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
+ Update on Guidance from Treasury
+ Accessing ARP Locally – Q+A with Jennifer Johnson, Main Street Libertyville
+ Audience Q+A

Quick poll to start: what’s your role in Main Street?
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
- State Small Business Credit Initiative
- Economic Development Administration
- State and Local Funding

Poll: what’s your knowledge of ARPA?
May 5 – Nearly One in Three Restaurants and Bars Applied for $28.6 Billion Restaurant Revitalization Fund in First 48 Hours

Congress provided $28 billion to save restaurants. It’s running out
$350 billion in direct funding to states, counties and municipalities.

Recap of what we talked about previously:

- Funding for all states, counties and municipalities
- Funding dispatched in two tranches to be used by 12.31.24
- Could be passed through to non-profits.

Specified uses include:

1. COVID Economic Impacts
2. Revenue replacement / COVID costs
3. Premium pay to essential workers
4. Infrastructure – water, sewer, broadband
GUIDANCE RELEASED FROM TREASURY ON MAY 10:
• Guidance confirms broad latitude for recipients to use funds for relief needs.
• Some uses are specified specifically (we’ll cover those).
  • In Qualified Census Tracts, additional uses are specified.
• Specified uses are not exhaustive; these are essentially “safe harbor” uses.
• Reporting requirements and restrictions of use are included.
• These guidelines are not final; Treasury is accepting comments.
SPECIFIED ELIGIBLE USES FOR ECONOMIC RECOVERY:

• Expenses to improve efficiency of economic relief programs – including consumer outreach
• Direct assistance to small business and non-profits
  • Loans/grants to mitigate financial hardship
  • Loans/grants for COVID-19 mitigation/prevention
• Technical assistance, counseling or other services to assist businesses.
• Rehiring of government staff.
• Aid to impacted industries: travel, tourism and hospitality specifically called out in legislation; Interim Final Rule also specifies **business districts** as an eligible use.
SPECIFIED ELIGIBLE USES FOR ECONOMIC RECOVERY:

**Note:** additional uses are specified for Qualified Census Tracts.

**Of specific importance:** “Affordable housing development to increase supply of affordable and high-quality living units”
FRAMEWORK FOR ELIGIBILITY (IF NOT SPECIFIED USE):
• What is the harmful impact you’re seeking to address?
• What’s the causal connection, that is, how did COVID create the issue you are addressing?
• What was the disproportionate impact? Why is this needed?
• How will your use of funds solve this issue?

“States, local, and Tribal governments have broad latitude to choose whether and how to use the Fiscal Recovery Funds to respond to and address the negative economic impact.”
OTHER TAKEAWAYS FOR MAIN STREET:
• Funds can be used to offer hiring incentives for frontline and essential workers.
• While funds are broadly very flexible, infrastructure uses are more narrowly specified: water, sewer, broadband. General infrastructure, like roads, is not included.
• These funds cannot be used as a match to federal grant funds.
• Funds must be obligated by 12.31.24; used by 12.31.26
Accessing ARP: A Main Street Checklist
MAIN STREET CHECKLIST

STEP 1: Ask for a seat at the table.

- Identify key board members in your organization.
- At next meeting – or ad hoc meeting – educate them about ARP funding.
- Leverage connections on board to connect with other partners or city leaders.
- Ask to be involved in the recovery planning conversation.
STEP 2: Make the case for capacity.

- Calculate your impact.
  - Use the Pandemic Recovery Worksheet to help guide you.
- Gather testimonials from businesses you have helped.
- Hone your talking points.
  - Use the Pandemic Recovery Talking Points for framing.
- Put it all together and make the ask for direct funding for your organization’s budget that may have been lost through the pandemic or represents your increased work during the pandemic.
STEP 3: Define a vision for district recovery.

- Define your vision or immediate project needs for district recovery.
- Make the case for eligibility under ARPA Guidance
  - Fits within one of the specified uses OR
  - Meets the specified criteria (slide 12)
- Be ready with examples.
Q+A with a Main Street Advocate
Jennifer Johnson, Main Street Libertyville
Future programs: project focused ideas

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

Keep us informed about what you are hearing and planning!