

KTCOG ECONOMIC DEVELOPMENT UPDATE

June 2021



BUSINESSES ADAPTING & REOPENING FROM COVID

The Planning & Economic Development Department continues to monitor the impacts of COVID-19 on local businesses. Many local businesses have adapted their operations as a result in order to meet the needs of their customers. As such, businesses from across the Kerr-Tar region have been featured in our Economic Development monthly e-newsletter. This month, the Planning & Economic Development Department hopes to identify businesses that will be reopening. The Department strives to identify businesses located in all five of our counties. If you are aware of a business owner adapting to COVID or plans a reopening, please reach out to our Planning & Economic Development Department.

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AMERICAN RESCUE PLAN ACT OF 2021

With the passage of the American Rescue Plan in March of 2021, non-entitlement municipalities in North Carolina municipalities will be receiving funds from the state's Pandemic Recovery Office. All sixteen municipalities in the Kerr-Tar region have been awarded a specific allotment of funds. It is the intent of the Council of Governments to conduct a training for municipalities on potential uses for ARP Funds.

KTCOG EDC UPDATE

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EMSI

Kerr-Tar Regional Council of Governments has acquired economic modeling software from EMSI. This software will allow the COG to run economic reports for its member governments on demand.



If you would like additional information on the software's capabilities, please contact James Cunningham at jcunningham@kerrtarcog.org

OPEN FOR BUSINESS LOAN

We know that small and local businesses have been hit hard as a result of COVID-19 and we want to help. The Open for Business Loan Program is designed to help small to medium size businesses recover from the economic pandemic. Funds are intended for use as working capital (rent, payroll, utilities) and/or equipment during shutdown and re-opening.

To apply, simply visit www.kerrtarcog.org, click on the Open for Business Loan tab at the top of the page, and complete the application.

Loan Details

- 5-10 year, interest free loans
- Non-forgivable loans ranging from \$10,000-\$100,000
- Must demonstrate a direct loss of revenue as a result of COVID-19
- Can be used for working capital and/or equipment



Funds are administered locally and funded federally by the US Department of Commerce, Economic Development Administration with funds from the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

ANNOUNCING SBA WEBINAR: GETTING BACK ON TRACK

The US Small Business Administration and Public Private Strategies Institute are co-hosting several webinars to help get businesses back on track.

- Hear about what steps you can take now to learn and take advantage of new and existing programs that are available at the SBA
- Get an update regarding programs and recent policy announcements made by the Biden-Harris Administration
- Have your questions answered by SBA Leadership and small business experts
- Learn how you can become a vaccine leader in your community
- Discover tools and resources you can use to take your business digital

These sessions are open to any small business owners and leaders, and are divided geographically by SBA regions, featuring guest speakers from the corresponding areas. The webinar for the Atlantic and Southeastern Regions will be July 22 at 2:00 pm. If interested in attending, please register [HERE](#).

Educational Webinar Series:

**Getting Back on Track:
Help is Here**



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REBOOT 2021

The COG recently became aware of a series of webinars being offered to our small business community.

The three-part series, *Reboot 2021: Let Us Help Your Business Survive & Thrive in 2021*, is free to attend and is designed to help businesses with strategies for recovering from COVID-19. The third and final webinar is scheduled for July 13 and will focus on employers finding, hiring, and retaining employees.

This series may be of interest to our business community, as it provides strategies on business recovery and resiliency following the COVID-19 crisis. Registration is required. To register, click [HERE](#).



CEDS PANDEMIC RESPONSE ADDENDUM

The Council of Governments has retained the services of WithersRavenel to assist in creating a Pandemic Response Addendum to our region's Comprehensive Economic Development Strategy (CEDS).

The team at Withers will begin the process later this month with a kick-off meeting. More information will be provided as the meeting date approaches.



CERRI PROGRAM

The North Carolina Department of Commerce has begun its Community Economic Recovery and Resiliency Initiative (CERRI) Program with the initial 10 communities. We are pleased to announce Warren County, located in the state's North Central Prosperity Zone, will begin conducting meetings in June. The CERRI process will involve residents and business owners. The Council of Governments looks forward to serving as a Community Partner and working with Department of Commerce planners in this initiative. Other identified communities within the Kerr-Tar region will begin the CERRI process at various times.

FIVE COUNTY JOB FAIR



On **Friday, June 25** there will be a Job Fair for Franklin, Granville, Person, Vance, and Warren counties. This job fair will be held from 10:00 am until 2:00 pm at the Raleigh Road Outdoor Theatre, located at 3336 Raleigh Road in Henderson. There will be food trucks, more than 20 employers present, and a number of community resources. For more information, contact NCWorks at 919-693-2686 or 252-438-6129. You can also email Linda Fletcher at fletcherl@gvcc.edu. Click [HERE](#) for more information.

Uptown Roxboro
Courtesy of Richard Long Photography



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