended up being paramount not just to our survival, but being able to bounce back quickly and keep moving forward. We're incredibly thankful."

CARES Recipient Spotlight

The Quality Inn & Travel Lodge

Manager: Jason Patel

FTE Employees: 9

Year Established: 1995

“COVID has affected the hotel business tremendously. Hotels nationwide have had to issue layoffs or potentially even close due to the toll COVID has taken. Thankfully with the help of CARES funding we were able to maintain all our employee base and keep the business running. Unlike many hotels, we did not have to issue any layoffs during these hard times. As locally owned property we greatly appreciated the CARES funding.”



CARES Recipient Spotlight

B.S. Grillin' Company

Owner: A.J. Richards

FTE Employees: 1

Year Established: 2014

“We are very grateful to still have our door open and this will help us continue.”



Follow-Up Survey Information

- Almost 70% of respondents said the process was easy to navigate.
- Most respondents stated they want continued, consistent information from the City on things that impact their business and the community.
- Lynchburg small businesses were directly affected by the pandemic, and the CARES money was a critical component in ensuring they were able to remain open, retain staff and continue serving the City.



Our thanks to the team.

Lynchburg City Council
Long-Term Recovery Team
City Manager's Office
Commissioner of the Revenue's Office
City Assessor's Office
Finance
Billings & Collections
Economic Development & Tourism Office
Economic Development Authority
Bank of the James

A map showing a network of blue lines, possibly representing roads or utility lines, overlaid on a light gray background. A prominent, thick orange line traces a path through the network. The word "Questions?" is written in a large, bold, dark blue font in the center of the map.

Questions?