From Relief to Resilience: Supporting Small Businesses During & After COVID-19

IGMA

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About WizeHive

Providing grant, scholarship, and other award management software solutions to mission-based organizations, including:

- Foundations
- Nonprofits
- Universities
- Associations
- Federal, state, and local government offices

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Today's Agenda

- Impact of COVID-19 closures on small businesses
- Current trends in local government small business relief
- First-person perspectives from those currently running programs
- Panel discussion on planning, launching, and continually improving long-term support
- Elements of a resilient, multi-stage strategy
- Open Q&A

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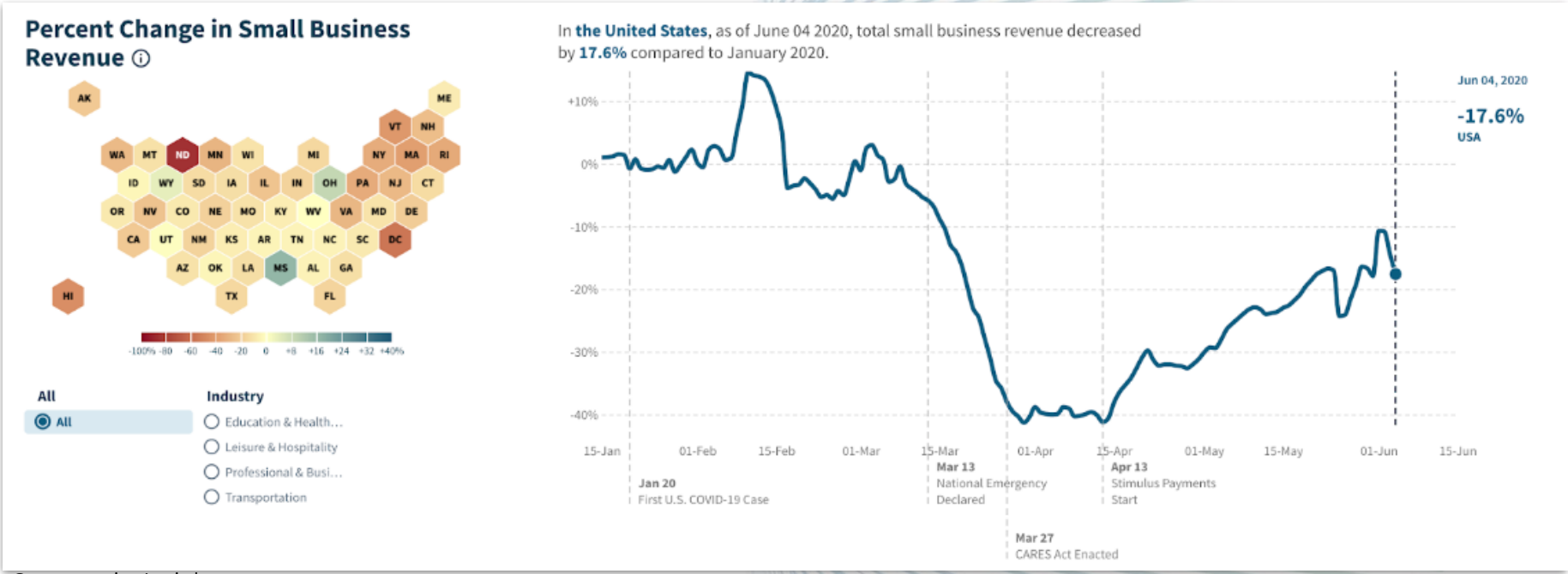
Shutdown Impact on Small Businesses



Opportunity Insights

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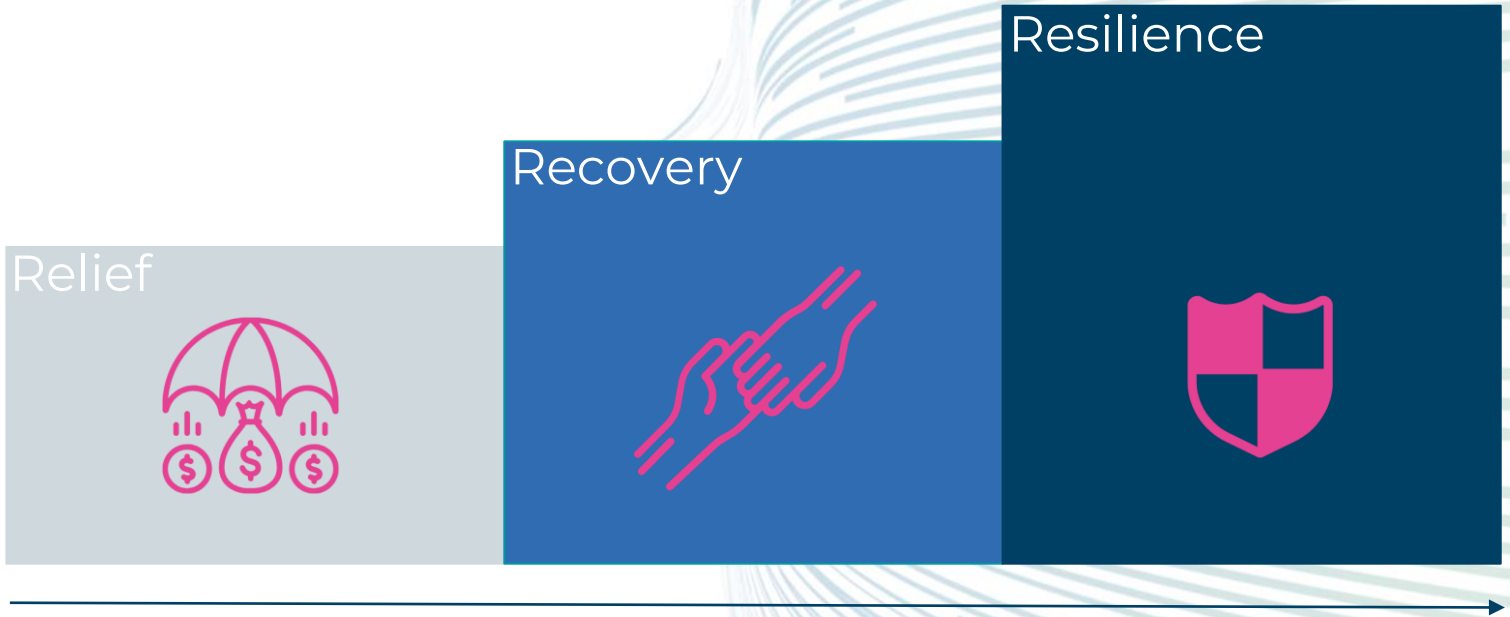
3 Stages to Small Business Survival



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“The loss of our Main Street businesses would be irreparable, and not just for the people whose livelihoods depend on them, but for cities and communities as a whole. The places that have protected their Main Streets will have a decisive competitive advantage as we return to normalcy. Loan programs from government, foundations, and the private sector as well as support from small business and technical organizations will be essential for ensuring these businesses survive. **Cities need to provide this type of assistance and advice to these vital small businesses so they can safely reopen and weather the storm of future lockdowns."**

The Brookings Institute

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Meet the Panelists

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Jon McMillen, City Manager

Doug Kinley III, Management Specialist

City of La Quinta, CA

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Colleen Kardasz, Assistant Director

Economic Development Department

Loudoun County, VA

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What were the most important elements when planning your relief program?

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What did your team learn that surprised you as you planned your program?

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What have you learned about having plans in place before a crisis occurs?

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How are you making changes to be better prepared in the future?

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How are you providing long-term assistance to small businesses?

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Has COVID changed how you see the role of economic development?

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Considerations for a Smart, Long-Term Program

- Clear Citizen's Journey
  - Clean UX
  - Ease of use
  - Auto communications/reminders
  - Application status
- Stronger Decisioning
  - Automatic assignments
  - Pre-configured data views/pulls
  - Eligibility quizzes

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Considerations for a Smart, Long-Term Program

- Simplified Reporting
  - Easy data exports
  - Set KPIs
  - Sharable dashboards/charts

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Q&A

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Please reach out!

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