

# Clark County Community & Economic Development



American Rescue Plan Act  
Small Business Support

# 2020 CARES Act Recap



## Administered Six Grant Programs to Support Small Business:

- Available May -December 2020
- 3 Stabilization Grants - direct cash to businesses
  - \$5,000- \$30,000
- 2 Retrofit Grants - reimbursements for PPE and social distancing changes
  - Up to \$5,000
- 1 Commercial Rental Assistance - direct payment to landlords for past due rent
  - Up to \$10,000

|                           |                            |
|---------------------------|----------------------------|
| Grants:                   | \$12,943,609.00            |
| Admin:                    | + <u>\$396,389.00</u> (3%) |
| <b>TOTAL EXPENDITURE:</b> | <b>\$13,339,998.00</b>     |

# 2020 CARES Act Recap



## Total Number of Applicants Supported: 4897

- Provided business support outreach to 3,012 businesses
- Provided legal services to 700 businesses
- Provided 48 businesses grants through the Tri-Chamber (Urban, Latin and Asian Chambers)
- Provided 141 commercial rental assistance grants (47 disadvantaged businesses)
- Provided 159 retrofit grants (83 disadvantaged businesses)
- Provided 837 stabilization grants (399 disadvantaged businesses)
- Provided 1 community grocery store with 20 full-time jobs
  
- Supported 1,185 applicants w/direct grants, Avg=\$10,424 per applicant (\$12,352,546)
- Supported 3,712 businesses with indirect programing (\$591,063)
- Supported 529 disadvantaged business applicants or 45%\*

# 2020 CARES Act Recap



## Stabilization Grant III Waitlist:

- Received 2000 applications
- 475 ineligible applications
- 123 applicants awarded grants, totaling \$1,860,000
- 1402 applicants waitlisted, \$22,584,000 to pay all

| Priority Level 1 - Businesses that have <b>NOT</b> received Clark County funds |                      |                    |
|--|----------------------|--------------------|
|  | Number of Businesses | Total Grant Amount |
| All Priority 1 Businesses  | 921                  | \$ 15,209,000      |
| Disadvantaged Business?  |                      |                    |
| Yes  | 562                  | \$ 8,910,000       |
| No   | 359                  | \$ 6,299,000       |
| Was your business deemed Non-Essential? Closure Status?                        |                      |                    |
| Essential, but business closed voluntarily                                     | 131                  | \$ 2,100,000       |
| Essential  | 205                  | \$ 3,194,000       |
| Non-essential, Fully Closed  | 288                  | \$ 4,815,000       |
| Non-essential, Partially Closed  | 297                  | \$ 5,100,000       |

| Priority Level 2 - Businesses that have previously received Clark County funds |                      |                    |
|--|----------------------|--------------------|
|  | Number of Businesses | Total Grant Amount |
| All Priority 2 Businesses  | 481                  | \$ 7,375,000       |
| Disadvantaged Business?  |                      |                    |
| Yes  | 289                  | \$ 4,405,000       |
| No   | 192                  | \$ 2,970,000       |
| Was your business deemed Non-Essential? Closure Status?                        |                      |                    |
| Essential, but business closed voluntarily                                     | 66                   | \$ 1,005,000       |
| Essential  | 73                   | \$ 1,110,000       |
| Non-essential, Fully Closed  | 215                  | \$ 3,315,000       |
| Non-essential, Partially Closed  | 127                  | \$ 1,945,000       |

# ARPA Small Business Support Considerations



## Stakeholders

- Vegas Chamber
- Urban Chamber
- Goodwill Southern Nevada
- Nevada Restaurant Association
- Nevada Hispanic Business Group
- Nevada Department of Business and Industry
- UNLV Small Business Development Center
- Las Vegas Urban League Innovation Center for Entrepreneurship
- Asian Chamber
- Latin Chamber
- Nevada Women's Business Center
- The Artemis Global Group

# ARPA Small Business Support Considerations



## Challenges Identified:

- I. Limited Cashflow
  - Cost of administrative fees (licensing & permitting fees)
  - Past due rent & lease renewals
- II. Limited or Reduced Customer Base
- III. Access to Affordable Capital
  - Start-up
  - Operational
  - Expansion
- IV. Staffing
  - Limited people
  - Not trained or skilled
- V. Language Barriers for Asian and Hispanic Businesses
  - Programs & grants
  - Business acumen
  - Under-employed/Workforce development
- VI. No or Limited Business Acumen
- VII. No or Limited Operational Resources
  - No online presence or internet skills
  - Lack of tech skills (uses, applications, training, etc.)
- VIII. Intrusion of the Unhoused

# Buy Local Program (Regional)



Facilitate resident purchases at a local business with a prepaid gift card to drive initial and repeat transactions. Participating businesses will receive funds at least once monthly based on the number of residents that select their establishment to do business with.

## Challenges Addressed:

- Limited Cashflow
- Limited or Reduced Customer Base

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Promote Community-Centered Design of the Built Environment
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$5,000,000

Potential  
Served:  
1800+

# Small Business Job & Training Fair (Regional)



Host a job fair exclusively for small businesses with 50 or less employees. Provide each business that hires a job candidate from the fair with funds to cover new hire expenditures and provide the employee a sign-on bonus. Suggested timing is early September.

## Challenges Addressed:

- Limited Cashflow
- Staffing
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Integrate the Workforce Ecosystem
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$750,000

Potential  
Served:  
150+

# Administrative Fee Holiday (Regional)



Waive or reimburse annual fees business are required to pay in order to legally operate. Including annual/semiannual business licenses, health permits, etc.

## Challenges Addressed:

- Limited Cashflow
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Ensure Equitable Access to Resources

Potential  
Investment:  
TBD

Potential  
Served:  
TBD

# Debt Relief Program



Refinancing of previously obtained commercial debt for lower interest rates and/or extended term lengths to reduce monthly expenditures. No refinancing of federal COVID-19 loans. Loan underwriting and processing administered by National Development Council (NDC).

## Challenges Addressed:

- Limited Cashflow
- Access to Affordable Capital

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$7,500,000

Potential  
Served:  
TBD

# Resiliency & Capacity Building Program



Reimburse business for the cost to build a web site, purchase software, equipment and training that allows them to increase business acumen, strengthen business foundations and create opportunities for growth. Covers both technical assistance and hard costs.

## Challenges Addressed:

- Limited Cashflow
- Limited or Reduced Customer Base
- Staffing
- No or Limited Business Acumen
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Integrate the workforce ecosystem
- Promote community-centered design of the built environment
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$5,000,000

Potential  
Served:  
1200+

# Entrepreneurship Builder Program



Identify business training and mentorship programs to support residents interested in starting new businesses and waiver of first year Clark County business licensing fees.

## Challenges Addressed:

- Limited Cashflow
- No or Limited Business Acumen
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Ensure Equitable Access to Resources

Potential  
Investment:

TBD

Potential  
Served:

TBD

# Tenant Improvement Program



Fund permanent interior improvements to commercial spaces in distressed census tracts which help reduce the initial cost of starting a new or expanding an existing business. Tenant or landlord contribute a portion of the improvement costs.

## Challenges Addressed:

- Limited Cashflow
- Limited or Reduced Customer Base
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Promote Community-Centered Design of the Built Environment
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$2,500,000

Potential  
Served:  
100+

# Exterior Improvement Program



Fund permanent exterior improvements to commercial spaces in distressed census tracts which help improve neighborhood aesthetics and can help reduce the initial cost of starting a new or expanding an existing business. Tenant or landlord contribute a portion of the improvement costs.

## Challenges Addressed:

- Limited Cashflow
- Limited or Reduced Customer Base
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Promote Community-Centered Design of the Built Environment
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$2,500,000

Potential  
Served:  
100+

# Sustainability Improvement Program



Fund permanent interior or exterior improvements to commercial spaces which help address sustainability or environmental issues which can help reduce the initial cost of new or expanding businesses or help reduce business operational costs. Tenant or landlord contribute a portion of the improvement costs.

## Challenges Addressed:

- Limited Cashflow
- Limited or Reduced Customer Base
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Businesses & Entrepreneurs
- Accelerate Economic Diversification
- Promote Community-Centered Design of the Built Environment
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$2,500,000

Potential  
Served:  
100+

# Language Services Program



Identify highly trained and skilled business professionals that fluently speak common languages aligned with our diverse community to assist with navigating federal, state and local programs, work-force development, and business acumen needs.

## Challenges Addressed:

- Limited or Reduced Customer Base
- Staffing
- Language barriers for Asian and Hispanic businesses
- No or Limited Business Acumen
- No or Limited Operational Resources

## Goals Addressed:

- Cultivate a Fertile Environment for Small Business and Entrepreneurs
- Accelerate Economic Diversification
- Integrate the Workforce Ecosystem
- Promote Community-Centered Design of the Built Environment
- Ensure Equitable Access to Resources

Potential  
Investment:  
\$500,000

Potential  
Served:  
TBD

# Estimated Small Business Support Investments



| Program                            | Investment (estimates) |
|------------------------------------|------------------------|
| Buy Local                          | \$5,000,000            |
| Small Business Job & Training Fair | \$750,000              |
| Administrative Fee Holiday         | TBD                    |
| Debt Relief Program                | \$7,500,000            |
| Resiliency & Capacity Building     | \$5,000,000            |
| Entrepreneurship Builder           | TBD                    |
| Tenant Improvement                 | \$2,500,000            |
| Exterior Improvement               | \$2,500,000            |
| Sustainability Improvement         | \$2,500,000            |
| Language Services                  | \$500,000              |
| <b>Preliminary Totals</b>          | <b>\$26,250,000</b>    |

# Questions

