



Angela Alsobrooks  
County Executive



PRINCE GEORGE'S COUNTY

# MULTI AGENCY BRIEFING

Presented to The Prince George's County Council | 9.15.20

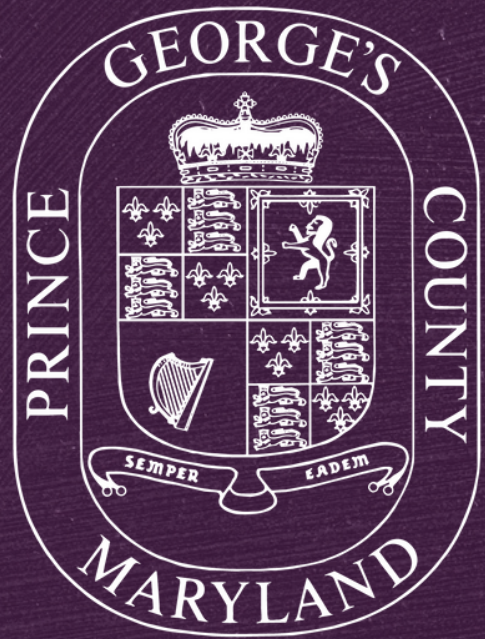




# Agenda

Business Recovery Initiative Summary  
Small Business Initiatives





# COVID -19 BUSINESS RECOVERY INITIATIVE (FORMERLY RELIEF FUND)

Angela Alsobrooks  
*County Executive*





# GRANT INFORMATION

The Prince George's County COVID-19 Business Recovery Initiative (Formerly Relief Fund) is a \$20 million program that offers grants to provide working capital for small County based businesses whose operations have been interrupted due to COVID-19. Grant assistance provides up to \$100,000 for businesses. Applicants must meet eligibility guidelines and provide evidence of financial disruption due to the COVID-19 crisis.

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## Use of Funds:

To support cash operating expenses including payroll, suppliers, rent, fixed debt payments and other business critical cash operating costs. Up to 6 months of verified payroll & operating expenses; not to exceed \$100,000

## Eligibility:

- County-based small businesses, with a principal business office or location physically located in Prince George's County
- Businesses meet U.S. Small Business Administration definition of a small business
- Applications were received April 6th - May 29th
- New business ventures are not eligible
- For-profit business entity
- Business must retain jobs (certified to County) with a goal of hiring County residents for future vacancies
- Borrower must maintain its operations in the County
- Commit to best efforts to have 35% County based business participation in any future construction work
- Provide evidence that application has been submitted to the U.S. SBA and State of Maryland (if available)



# STATISTICAL SUMMARY OF BRI AWARDS

As of September 14, 2020

916

COMPLETE APPLICATIONS WERE RECEIVED

596

APPLICATIONS WERE APPROVED

\$20,190,500

GRANTS AWARDED

455

(\$17 MILLION) OF THE APPROVALS HAVE ALREADY BEEN SUCCESSFULLY WIRED

3,090

JOBS SAVED

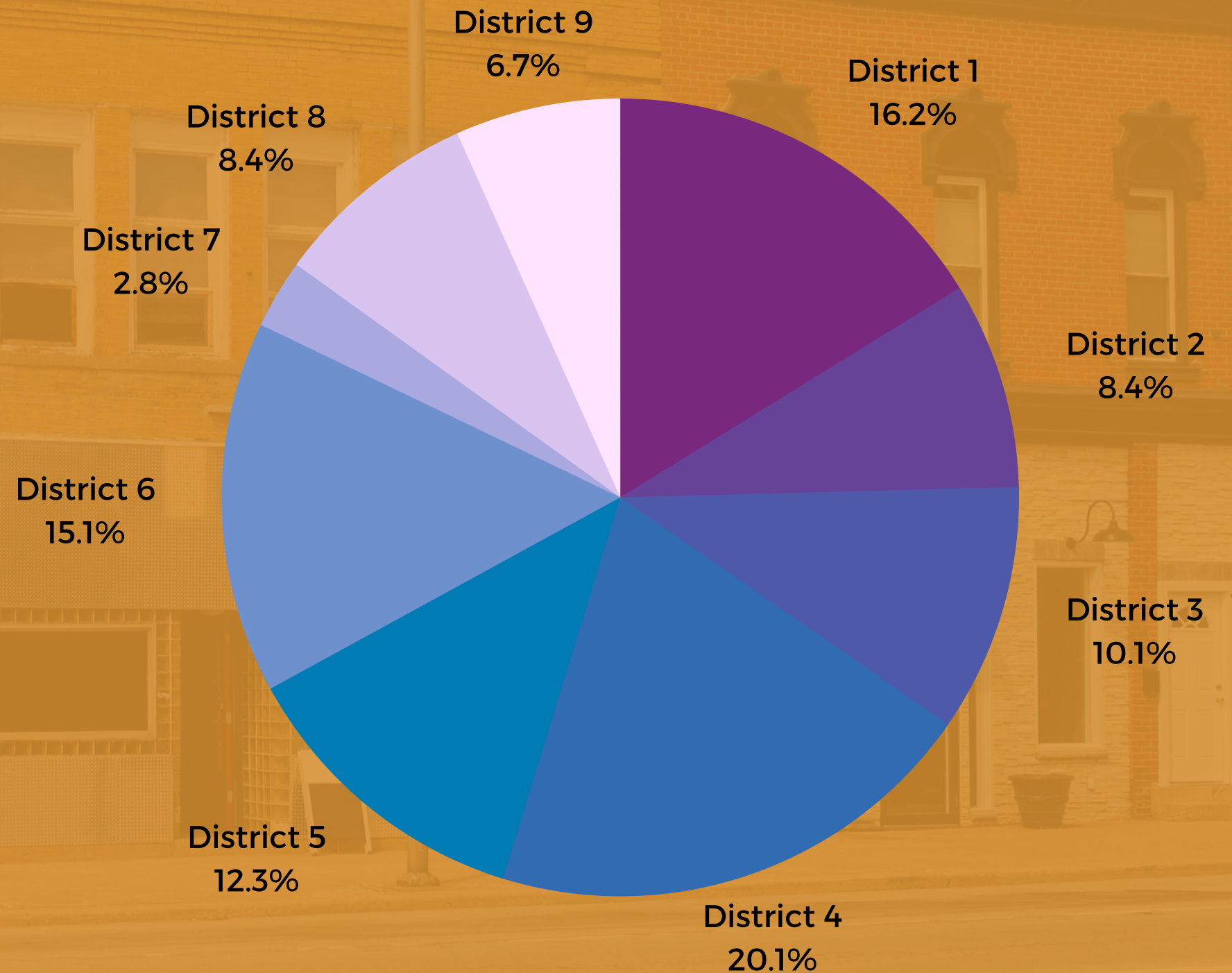


# GRANT APPROVAL SUMMARY

- 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**





## INSTYLE CATERERS

MORNINGSIDE, MD

"Thanks to FSC First for their hard work and commitment to the residents of Prince George's County. We are extremely excited to be able to move forward with pivoting our operation to the new 'norms' of life."

-Denise Thorne, President



## GREENBELT CHILDREN'S LEARNING CENTER

GREENBELT, MD

"I am beyond ecstatic! This is enough to help us last at least two months operating at very diminished capacity to keep children and staff safe until either Congress helps or we get to vaccination."

-Flora Gee, Director

## MAXIMUM PERFORMANCE PHYSICAL THERAPY

LAUREL, MD

"This grant will allow us to continue our operations through this difficult time as we keep taking care of our patients."

-Kevin Rich, CFO





**FabuloCs**  
Glenarden, MD

“This is excellent news! Thank you So much for pushing for us. We are presently strategizing to bring in more workers in order to help people who need jobs to get through this tough economic situation.”

- Nitmat Bilal, Founder and CEO



**Jolan Rhodes, MDPA**  
Hyattsville, MD

“Today is payday and all staff members have been paid. It came just in time. This will help keep my pediatric medical office open. Thanks again! We really appreciate your time and effort on our behalf.”

-Jolan Rhodes, MD Pediatrician

**FIT2FUNCTION-PILATES, INC DBA CLUB PILATES**

LAUREL, MD

“We want to thank each of you for the generous grant our business. You have no idea how much the grant means to our business in general, but in particular during this very uncertain and unprecedented time. It has enabled us to stay open to continue to provide a safe space for our members and residents of Prince George's County to focus on their health, wellness and fitness at a time when it couldn't be more important.”

- Allan & Kim Stephenson, Co-owners





# BRI Survey Summary

A review of the applications submitted for the COVID-19 Business Relief Initiative, revealed that a significant number of applicants that could benefit from some additional business technical assistance.

As a result, The Prince George's County Economic Development Corporation in collaboration with FSC First, produced an 8 question survey with a goal of getting a better understanding of how to further support County businesses during the pandemic and beyond.

The survey was sent out to a total of 2,116 recipients with a response rate of 20% or 419 participants.





# SURVEY DATA INDICATES

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47%

ARE SURVIVING THE COVID-19 INTERRUPTIONS

37%

ARE CURRENTLY IN RECOVERY

<1%

INDICATED THAT THEY WILL NOT REOPEN / OR ARE TEMPORARILY CLOSED

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62%

HAVE A BUSINESS CONTINUITY PLAN ALREADY IN PLACE

38%

DID NOT HAVE A BUSINESS CONTINUITY PLAN ALREADY IN PLACE





# COVID-19 SMALL BUSINESS INITIATIVES





# EMERGE STRONGER

[www.Emergestrongerpgc.com](http://www.Emergestrongerpgc.com)

Emerge Stronger was created as a FREE solution to address the technical assistance needs of small businesses who applied for the Prince George's County Business Recovery Initiative. While immediate COVID-19 relief funding is critical to maintain operations, implementing best practices in business management is vital to improve short-term recovery odds and long-term post-pandemic resilience.

**Partnership Between:** Prince George's County Economic Development Corporation, FSC First, Bowie Bowie Business Innovation Center

## CURRENT PROGRAMMING



C E O B O O T C A M P

Interactive webinars on business recovery and resilience topics led by experts in Retail, Restaurant and Healthcare. Also featuring a Spanish-language CEO Bootcamp



C O U N S E L I N G

CEO's are invited to participate in business recovery sessions with experienced business counselors to receive immediate feedback on any business topic.



C A P I T A L M A T T E R S

Provides in-depth financial management webinars including training on financial strategies, credit and lending.

**EMERGE STRONGER IS MADE POSSIBLE BY A GENEROUS DONATION FROM PEPCO HOLDINGS**



# Capital Matters

## Emerge Stronger Program

A series of webinars that explore different financial management topics so that your business will Emerge Stronger. The program is available to those who have applied for and/or received any business loans or grants during the pandemic. This is an opportunity for Small Business CEOs and their Business Accountant, Attorney, and other Executive to have a seat at the table and talk with experts in Financial Strategies, Credit and Lending.

### Topics Include:

1. Successful Loan Packaging Strategies
2. Loan Compliance and Reporting
3. Preparing for Financing
4. Sources of Credit
5. Understanding Lenders Language
6. Contract Financing
7. Pivoting to a New Economy

MERGER  
STRONGER



# BUY PRINCE GEORGE'S

[www.pgcedc.com/BuyPrinceGeorges](http://www.pgcedc.com/BuyPrinceGeorges)  
#BuyPrinceGeorges

233

Businesses Currently Listed

7

Recorded Episodes of Takeout Tuesday with 3 Crossover Episodes with the EDC Spanish Language Business Show host.

1

New Series Coming: The Business Spotlight

**BUY PRINCE GEORGE'S** is a movement started in response to the COVID-19 pandemic supporting our residents by keeping them home, and shop their favorite County businesses for goods and services.

**But shouldn't we always buy local?**

## BUSINESSES

County located businesses list their goods and services in the County 'Cyber Mall' which is promoted by the PGCEDC and its partners online.

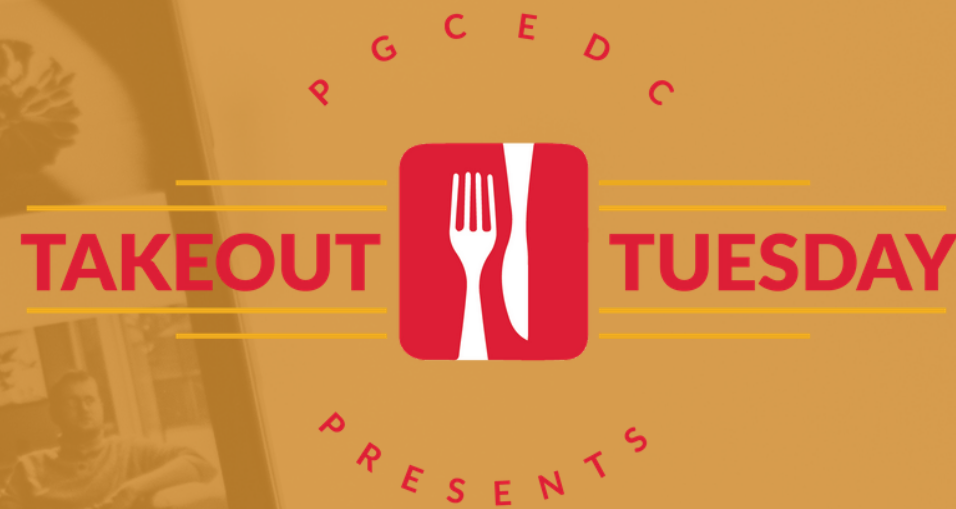
## RESIDENTS

County residents make a concerted effort to shop online or safely in store from businesses listed in the 'County Cyber Mall'.

WHEN YOU SHOP LOCAL YOU'RE MAKING A PERSONAL INVESTMENT IN THE COMMUNITY



# Social Media Programming



## CREANDO EXITOS

Spanish Language Business show with host Rocio Treminio - Lopez.

**Goal:** To connect Spanish speaking County Businesses with information and resources

## TAKEOUT TUESDAY

Highlighting the diverse culinary experience in the County.

**Goal:** To improve local patronage and promote local businesses

## THE BUSINESS SPOTLIGHT

\*Coming Soon\*

Highlighting Retail, Professional Services, and other small businesses in the County



# The Legacy Fund

The Legacy Fund, was established with a \$1 million grant from the Greater Washington Community Foundation and provides critically needed access to capital for small businesses in Prince George's County. The fund is part of The Community Foundation in Prince George's County's equity and economic mobility initiative.

The overall goal of the initiative is to eliminate social and economic disparities and help individuals, families, and collective groups improve their social and economic status. The Legacy Fund will provide relief from the impact of COVID-19 to help minimize business vulnerability to closure and bridge the gap to viability.

**Application Period:** August 3, 2020 – August 28, 2020

**Grants:** Up to \$10,000

**Use of Funds:** To support operating expenses including payroll, suppliers, rent, and other business critical costs



## THE LEGACY FUND FOR SMALL BUSINESS DEVELOPMENT

[www.fscfirst.com/legacy-fund](http://www.fscfirst.com/legacy-fund)





# Child Care Recovery Fund

The Child Care Provider Recovery Program is a \$2 Million grant that provides 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

The Child Care Provider Recovery Program was established to help these centers to reopen.

**Application Period:** September 9, 2020 and October 2, 2020

**Grants:** Up to \$20,000

**Use of Funds:** To support re-opening costs including personal protection equipment (PPE), payroll, supplies, rent, fixed debt payments and other business critical cash operating costs.

PRINCE GEORGE'S COUNTY MARYLAND

Angela D. Alsobrooks  
County Executive

**COVID -19**  
**CHILD CARE PROVIDER RECOVERY PROGRAM**

Prince Georges County Proud

Prince Georges County ECONOMIC DEVELOPMENT CORPORATION

FSC First  
CREATIVE BUSINESS FINANCING SOLUTIONS



**DAVID IANNUCCI**

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**SHELLY M. GROSS - WADE**

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**Contact Us**