

Clackamas County, Business and Community Services

COVID-19 Business Support Concept

Business and Community Services - Economic Development Division is working to address some of the immediate economic and social challenges that the COVID-19 crisis presents to our community. Our team is partnering with key stakeholders to develop a resiliency and support plan, which helps our business community through these difficult times. Our team is also working with businesses to provide assistance with accessing and interpreting new federal regulations and programs. Ultimately, the Business and Community Services team proposes to adapt its programs to assist our local community by pivoting our focus from regular programming to programs specifically tailored for COVID-19 response. We have developed a four-part business resiliency and support strategy that consists of the following:

Mapping Solution (Interdepartmental Collaboration)

i Business and Community Services is partnering with the Clackamas County Technology Services' GIS team to develop a public facing mapping solution that will create a one-stop, central business outreach center for our businesses. The website allows the County to leverage our experience and unique resources to help businesses market and advertise their business. Businesses will be able to self-register on the website to say they are open, and provide details about the services they are offering. Customers will be able to search for open businesses near their address.

- Improve local businesses' customer volume by developing a one-stop business platform and map
- Provide public outreach assistance to our business community, coordinating with the Governor's re-opening plan

Near-Term Cash Management (\$300,000 total investment)

i Business and Community Services is developing a program with Micro Enterprise Services of Oregon (MESO) to provide economic and social assistance to those affected by COVID-19. Ultimately, this program can help vulnerable businesses impacted by COVID-19 by providing much needed cash, as well as technical support to develop new talents and skills that make them more marketable.

- Provide financial support to the business community via:
 - Approximately 65, \$1,500 grants (\$100,000 total)
 - Micro-loans leveraged with the MESO funds (\$100,000 Clackamas County funds)
 - Criteria that will be used to determine an eligible applicant:
 - Located in unincorporated Clackamas County
 - Can demonstrate having experienced significant loss
 - 10 or fewer employees
 - <\$1mil in gross sales
 - <80% average median income
 - Minority owned, including women and vets
 - Preference given to childcare providers and those needing childcare
- MESO personnel will establish a presence in Clackamas County and provide technical assistance to 35-45 Clackamas County businesses. Assistance will be targeted towards prosperity zones and low-income regions of the County, supporting the areas most impacted by COVID-19. This program will run one full year, and potentially beyond.

Clackamas Community College Scholarship Program (\$100,000 for scholarships)

i Business and Community Services will partner with Clackamas Community College to provide grant funding to assist unemployed low-income wage earners in our County. These grants will target unemployed workers from industries most affected by COVID-19 and will help individuals increase their skills to earn a livable wage.

- Support to low-income, unemployed workers during the COVID-19 crisis, focusing on those industries and workers hit hardest by COVID-19
- Using an equity lens, reach out to community members throughout the crisis to provide tools to increase their wage potential

Business Recovery Plan (\$100,000)

i Business and Community Services, working with other county departments, proposes to develop a recovery plan that will assist businesses as they move forward toward a "new normal". This program will support businesses as they develop their COVID-19 response and steps forward plan, which bolsters long-term employee retention and business longevity.

- Support businesses throughout the crisis, ensuring key sectors within the County remain viable and can sustain operations
- Focuses on the health and well-being of our community and its essential personnel