ACCESSING RECOVERY ON MAIN STREET
April 27, 2021
WEBINAR LOGISTICS

- Participants are muted, but we want your input!
- We there will be polls and Q+A. Please use the Q+A function for questions.
- We will record this program and make it available on the Main Street YouTube channel.
- We have a form for ongoing feedback on recovery funding.

mainstreet.org/advocacy
Introductory Remarks – Patrice Frey, President and CEO, Main Street America

Overview of the American Rescue Plan

Main Street Strategies for ARP

Accessing ARP Locally – Q+A with Kim Lane, Pigtown Main Street

Audience Q+A
Welcome and Remarks
Patrice Frey, President and CEO, Main Street America
$1.9 Trillion package to help the nation recover from the pandemic.

Potential pots of funding for Main Street recovery:
- SBA programs
  - Paycheck Protection Program (PPP)
  - Shuttered Venue Operators
  - Restaurant Revitalization Fund
  - Community Navigators Program
- State Small Business Credit Initiative
- Economic Development Administration
- State and Local Funding
INDEPENDENT RESTAURANT COALITION:
Webinars and application portal training multiple times this week!

HELP IS HERE: FEDERAL GRANTS FOR INDEPENDENT RESTAURANTS AND BARS

A $28.6 billion restaurant and bar grant program will be available soon. Learn more and prepare to apply at saverestaurants.com/resources
$350 billion in direct funding to states, counties and municipalities.

**What we know . . .**

- EVERY municipality receives an allocation.
  - Population above 50k, direct from Treasury
  - Population below 50k, through the state. States cannot interfere.
- Funds will come in two tranches.
  - May/June 2021
  - May/June 2022
- Must be spent by 12.31.24

**What we don’t know . . . (yet)**

- Exact amounts – there may be adjustments
- Restrictions on uses
- Reporting requirements
- Must be spent vs. must be obligated
### Uses Specified in the Legislation

1. **COVID Economic Impacts**
2. Revenue replacement / COVID costs
3. Premium pay to essential workers
4. Infrastructure – water, sewer, broadband

### Ability to Transfer Funds

1. A private nonprofit organization
2. A public benefit corporation involved in the transportation of passengers or cargo.
3. A special-purpose unit of State or local government.

While rules still pending, anticipated that this will **not** be more restrictive than CARES Act State and Local Funding.
ON THE HORIZON:
- Treasury has provided guidance to municipalities about preparing to receive funding
  - Populations over 50k: need to prepare DUNS/SAM number
  - Populations under 50k: need DUNS number (not SAM)

- May 10 marks 60 days from signing of the American Rescue Plan, the anticipated window for guidance and initial disbursement of funds to communities of population over 50k.
- Communities less than 50k population, anticipated 30 days later.
GUIDANCE BEING MESSAGED TO CITIES*
1. Assess government needs AND community needs.
2. Use each revenue source strategically.
3. Prioritize fiscal stability and returning to work.
5. Your Congressional Delegation is part of your success.

* From National League of Cities
Accessing ARP: Strategies for Main Street
1. Participating at the table in recovery conversations

2. Advocating for funding for pandemic budget impacts

3. Sharing a vision for downtown projects and plans for the future

“The best plans are framed with resilience in mind. This is a time to think and act in two dimensions: meeting immediate needs and looking ahead to be able to respond to opportunities that may arise.”

– Mary Means, Founder of Main Street
MAIN STREET STRATEGIES

1. Participating at the table in recovery conversations

2. Advocating for funding for pandemic budget impacts

3. Sharing a vision for downtown projects and plans for the future

POLL: Has your city . . .?

Action Steps:
1. Identify key board members.
2. At next meeting – or ad hoc meeting – educate them about ARP funding.
3. Leverage connections on board to connect with other partners or city leaders.
4. Ask to be involved in the recovery planning conversation.
MAIN STREET STRATEGIES

1. Participating at the table in recovery conversations

2. Advocating for funding for pandemic budget impacts

3. Sharing a vision for downtown projects and plans for the future

POLL: Have you . . .?

Action Steps:
1. Calculate your impact. Use the Pandemic Recovery Worksheet to help guide you.
2. Gather testimonials from businesses you have helped.
3. Hone your talking points. Use the Pandemic Recovery Talking Points for framing.
4. Put it all together and make the ask.
### MAIN STREET STRATEGIES

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<th>1. Participating at the table in recovery conversations</th>
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**POLL:** What projects are needed in your downtown?

**Action Steps:**
1. Define your vision.
2. Support your proposal with data.
3. Be ready with examples.

Keep in mind: ARP is the opportunity in this moment; it is not the only opportunity for downtown projects in recovery. Maintain your vision.
Restaurant Revitalization Fund – reminder of opportunities

Future programs: project focused ideas

MSAI / NDC: Historic Real Estate Finance, June 14-18

Keep us informed about what you are hearing and planning!