

Utah COVID-19 Response

July 8, 2020



Utah Governor's Office of
Economic Development



HB 5010

COVID-19 Impacted Businesses Grant – ‘Shop In Utah’

- \$25 million
- To qualify for this “Shop In Utah” grant, businesses must offer a discount or other offer with an estimated value to consumers of at least 50% of the grant amount.
- GOED must award at least 75% of grant funds to Utah small businesses (companies with 250 or fewer full-time employees).

COVID-19 Displaced Worker Grant Program – ‘Learn & Work In Utah’

- \$9 million
- Provides training for workers displaced due to COVID-19 by funding GOED’s Utah Works program within Talent Ready Utah. This initiative includes support for the Utah System of Higher Education’s Custom Fit program

COVID-19 PPE Support Grant Program – ‘Safe In Utah’

- \$5 million
- Provides grants to businesses to improve workplace safety for workers and customers during the COVID-19 pandemic through measures such as PPE purchases, workplace redesigns, signage, and technology solutions that allow for distance working.
- \$100 per full-time equivalent employee, or the actual expenses a company incurs in taking these health and safety measures.



HB 5010

Tourism COVID-19 Recovery

- \$12 million
- Utah Office of Tourism, housed within GOED, to respond to the health emergency through state and regional marketing to increase tourism throughout the state.

COVID-19 Outreach and Education Program – ‘Healthy In Utah’

- \$1 million
- For a public information campaign to encourage healthy activity during the COVID-19 pandemic, such as following current CDC, state, and local health guidelines, and not forgoing other preventive or urgent medical care.



COVID-19 Displaced Worker Grant Program – ‘Learn & Work In Utah’

- \$9 million
- Provides training for workers displaced due to COVID-19 by funding GOED’s Utah Works program within Talent Ready Utah. This initiative includes support for the Utah System of Higher Education’s Custom Fit program

To be eligible for the program, applicants must

- Be an institution of Higher Education (tech colleges and universities)
- Provide short term training to furloughed, laid off, dislocated, underserved, or other populations affected by COVID-19 to fill employment gaps in the state
- Provide training and education related to industry needs
- Provide students with certificates or other recognition after completion of training

Documentation Requirements

- Higher education identification number



COVID-19 Displaced Worker Grant Program – ‘Learn & Work In Utah’ (cont.)

Program Eligibility Questions

- Program description
- Program length
- Award type (describe the award, micro-credential, institutional certificate, certificate of proficiency, certificate of completion, post-bachelor's certificate, post-master's certificate)
- What skills/outcomes will be addressed by the program
- What position/titles will graduates be qualified for upon completion
- Capacity
- Industry or industries who recognize skill/award
- Company Partners: Include company name and contact person
- Commercial Training Program Partners: Keep in mind that many online, boot camp and other training resources are available to partner with you and can provide training in a short-term manner.



COVID-19 Displaced Worker Grant Program – ‘Learn & Work In Utah’ (cont.)

Program Eligibility Questions (cont.)

- Please give an overview of the market dynamics (size, growth projections, etc.,) facing the company/industry
- Outline budget for total program
- Breakdown of costs to complete proposed project
 - Tuition cost per student tuition for the total cost of the award
 - Cost of books/supplies: Additional costs required by students to include tools, books, supplies, etc.
 - Faculty cost total cost of faculty for the proposed program not covered by other institutional funding.
 - Other training cost descriptions: Describe the additional costs required to create/run the proposed program not covered by other institutional funding
- Plan for qualifying students
- Outline the institutional plan for qualifying students as eligible for funding and how funding will be deployed
- Timeline for implementation or program expansion



COVID-19 Impacted Businesses Grant – ‘Shop In Utah’

- \$25 million
- To qualify for this “Shop In Utah” grant, businesses must offer a discount or other offer with an estimated value to consumers of at least 50% of the grant amount.
- **Recommending cap of \$50,000 per eligible applicant**
- **Per business entity award (regardless of multiple locations)**

Award Calculation

- The amount of a grant may not exceed the amount of the business entity's revenue decline. Revenue decline will be calculated:
 - For a business entity that began operating before July 1, 2019, the sum of revenue for March through June 2019 compared to the sum of revenue for March through June 2020; or
 - For a business entity that began operating on or after July 1, 2019, the business entity's revenue for February 2020 multiplied by four compared to the sum of revenue from March through June 2020.
- 75% of awards must go to businesses with less than 250 full-time equivalent employees for applications received before August 31.



COVID-19 Impacted Businesses Grant – ‘Shop In Utah’

Documentation Requirements

- Completed and signed W-9
- Profit & Loss for March-June 2019 if business began operating before July 1, 2019 or February 2020 Profit & Loss if business began operating on or after July 1, 2019
- Profit & Loss for March-June 2020
- Plan including budget for offering a financial incentive for customers to make purchases. Budget must also establish how the funds will be spent prior to December 30, 2020



COVID-19 Impacted Businesses Grant – ‘Shop In Utah’ (cont.)

Program Eligibility Questions

- Did your business experience a revenue decline due to the public emergency related to COVID-19?
- Was your business in operation on March 1, 2020?
- Has your business received funding from the COVID-19 Cultural Assistance Grant Program?
- Does your business have 250 or fewer full-time employees?
- How many full-time employees does your business have?
- Does your business have employees that are physically located in Utah?
- If awarded a grant, do you agree to provide a financial incentive that equals or exceeds 50% of the award amount for individuals or businesses to make purchases from your business?
- Do you acknowledge that your business is required to keep records of the discounted goods and/or services and the records may be subject to audit?
- How will the use of funds benefit the state economy?



COVID-19 PPE Support Grant Program – ‘Safe In Utah’

- \$5 million
- Provides grants to businesses to improve workplace safety for workers and customers during the COVID-19 pandemic through measures such as PPE purchases, workplace redesigns, signage, and technology solutions that allow for distance working.
- **Recommending cap of \$50,000 per eligible applicant**
- **Per business entity award (regardless of multiple locations)**

To be eligible for the program, applicants must

- demonstrate that the business entity has incurred COVID-19 expenses or certify that the business entity will spend grant funds on COVID-19 expenses;
- COVID-19 expenses include; personal protection equipment, cleaning and sanitizing supplies, signage providing public health guidelines, technology upgrades related to teleworking, or costs for office redesign to provide additional distance between individuals
- describe to the office the business entity's actual or anticipated cost to comply with public health guidelines on safely returning employees to work.

Limitations

- the lesser of the amount of the business entity's actual COVID-19 expenses; or \$100 per full-time equivalent employee.
- 75% of awards must go to businesses with less than 250 full-time equivalent employees for applications received before August 31st.



COVID-19 PPE Support Grant Program – ‘Safe In Utah’ (cont.)

Documentation Requirements

- Completed and signed W-9
- Evidence of COVID-19 expenses incurred or an estimate of expenses that will be incurred prior to December 31, 2020

Program Eligibility Questions

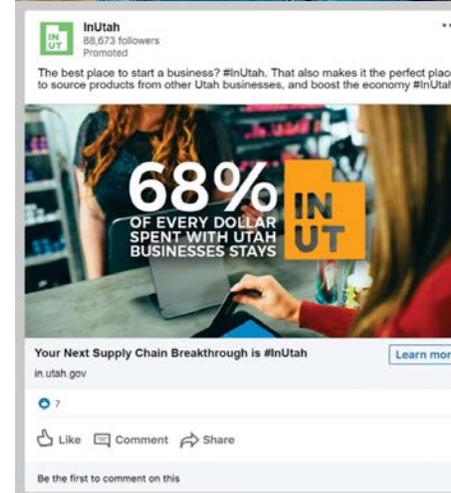
- Did your business experience a revenue decline due to the public emergency related to COVID-19?
- Was your business in operation on March 1, 2020?
- Does your business have 250 or fewer full-time employees?
- Does your business have employees that are physically located in Utah?
- Your business has incurred COVID-19 expenses or if awarded a grant, you agree to use the funds to purchase COVID-19 expenses?
- Question: Do you acknowledge that your business may be subject to audit?



Grant Program Outreach – Leveraging the statewide ‘In Utah’ Campaign



**STAY
SMART**
in.utah.gov



Utah Governor's Office of
Economic Development

Grant Program – Customer Service

Implemented Chatbot (Virtual Agency Liaison: VAL 9000)

- Improves Customer Service by providing self service options
- Querying database and giving real time applicant status updates
- Reduced time between asking questions and getting answers

Expanded Personal Touch and Outreach

- Minority Business Liaison
- University Hope Corps
- Leveraging existing partnerships
- Outsourced services

