



Economic Resiliency Program Overview

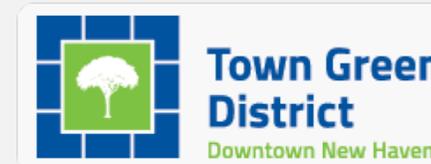
April 04, 2020

# PARTNERS & MISSION

- Support & Promote Local Business
- Provide Technical Assistance & Direct Support for Economic Resiliency
- Stay Connected as a Region & Community



arts council  
GREATER NEW HAVEN



# BUSINESSES ARE LEADING BY EXAMPLE



- **IKEA** “We are eager to get back to offering our Click-and-Collect (curbside) service, but first we need to make sure it’s the right thing for both our Co-workers and Customers.”
- **Atticus Bookstore and Café** We are trying to retain Atticus employees as long as possible to make meals as well, right now we are focused on safe meals for our staff.
- **Long Wharf Theatre** We remain steadfast in our commitment to the health and safety of our staff, artists, supporters, and loyal audiences. Given the recommendations by the city, state, and CDC, we have made the heartbreaking but necessary decision to cancel the remainder of the 2019/20 season at Long Wharf. We had hoped to delay this decision until more details emerged, but the uncertainty of the moment requires a decided and preemptive course of action to protect everyone in our community.
- **Miya's Sushi** My friends, I know finances have become super tight, if not precarious, for many of us in our community, so we would like to treat you to a healthy meal. Just text me; it will be an honor and a joy to cook for you all. 310 720 0709.
- **Ricky D's Rib Shack** Consider us essential personnel! I’m here to let all the nurses and doctors who are on the front lines fighting the Rona that you get 10% off your meal with your ID!
- **New Haven Legal Assistance Association** Even though our physical office space is closed, New Haven Legal Assistance is continuing to serve the New Haven community. If residents need legal help with housing, employment, immigration, family, income issues, please call us. We are currently taking new clients over the telephone and by email.

# EMERGING STRATEGIES

## FEDERAL LEVEL

- **SBA Economic Injury Disaster Loan** (<https://www.sba.gov/funding-programs/disaster-assistance>): Low-interest working capital loans of up to \$2 million for small businesses/non-profits impacted by the Coronavirus (COVID-19)
- **SBA**: \$350 billion in small-business loans, forgivable/convertible to grants if businesses keep their employees (forthcoming)
- **Federal Tax Filing Extensions**: The Internal Revenue Service has extended deadline for filing and payments to July 15, 2020.

## STATE LEVEL

- **DOL Shared Work Program** ([https://www.ctdol.state.ct.us/progsupt/bussrvce/shared\\_work/](https://www.ctdol.state.ct.us/progsupt/bussrvce/shared_work/)): Allows employers with two or more employees to temporarily reduce employee hours and supplement employees' lost wages with the help of partial unemployment benefits
- **Connecticut Recovery Bridge Loan Program** (<https://portal.ct.gov/DECD/Content/Coronavirus-Business-Recovery/Emergency-Bridge-Loan-Application-Form>): \$20-25 million in 18-month, 0% loans of up to \$75,000 or three months of operating expenses for small businesses with fewer than 100 employees, with principal and interest payments deferred for one year

# EMERGING STRATEGIES

## FEDERAL LEVEL

- **SBA Economic Injury Disaster Loans & Emergency Injury Grants** (<https://covid19relief.sba.gov/#/>): Low-interest working capital loans of up to \$2 million, and emergency grants of \$10,000, for small businesses, nonprofits, and self-employed individuals that keep employees on the payroll, pay for sick leave or business debts, rent, and mortgage payments, or cover increased production costs
- **SBA Paycheck Protection Program** (<https://home.treasury.gov/policy-issues/top-priorities/cares-act/assistance-for-small-businesses>): 1.0% forgivable loans covering payroll, benefits, mortgage interest, rent, and utility costs for small businesses, nonprofits, and self-employed individuals that keep, or rehire by June 30, all employees and maintain their pre-existing salary levels
- **Pandemic Unemployment Assistance** (<http://www.ctdol.state.ct.us/UI-online/Index.htm>): Additional unemployment compensation for workers, including self-employed individuals, of an extra \$600 a week for up to 4 months, benefits for up to 39 weeks, and no waiting period

## STATE LEVEL

- **DOL Shared Work Program** (<http://www.SharedWorkCT.com>): Allows employers with two or more employees temporarily to reduce employee hours and supplement employees' lost wages with the help of partial unemployment benefits
- **DOB Mortgage Relief Program** (<https://portal.ct.gov/DOB/Consumer/Consumer-Help/COVID-19-Mortgage-Relief>): Provides a 90-day grace period for all mortgage payments, fee and charge relief for 90 days, no new foreclosures or evictions for 60 days, no credit score changes for accessing relief, and potential mortgage forbearance extensions as needed
- **DOI Insurance Relief Program** (Email [insurance@ct.gov](mailto:insurance@ct.gov) or call 800-203-3447): Creates a 60-day grace period for any business that can't pay its insurance premiums due to COVID-19 and contacts its broker, agent, or insurer to provide documentation to that effect

# TOGETHER NEW HAVEN

- The Together New Haven partnership was formed to reduce service overlap and enhance service delivery to impacted businesses.
- The City's **Economic Development Administration, Small Business Resource Center and REX/EDC** are front line staffing with our business community on state and federal assistance programs through social media, facilitating digital-marketing assistance to small businesses looking to create an online presence, continuing their entrepreneur training series online, and beginning the process of preparing businesses to take advantage of our economic recovery;
- The City's **Department of Cultural Affairs and the Arts Council of Greater New Haven** are working with cultural and arts organizations to promote virtual concerts, hosting virtual round-tables and group discussions, hosting professional development webinars, hiring local artists to create graphics and online videos, hiring artists and art experts to facilitate workshops and master classes online and providing links to services such as Lawyers for America which provides free legal services;
- The **Greater New Haven Chamber of Commerce** is opening its services to the entire business community, including webinars and technical assistance;
- The **New Haven Town Green District** is providing more frequent and rigorous cleaning of the Central Business District and providing technical assistance to small businesses looking to take their business online;
- **Market New Haven** is providing marketing assistance to restaurants and area attractions looking to attract on-line business and maintaining an up to date list of merchants who continue to provide services.

# INFORMATION SHARING AND MERCHANT SUPPORT



## New Haven Business Updates

Information on this page is subject to change at the discretion of the operator. Information last published 3/24/2020.

### FOOD DELIVERY & PICKUP OPTIONS

[GrubHub](#)  
[Uber Eats](#)  
[DoorDash](#)  
[Snackpass](#)

<a href="#">116 Crown</a>	Pick up & Delivery
<a href="#">Abate Apizza</a>	Pick up & Delivery
<a href="#">Adriana's Restaurant</a>	Pick up
<a href="#">B-Natural Cafe</a>	Pick up & Delivery
<a href="#">BAR</a>	Pick up
<a href="#">Barcelona Wine Bar</a>	Pick up & Delivery

# STAYING CONNECTED THROUGH THE CHAMBER



zoom

HR Council presented by Carmody: Your HR Qu... - Shared screen with speaker view

Download (3 files)



## Chat Messages

-  **Garrett Sheehan** 29:33  
Thanks everyone, the audio is coming in mostly clear on my end, but I realize that may not be the case where you are. We are recording, so a clear version will be available on our website later today.
-  **Nicole Salvatore** 41:25  
Under the new statute, how does an employer apply for the tax credit, if they comply by paying their employees the 80 hours of paid sick leave?

# REX/EDC CONSOLIDATED RESOURCE PORTAL



[Home](#) [Advisories](#) [Towns](#) [Resources](#) [Contact Info](#)



Bringing the region together for health, safety and economic recovery.



# TOGETHER NEW HAVEN

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"I was Born and raised in New Haven. I want to grow my businesses here. We need to all come together and support one another during this time . Buy Local!

-P.G, New Haven Resident and small business owner

# TOGETHER NEW HAVEN

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""The Arts Council of Greater New Haven is working remotely harder than ever to help individual creatives and arts institutions survive + Thrive." Together New Haven!

## CREATIVE SECTOR RELIEF FUND



## New Haven Creative Sector Relief Fund

The New Haven Creative Sector Relief Fund will distribute immediate financial assistance to individual creatives and arts institutions most impacted by the Coronavirus 2019 (COVID-19). This is a partnership between the City of New Haven's Department of Cultural Affairs and the Arts Council of Greater New Haven.

Applicants can apply on a rolling basis to receive up to \$1,000 based on their financial situation, with a priority for low-income individuals and small-budget arts organizations. Applications will be reviewed weekly and payments sent 2 days after review.

## CREATIVE SECTOR RELIEF FUND



### Who Can Apply:

- Individual creatives with annual incomes under the United Way's ALICE Household Stability Budget\* threshold can apply:
  - Practicing artists of any discipline
  - Teaching artists
  - Arts industry workers
- Arts institutions with average annual budgets under \$500,000 can apply:
  - Nonprofit arts organizations
  - Creative businesses
- Applicants can request the following:
  - Reimbursement for lost income (ex: canceled events or services, nonrefundable expenses)
  - Compensation for an individual's reduced hours at arts or supplemental employment (ex: arts institution employees, part-time service industry staff)
  - Investment in solutions that create work opportunities or new revenue (ex: new digital technology or expanded public health accommodations)

## CREATIVE SECTOR RESILIENCE INITIATIVES



- Create Virtual Programming for: Arts Education (Children, families, individuals)
- Create Aggregated Arts & Culture FB Page of virtual resources with Schedule of activities
- Create a curated virtual show hosted by creatives, launched on different social media platform (IG TV, Youtube, Facebook)
- Create an #artschallenge to get the community participating in arts activity
- Host a series of online professional development for the creative community including 1 on 1 brainstorming sessions and group roundtable discussions
- Continue to utilize the Arts Council of Greater New haven COVID-19 Arts Impact survey to help assess ways to continue to assist during this time

## DIGITAL MARKETPLACE



- The City of New Haven has partnered with the Town Green Special Services District to expand the digital capabilities of our “brick and mortar” stores and restaurants.
- Building on Town Green’s capacity and subject-matter expertise, the program will be open to merchants in the Downtown and the other business districts in New Haven.
- The program has two main components:
  - (1) Online Gift Card Sales
  - (2) Online Community Marketplace
- Town Green will conduct webinars, orientation sessions and one-on-one technical assistance to implement the program.

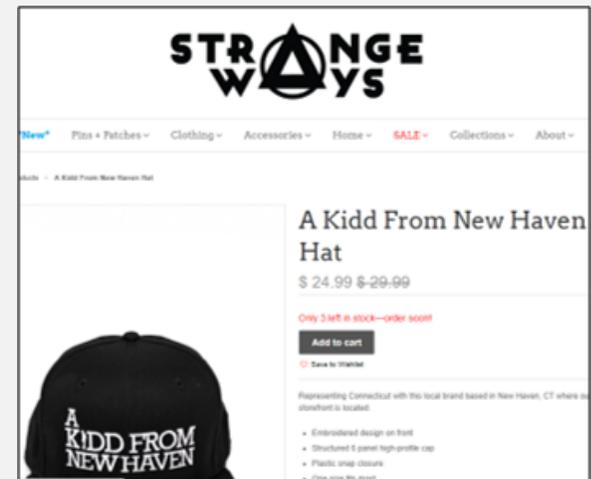
# DIGITAL MARKETPLACE

## ATTICUS



The screenshot shows the top of the Atticus Bookstore Cafe website. The header is dark blue with a gold logo on the left and the text "Atticus Bookstore Cafe" and "203-776-4040" on the right. Below the header is a white form titled "Give a Gift". The form has a "Choose Amount" section with a text input field for "Amount" and a range of "\$5.00 - \$500.00". Below that is a "Personalize" section with fields for "To", "From", and "Message". At the bottom of the form is a "Schedule Delivery" section.

## STRANGWAYS



#TOGETHER

# TOGETHER NEW HAVEN



"Every dollar you invest in local businesses strengthens our economy, our community and our well being as a whole. Let's stand together, every dollar counts."  
-Marisol Credle, New Haven Resident & Creative Business Owner