



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY



COVID-19 Relief & Recovery Update

Deborah Cameron, Chief Business Development Officer
January 13, 2021

Today's presentation

- Review of DEDO Covid-19 Relief & Recovery, March - December 2020
- Critical Next Steps - Legislation

Small Business Emergency Relief Program (SBERF)

- Launched in March, six rounds to date
- Grants up to \$7,500 based on demonstrated revenue loss
- Combined federal and local funds as well as some corporate donations
- Mile High United Way contracted partner
- As of 12/31, more than \$12 million in grant support to more than 2,000 of Denver's smallest businesses
- Two-thirds of recipients self-identified as minority and/or women-owned businesses (SBERF and NPSBF)



Nonprofit Emergency Relief Fund (NPERF)

- Launched in June, three rounds to date
- Grants up to \$15,000 based on mission and services
- Combined federal and local funds
- Colorado Development Center contract partner
- As of 12/31, nearly \$2 million in grant support to 184 of Denver's small nonprofits



Free PPE Kits to Businesses and Nonprofits

- Two rounds so far, starting in August – from ERRC
- Free kits worth about \$350
- Federal relief funds – first round \$1M, second round \$750K
- OraLabs contracted partner
- More than 7,000 kits to Denver's smallest businesses and nonprofits
- Round Two – community partners, bulk delivery



Computer Loaner Program



300 laptops
& WiFi hotspots

Three-month loan

Partnered with Denver Public Library
Federal relief funds - \$475,000

- 18 years or older
- Colorado resident
- With little or no tech access
- A Denver library card holder
- Seeking employment or new skills



City Agency Collaboration: DEDO as Resource/Partner

DENVER: Patio Expansion Program

- Excise & License, CPD, DOTI, DDPHE

DENVER: 3rd Party Delivery Fee Cap

- City Council, Treasury

STATE: Five-Star Program Accreditation

- Upon approval, DEDO promote – manage certification

Balancing Program Integrity ~ Urgently Needed Relief

Balancing public health
with economic health

Not “either/or”

Managing “buckets”

- LOCAL
- STATE
- FEDERAL

- Essential equity lens through every program element
- Technical Assistance sessions, including evenings and weekends, to guide applicants
- Email and phone counsel, 1:1s, fielding inquiries
- Allocating staff across agency – capacity limits, evenings/weekends
- Staff expertise as analysts – every hand on deck
- Burnout a very real danger, also other programs take a back seat during pandemic

Legislation

— DIRECT FILE: State Grant Acceptance (Department of Finance) –
through FINGOV - Expected for Council action 1/25

DIRECT FILE: Mile High United Way - State Funds for SBERF
Expansion - Expected for Council action 1/25

DIRECT FILE: Mile High United Way - Local \$1.5M for additional
SBERF grants - Expected for Council action 1/25

COMING SOON: Colorado Restaurant Association - \$1M for
Restaurant/Hospitality Worker Relief

ORIGIN: State of Colorado Emergency Relief SB20B-001

Special Session of State Legislature

- ✓ Denver's application submitted 12/29
- ✓ Expectation: \$2-5M? – notified by January 15
- ✓ New round of Small Business Emergency Relief Fund (SBERF), with new application – OPEN NOW
- ✓ Previously SBERF grantees eligible
- ✓ Grant size to be \$3,500-\$7,000 depending on revenue

CONTRACT: Mile High United Way – from SB20B-001

- DIRECT FILE once State grant amount is known
- New contract, not an amendment; through 12/31/21
- 5% cap on MHUW fee for professional services

PROGRAM: Denver's SBERF, some modifications

- Single portal for business applicants
- OPENED last week in order to launch process, meet timing
- Frequent Technical Assistance sessions
- Our analysts: direct applications to appropriate source
(State or Local \$)

BUSINESS CATEGORIES: Dictates best fit for grants

DENVER SINGLE APPLICATION PORTAL - SBERF

STATE FUNDING

For example: Restaurants – Bars –
Breweries – Wineries – Distilleries –
Caterers – Indoor movie theatres –
Fitness and recreational sports
centers

DENVER LOCAL FUNDING

For example: Storefront retail –
hospitality – personal care such as
barber shops – nail salons; health
care or social assistance such as child
care, home health services; also
logistics and transportation

“Eligible industry category” determined by North American Industry Classification (NAICS) code



BUSINESS APPLICANTS – State Requirements

- Based on business start date (before 1/1/20; before 3/26/20)
- Less than \$2.5M annual revenue (i.e., 2019)
- At least one full-time employee (or be a sole proprietorship)
- Demonstrated revenue losses (20%, or based on start date)
- Good standing - CO Secretary of State; also Unemployment Insurance
- Good standing – local, state, federal taxes
- Legal activities under Colorado and federal law
- Ability to provide financial records
- Not eligible if funded under other SB20B-001 (arts relief)
- Is eligible if funded through other federal or city grants

BUSINESS APPLICANTS – Denver's Priorities

- Severity of impact (percentage of revenue loss)
- Number of employees
- Annual revenues less than \$1M
- NEST or Targeted Neighborhoods (vulnerable to displacement)
- Rent instability
- Grant will support:
 - retaining or re-hiring employees
 - adapting to COVID-19 conditions, service delivery
 - customer behavior changes
 - employee job quality and safety



CONTRACT: Mile High United Way - \$1.5M Local

- The city's funds will prioritize small businesses operating in industries most impacted by public health mandates
- In addition to the state-eligible industry categories, this will include but is not limited to other businesses not eligible for state-funded grants
- Application portal is the same as the state funds – will be sorted by our reviewers based on industry



CONTRACT: Colorado Restaurant Association - Local - \$1M Restaurant & Hotel Worker Relief Grants



- Contracted Partner will be Colorado Restaurant Association's 501(c)(3) Foundation
- Grants up to \$1,000 per individual
- Hotel and restaurant workers must reside in Denver and have been employed in industry for 90 days in 2020
- CRA distributed \$2M in similar relief funds to restaurant workers in 2020
- Resolution request coming soon

Discussion
