

1

Today's Discussion

- I. Lynchburg's Approach
- II. Overall Strategy
- III. Program Focus: Business Recovery Program
 - 1. Program Overview
 - 2. Communications & Outreach
 - 3. What We Learned
 - 4. Business Spotlights

2

Lynchburg's Approach

- Total CARES Allocation: \$14,337,682
- Who knew it would be so hard to spend a bunch of money!?
- Guidance from the City Manager's Office:
 - Distribute funds in a way that meets the federal guidance
 - Strategically support existing goals that meet program requirements
 - Respond to the challenges COVID created
 - Directly support the community's immediate needs
 - Provide equitable access
 - Make this not only about the City organization, but also assistance to the larger community with metrics for success
 - Work to limit new recurring costs
- Who decides where to spend?

3

Lynchburg's ESF Approach

- Like many organizations, Lynchburg's Emergency Operations Plan defines Emergency Support Functions
 - Organizes City departments and other resources into like functions
- The more exciting ESFs usually get all the glory:
 - Firefighting, Law Enforcement
- **But not this time!**

4

Long-Term Recovery's Big Moment

- Not-so-flashy: "Long-term community recovery and mitigation"
- We tasked our Long-Term Recovery Team with figuring out how to spend \$14 million by the end of the calendar year
 - And also not get us into big trouble
- Representatives from:
 - Community Development (lead)
 - Finance – Budget and Billings and Collections
 - Commissioner of the Revenue
 - City Assessor
 - Economic Development and Tourism

5

Uses of CARES Funds

- Focused on the original CMO guidance
 - Strategically support existing goals that fit the program requirements
 - Respond to the challenges COVID created
 - Directly support the community's immediate needs

6

Funding Goal 1:
Strategically support existing goals
that fit the program requirements

7

**Retrofitted five
refuse trucks for
contactless
collection**



8

**Enhanced security for
City Hall and other
City buildings for
contact tracing
capability**



9

**Payment Kiosks (3)
to provide
alternative
payment methods
and locations.**



10

**Visitor
Information
Kiosks (10)
throughout City**



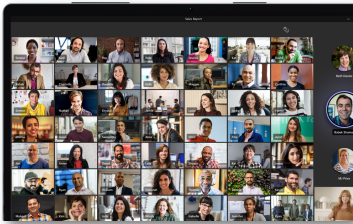
11

**Addition to the
living quarters
for a Fire Station
to allow for
social distancing**




12

- Technology upgrades for hardware/software:
 - Laptops to support telework by employees
 - Upgraded Microsoft Teams software for more robust remote meetings
 - Upgraded technology in conference rooms throughout City buildings
 - Upgraded technology in City Council Chambers
 - Upgraded Cybersecurity capabilities
- Increased options for remote work



13

Public Safety Payroll as allowed in CARES guidance; utilized budget to provide bonus for all City staff



14

**Funding Goal 2:
Respond to the Challenges COVID Created**

15

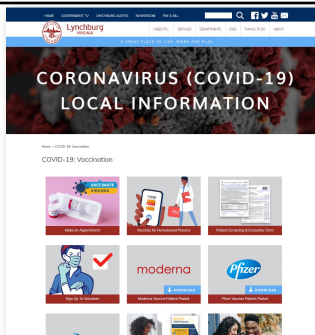
Transfer funds to City Schools to assist with distance learning, food deliveries, and PPE



16


Community Outreach and Awareness

- Wear a mask!
- Practice Social Distancing!
- Get Vaccinated!



17

Additional trash receptacles and portable toilets in parks and on trails due to increased usage/demand for outside activities



18

Vaccination Center
Volunteer Coordinator
(temporary hourly
position)



19

Funding Goal 3:
Directly support the community's
immediate needs

20

Citizen support for
rent and utility
payments through
non-profits



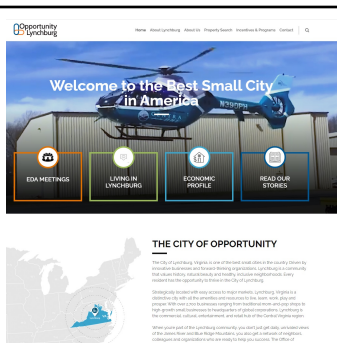
21

WiFi at City
Neighborhood
Centers for use by
school children



22

Business Support Grants
through the EDA
- direct financial assistance
- outdoor heaters for
restaurants



23

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

- One-time fund that offered direct 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)

24

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

25

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.

26

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



27

Total CARES Programming

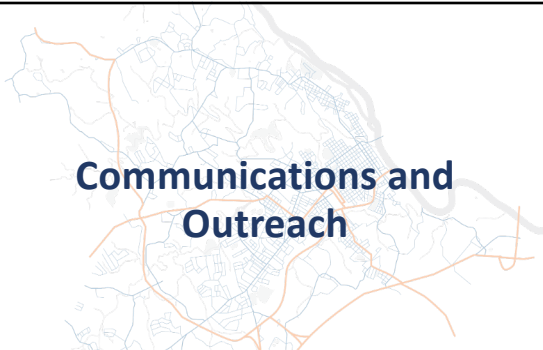
336 Total Business Recovery Grants

38 Winterization Grants + 75 Heaters

\$3,215,640 total in awards

28

Communications and Outreach



29

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			

30

Media Coverage

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

City of Lynchburg Launches CARES Business Recovery Program

City of Lynchburg to distribute small business grants amid pandemic

Lynchburg City offering Winterization Program for local restaurants

Latest LYH News and Announcements

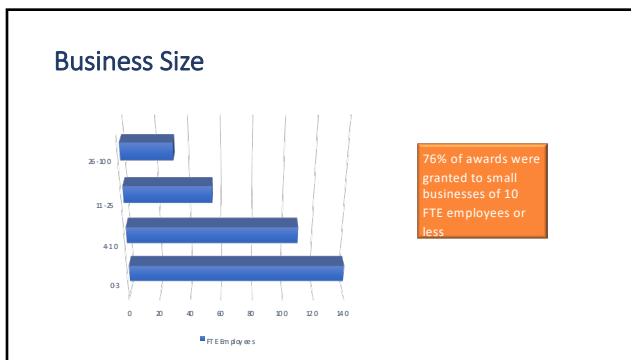
City of Lynchburg Announces CARES Business Recovery Grant Program

Lynchburg restaurants get outdoor heaters, reimbursements via city program

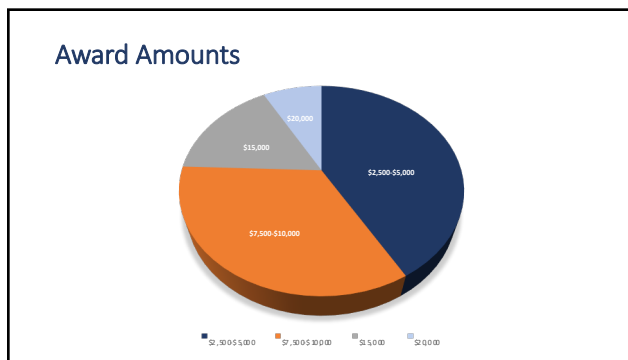
31



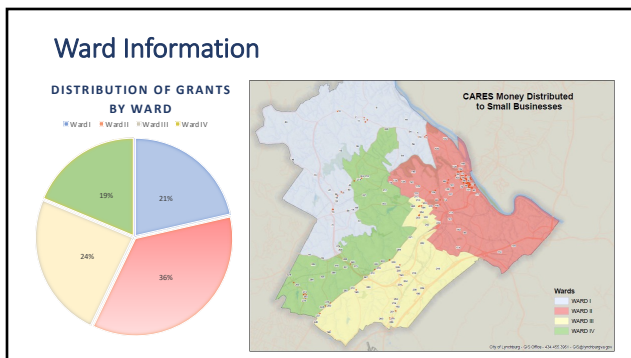
32



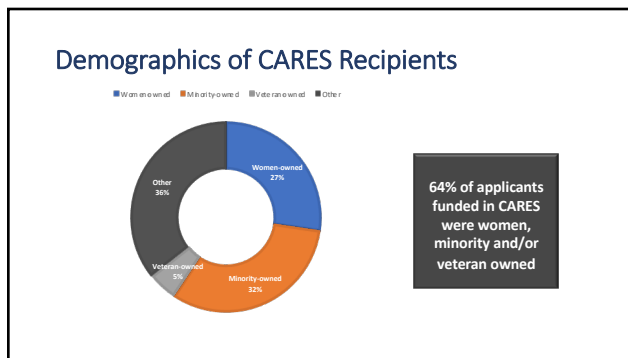
33



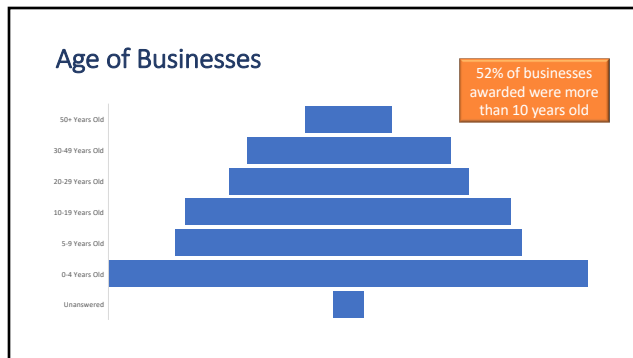
34



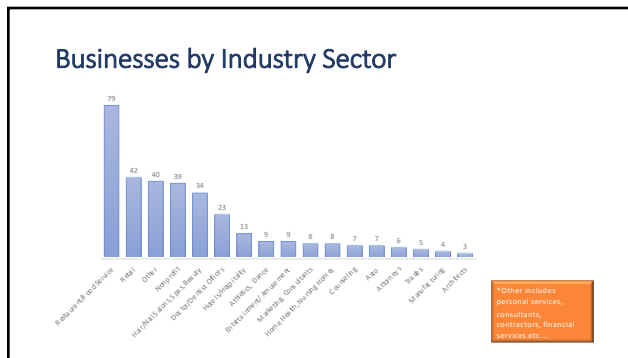
35



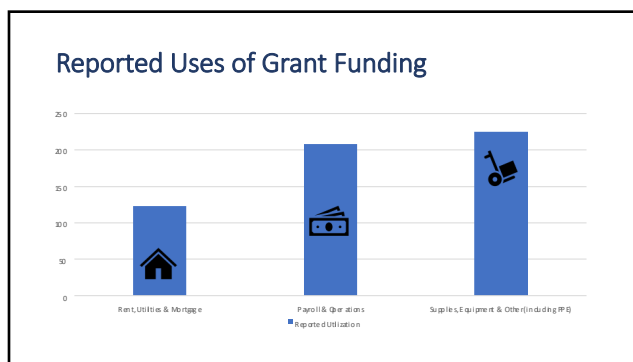
36



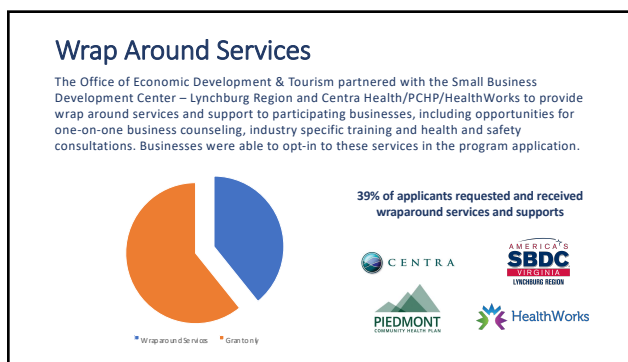
37



38



39



40

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 full 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."

41

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."

42

Thoughts on ARPA

- As you all are, we are still working on how to best spend the next round of funds (Lynchburg gets \$33 million)
 - Thoughts so far:
 - Pay for already planned infrastructure projects to reduce City's debt burden
 - Through lost revenue replacement, strategically invest in tourism and economic development driving projects – public place-making type projects
 - Address long-standing infrastructure challenges for which we haven't yet found a solution (water and sewer)

43

Summary and Thank you!

- COVID, and the associated CARES funds, were an incredible challenge
 - Unprecedented in anyone's professional lives – health, fiscal, education, economic
 - CARES served as an opportunity for all of us to step up for our communities
 - We've shared what Lynchburg did, but lots of communities also did incredible work
- 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.
- Lynchburg worked to approach this strategically to distribute funds thoughtfully and equitably
- We learned a lot about our City from these programs!

44