

COVID-19 Business Relief Programs Overview

BEDL Subcommittee

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August 17, 2020



Utah Governor's Office of
Economic Development



COVID-19 Business Relief Programs

Utah Leads Together Small Business Bridge Loan

COVID-19 Commercial Rental Assistance Program (ComRent)

COVID-19 PPE Support Grant Program (Safe In Utah)

COVID-19 Impacted Businesses Grant (Shop In Utah)

COVID-19 Displaced Worker Grant Program (Learn & Work In Utah)

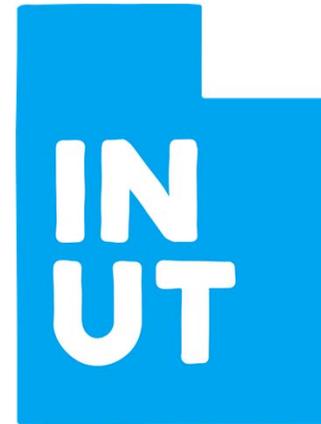
Tourism COVID-19 Recovery



COVID-19 Outreach Programs

Utah First Campaign (In Utah)

Pandemic Outreach & Education (Healthy In Utah)



Total value of GOED COVID-19 relief and outreach programs = >\$101M



By the Numbers

Total value of business programs	>\$86M
From March 31 to August 14	Reviewed 5,144 applications
Number of combined awards	3,871
Amount of combined awards	\$63,165,007

Fast Facts

Utah Leads Together Small Business Bridge Loan was the first of its kind in the intermountain region (Utah, Colorado, Idaho, Wyoming and Montana)

Funding has been deployed across the state (all 29 counties)

New Suazo Business Center partnership

Programs are reaching Utah's hardest hit industries: travel, hospitality, food and beverage



Utah Leads Together Small Business Bridge Loan

Gap funding in March/April

- \$12 million (*\$11M + \$1M from WCF Foundation*)

Round 1

- Opened 3/31
- 2,046 applicants
- 501 loans

Round 2

- Opened 4/13 (*added nonprofits*)
- 1,150 applicants
- 648 loans



Bridge Loan Success

Number of applications received	3,196
Number of awards	1,149
Average award amount	\$10,000
Percent of rural Utah loans	30.5%

Positively impacted ~15,000 jobs



COVID-19 Commercial Rental Assistance Program

Relief grants to small businesses that have lost revenue due to COVID-19

- \$40 million (reduced to \$30M)
- Applications opened 5/11
- Cap of \$15,000 per eligible applicant
 - Cap goes up to \$30,000 for businesses with multiple locations
\$5,000 per location



ComRent Success

Version 1 opened 5/11; version 2 began 7/1

Number of awards	1,531
Total award amount	\$13,479,318
Average award amount	\$8,804
	<i>in v1, avg. check = \$2,702</i>

COVID-19 PPE Support Grant Program

Improve workplace safety

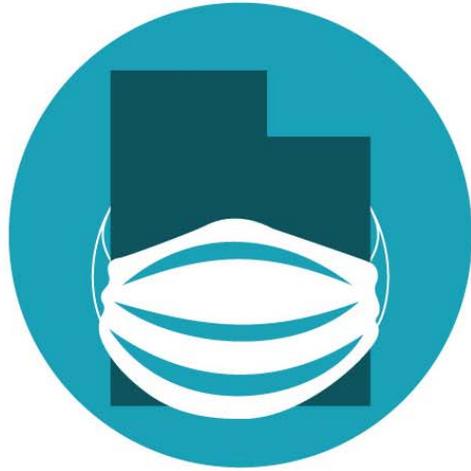
- \$5 million
- Applications opened 7/20
- \$50,000 cap per eligible applicant
- Per business entity award
multiple locations = ok



Safe In Utah Success

Number of applications received	440
Number of awards	384
Total award amount requested	\$1,058,890
Total award amount	\$961,226
Average award amount	\$2,503





A Mask for Every Utahn

2.3 million masks to Utahns



COVID-19 Impacted Business Grant

Support small business



- \$25 million (+\$10M)
- Applications opened 7/27; closed 8/7
- Businesses had to offer an estimated value of $\geq 50\%$ of the grant amount
- \$50,000 cap per eligible applicant
- Per business entity award
same brand in multiple locations, with different owners, qualifies; i.e., franchises

Shop In Utah Success

Number of applications received	878
Number of awards	676
Total award amount requested	\$43,203,876
Total award amount	\$27,724,463
Average award amount	\$41,013 (\$50,000 cap)



Shop In Utah Offers

Search:

Company	Location	Offer	Industry
3 Goats Gruff	Bountiful	Various promotions	Retail
AAA Lakeside Storage	Provo	Up to 50% off on storage unit rental.	Business Services
ABC Tees	Orem	\$100 off first order (min. \$200 order)	Manufacturing
American West Heritage Center	Wellsville	\$1 off corn maze admission	Nonprofit
Bastille	Salt Lake City	50% off a huge selection of inventory!	Retail
Beehive Catering	Provo	\$3 off box lunches; \$5 off family meals; 20% off all togo catering	Food & Beverage
Bells Convenience Stores	Various locations in Brigham City, Coalville, Park City and Provo	\$0.79 fountain drink of any size	Retail
Best Western Holiday Hills	Coalville	\$10 off regular room rate	Leisure & Hospitality
Best Western Plus Abbey Inn	St. George	Stay 2 nights, get 1 free	Leisure & Hospitality
Billy Blanco's	Park City	\$25 off of \$50	Food & Beverage
Black Tie Ski Rentals of Park City	Park City	20% off bookings	Outdoor Products & Recreation
Boostly	Orem	Free texting package with subscription (a \$100 value)	IT & Software
Brickyard Kennel	Millcreek	Waive late fees and holiday surcharges	Leisure & Hospitality
Brooksee	Pleasant Grove	\$100 worth of credits for \$59	Leisure & Hospitality
Bryce Zion Inn	Hatch	\$40 off normal room rates	Leisure & Hospitality

Will feature ~600 companies and their discounts/offers

COVID-19 Displaced Worker Grant Program

Re-train, re-skill

- \$9 million (*shared: GOED + USHE*)
- Applications opened 7/9; closed 7/23



Learn & Work In Utah Success

Number of applications received	188
Total award amount requested	\$15.3M
Average request amount	\$81,000



Every region applied; impacting ~10,000 students

Tourism: \$12M CARES Act Funding for Marketing

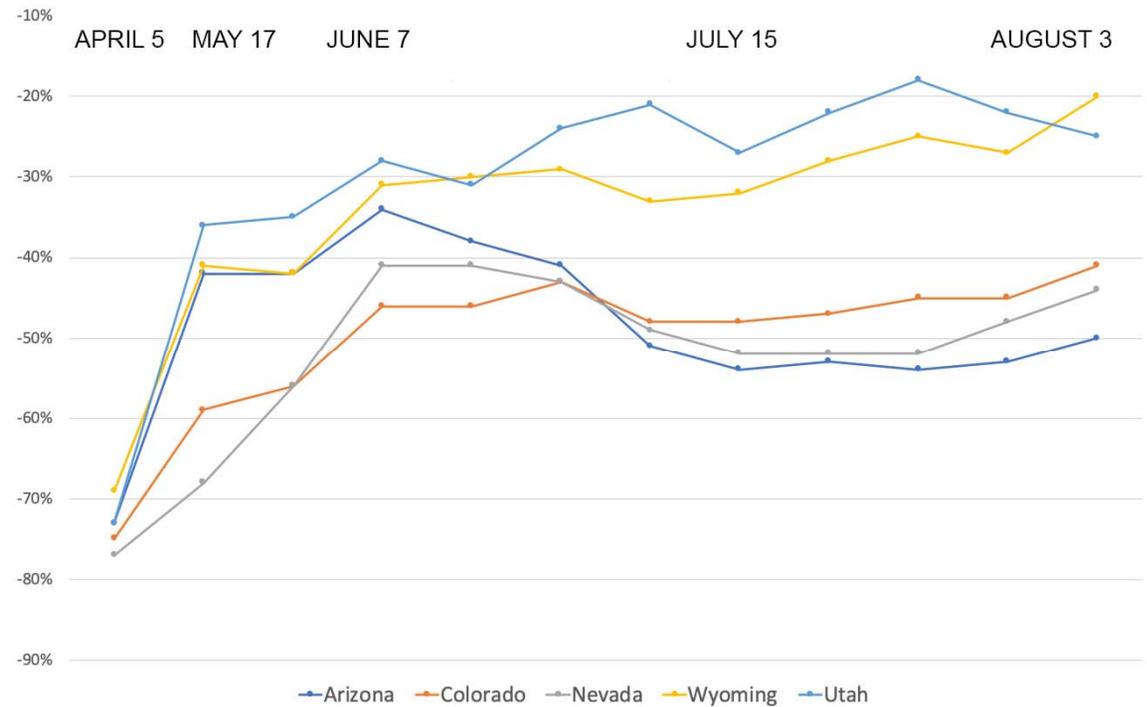




Tourism Investment is Working

Utah is outperforming surrounding states in Expedia hotel searches

\$41 million in hotel bookings (from all sites) since May 1



Public Outreach & Education

Promote health and wellness, economic reactivation

- \$3 million
- Owned, earned, paid content
- 8/5 KSL mobile, web, app takeover = 2,883,635 impressions
- 8/11 KUTV 5-hour infathon = 4 expert interviews, 85 viewer phone calls
(19 calls lasted 5+ min; answered by U Health using Department of Health FAQs)





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Support local eateries. InUtah.org

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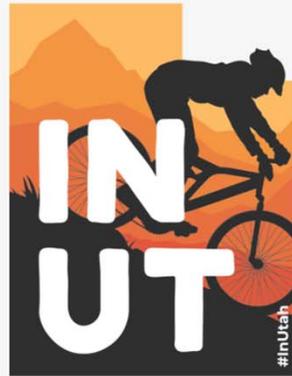
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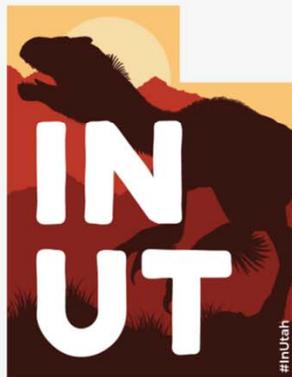
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