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PRINCE GEORGE'S COUNTY

# COVID-19 RELIEF BRIEFING

Presented to The Prince George's County Council | 3.17.2021





AGGREGATE TOTAL OF  
BUSINESS RELIEF PROGRAMS  
\$41.4 MILLION

# PRINCE GEORGE'S COUNTY COVID RESPONSE

1

## Business Recovery Initiative

A \$20 million program that provided grants to 596 small County based businesses whose operations had been interrupted due to COVID -19. Grant assistance provided up to \$100,000 for businesses.

2

## Child Care Recovery Fund

A \$2 million grant that provided funding to child care centers that had to close their doors due to the COVID-19 pandemic, lack of revenue and newly established state and local health and safety guidelines. \$1.4 million is targeted to licensed child care centers. \$600,000 is targeted to registered family child care homes to help these centers to reopen.

3

## Restaurant Resiliency Initiative

A combined \$11.4 Million that assisted restaurants and food service establishments that have been adversely affected by the COVID-19 crisis. The Restaurant Resiliency Program will provide grants up to \$25,000 to Prince George's County-based restaurants and food establishments to promote long-term sustainability and resiliency of businesses operations, support COVID-19 safety measures, and support businesses operating at reduced capacity.

4

## Hotel Resiliency Relief Fund

A \$11 million grant to assist accommodation properties that have been adversely affected by the COVID-19 pandemic. The Fund will provide grants up to \$190,340 to Prince George's County-based hotels to promote long-term sustainability and resiliency for business operations, supporting COVID-19 safety measures, and maintaining business operations at a reduced capacity.

# STATISTICAL SUMMARY OF BRI AWARDS

Year End 12/31/2020

916

COMPLETE APPLICATIONS  
WERE RECEIVED

595

APPLICATIONS WERE APPROVED

\$19,690,500

GRANTS AWARDED

100%

DISBURSED

3,090

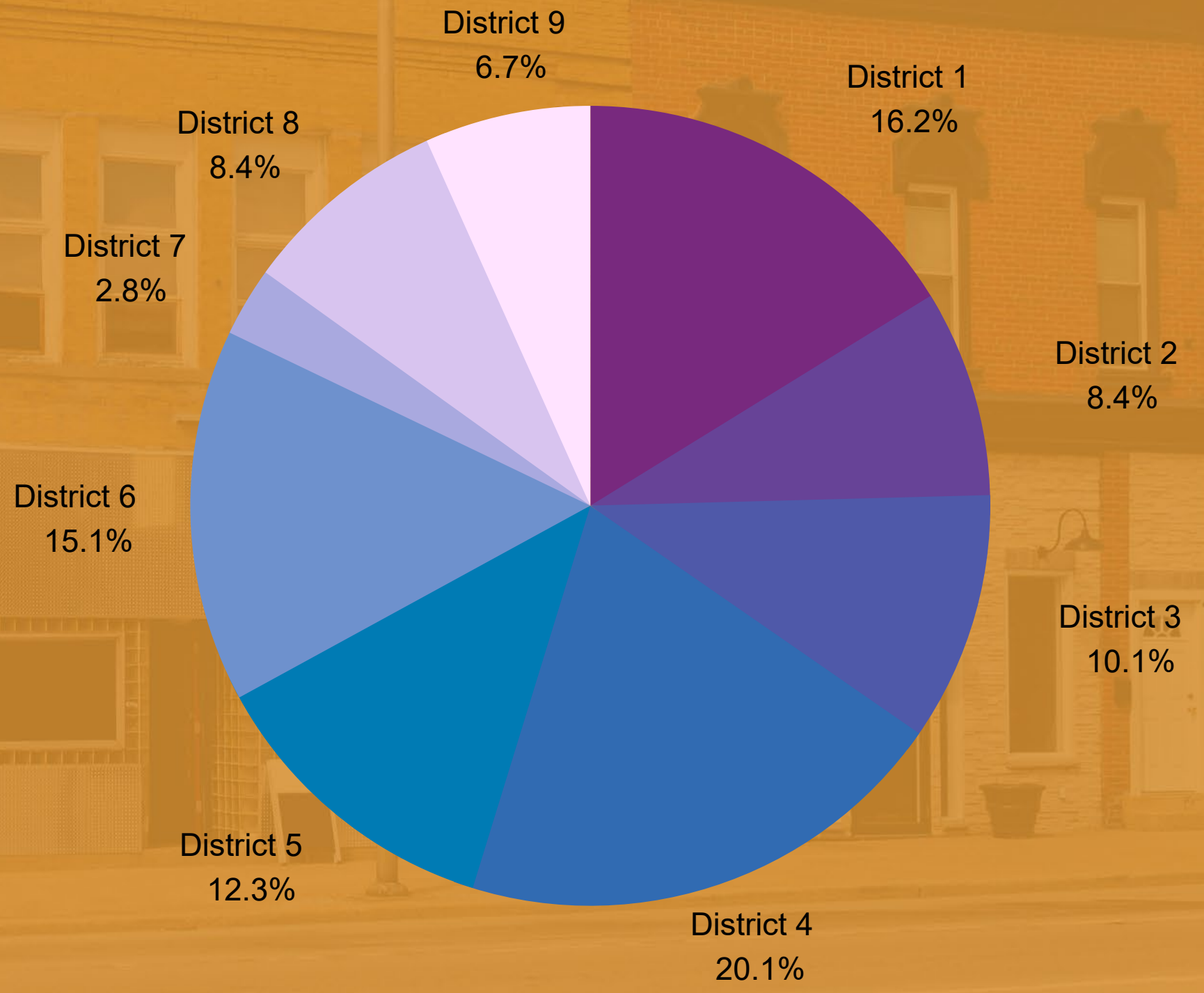
JOBS  
SAVED

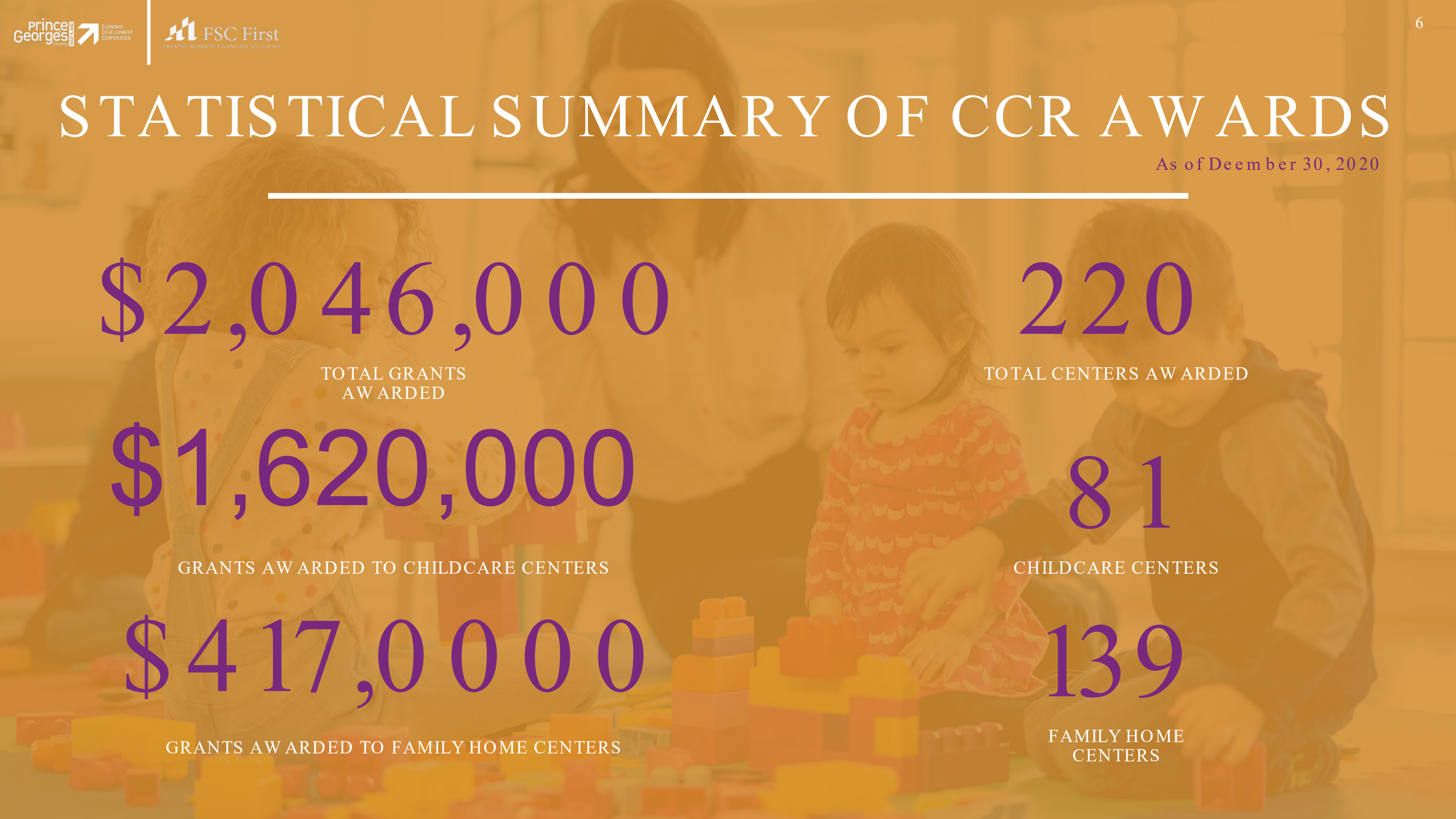
# BRI GRANT APPROVAL SUMMARY

- 78% were Minority Owned
- 43% were Woman Owned
- 5% were Veteran Owned
- 6% were Latino Owned
- 52% were County Based
- 22% were MBE Certified

## TOP 5 INDUSTRY SECTORS

- SERVICES (includes beauty services, legal services, professional services etc.)
- HEALTHCARE
- CONSTRUCTION
- RETAIL
- RESTAURANT





# STATISTICAL SUMMARY OF CCR AWARDS

As of December 30, 2020

\$2,046,000

TOTAL GRANTS AWARDED

220

TOTAL CENTERS AWARDED

\$1,620,000

GRANTS AWARDED TO CHILDCARE CENTERS

81

CHILDCARE CENTERS

\$417,000

GRANTS AWARDED TO FAMILY HOME CENTERS

139

FAMILY HOME CENTERS

# STATISTICAL SUMMARY OF RRF AWARDS

As of March 11, 2021

# \$11,424,000

TOTAL GRANTS APPROVED

# 99%

TOTAL FUNDS DISBURSED

# 511

FOOD SERVICES PROVIDERS

- 76% were Minority Owned | \$8.62 Million
- 29% were Woman Owned | \$3.34 Million
- 10% were Latino Owned | \$1.13 Million
- 30% were Black Owned | \$3.35 Million
- 28% were Asian Owned | \$3.12 Million

Food Service providers includes Fine Dining, Fast Food, Fast Casual, Casual Dining, Café, Buffet, Catering, and Food Trucks

# ADDITIONAL RESOURCES & PROGRAMS



## EMERGE STRONGER

Emerge Stronger Business Recovery (ESBR) was created as a solution to the overwhelming technical assistance needs of Prince George's County Business Recovery Initiative (BRI) applicants. While immediate COVID-19 relief funding is critical to maintain small business operations, technical assistance is vital to improve short-term recovery odds and post-pandemic resilience.

## BUY PRINCE GEORGE'S

BUY PRINCE GEORGE'S is a movement started in response to the COVID-19 pandemic supporting our residents by keeping them home, and supporting our businesses by connecting them with County residents shopping for goods and services and wanting to support the local economy. But shouldn't we always buy local?

## CREANDO EXITOS

Spanish Language Business show with host Rocio Treminio-Lopez.

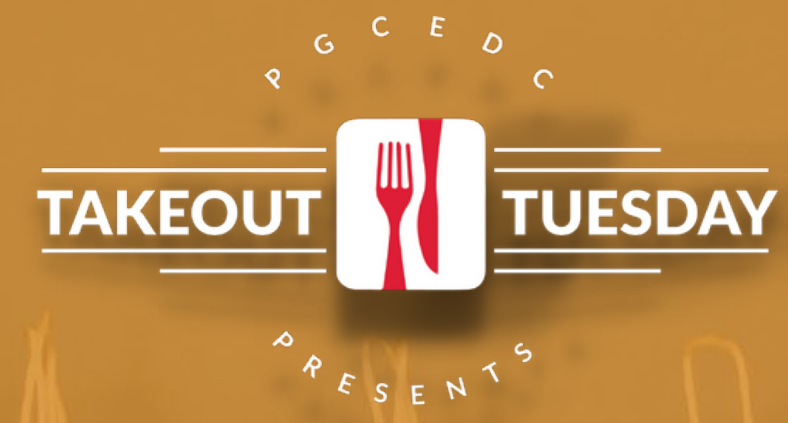
To connect Spanish speaking County Businesses with information and resources to thrive

## TAKE OUT TUESDAY

Calling all County foodies and beyond! Coming to a screen near you is the Prince George's County Economic Development Corporation's newest signature program Take Out Tuesday! PGCEDC is committed to promoting its businesses in every way we can. So join us in our newest business spotlight series as we explore all there is to eat in the County and where you can #BuyPrinceGeorges!



# PROGRAM NUMBERS



BUY PRINCE GEORGE'S

TAKEOUT TUESDAY

DINE PRINCE GEORGE'S

265

BUSINESSES SELF IDENTIFIED

13

RESTAURANTS FEATURED IN SEASON 1

91

RESTAURANTS ENTERED

April 2021

WEBSITE LAUNCH

32,665

VIEWS AS OF FEBRUARY 11

\$42,000

FUNDS TO BE DISTRIBUTED



# STATISTICAL SUMMARY OF HRRR FUND

The COVID-19 Hotel Resiliency Relief Fund provides grants up to \$190,339.98 to Prince George's County-based hotels to promote long-term sustainability and resiliency for business operations; supporting COVID-19 safety measures; and, maintaining business operations at a reduced capacity.

Per state guidelines, each property will receive a rate equal to \$951.70 per room, not to exceed a maximum of \$95,169.99; plus, a pro-rata share of remaining grant funds. No property will receive more than, \$190,339.98 total. Grant awards will be distributed by March 31, 2021.

District	Total Applicants	ExPGC Compliance Approved	CEX Approved	Submitted - Pending Compliance	In Process	ExPGC Compliance Declined
1	16	0	15	0	1	0
2	1	0	1	0	0	0
3	7	0	7	0	0	0
4	7	0	5	0	2	0
5	1	0	0	0	1	0
6	8	0	7	0	1	0
7	0	0	0	0	0	0
8	11	1	7	0	2	1
9	5	0	3	0	1	1
<b>TOTALS</b>	<b>56</b>	<b>1</b>	<b>45</b>	<b>0</b>	<b>8</b>	<b>2</b>

The application period began January 27, 2021 and closed March 3, 2021.



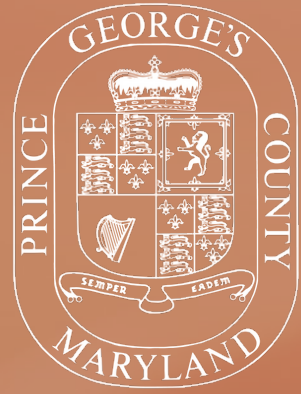
# STATISTICAL SUMMARY OF HRR FUND

Of the 46 ExPGC Compliance and CEX approved, and Submitted applications:

District	Approved Applicants	Total Rooms	Total Grant Awards
1	14	1,890	\$ 2,515,343
2	1	5	\$ 99,928
3	9	1,203	\$ 1,665,475
4	4	503	\$ 742,326
5	0	0	\$ -
6	7	1,066	\$ 1,324,766
7	0	0	\$ -
8	8	1,104	\$ 1,516,058
9	3	284	\$ 549,131
<b>TOTALS</b>	<b>46</b>	<b>6,055</b>	<b>\$ 8,413,027</b>

Award data for the 46 approved applicants:

District	# of Applicants	# of Rooms	Apr - Nov 2019 Revenue	Apr - Nov 2020 Revenue	\$ Change	% Change
1	14	1,890	48,427,892	13,505,998	(34,921,894)	-72%
2	1	5	120,521	29,169	(91,351)	-76%
3	9	1,203	31,088,617	13,705,243	(17,383,374)	-56%
4	4	503	10,779,914	3,421,357	(7,358,557)	-68%
5	0	0	-	-	-	0%
6	7	1,066	13,893,202	7,290,928	(6,602,274)	-48%
7	0	0	-	-	-	0%
8	8	1,104	31,376,866	11,410,857	(19,966,008)	-64%
9	3	284	8,294,910	4,535,719	(3,759,191)	-45%
<b>TOTALS</b>	<b>46</b>	<b>6,055</b>	<b>143,981,922</b>	<b>53,899,271</b>	<b>(90,082,651)</b>	<b>-63%</b>



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