



FAIRFAX COUNTY RECOVERY GRANT PROGRAM

# **PIVOT Business Recovery Grant Application - Update & Next Steps**

## **July 20, 2021**

### **Economic Initiatives Committee**

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# FAIRFAX PIVOT GRANT PROGRAM

- Board of Supervisors established on June 8, 2021
- Program Purpose
  - Help the most negatively impacted small businesses and nonprofit organizations remain in business and retain employees.
  - Sustain business sectors which employ disproportionately higher numbers of low-income and minority workers.
  - Assist impacted small businesses and nonprofits by mitigating financial hardship.
- Program funded with up to \$25,000,000 for grants, which do not need to be repaid by grantees.

# FAIRFAX PIVOT GRANT PROGRAM

## Small business and nonprofit sectors:

1. Food Services (including Food Trucks)
2. Lodging (hotels)
3. Retail, Services, and Amusements
4. Art Organizations, Museums, Historical Sites

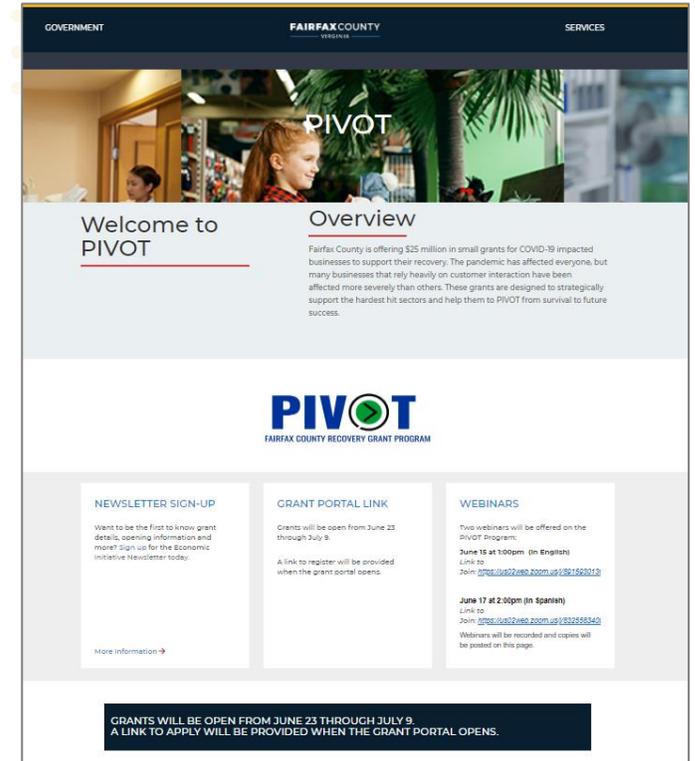
## Grant Operator: Latino Economic Development Center

One-stop online grant portal

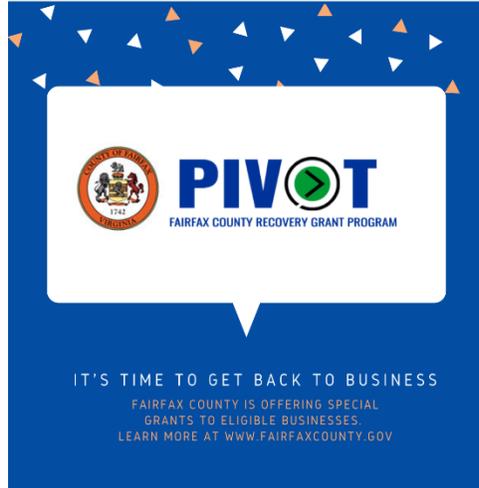
Technical Support: Online, Chat, Multilingual

Partners: EDA, Visit Fairfax, Arts Fairfax, Virginia Restaurant, Lodging and Travel Association, Towns of Herndon, Vienna and Clifton

County Agencies: Department of Management and Budget, Office of the County Attorney, Department of Finance, Department of Procurement and Material Management, Department of Tax Administration, Health Department, Office of Public Affairs, Department of Information Technology, Neighborhood and Community Services



# MARKETING AND OUTREACH



## SOCIAL MEDIA GRAPHICS & FLYER

[Instagram](#) | [Facebook](#) | [LinkedIn](#) | [Flyer](#)

## COMMUNICATION

- Postcards to 31,000 Fairfax County businesses with links in four languages
- 4,800 RISE grant recipients
- 3,400 restaurants and food truck businesses
- 66 chambers, multicultural chambers and organizations, and business support organizations
- 44 Real Estate managers and tenants
- Direct outreach (through partners) to Fairfax County hotels and arts organizations

## LANGUAGES

- Public webinars in **English and Spanish** (1,180+ views) and slides translated into **Arabic, Korean and Vietnamese**
- Posted on Fairfax County social media resources – reached 6,334 users
- Shared media kits with Board offices in 5 languages

# PIVOT GRANT APPLICATION: PHASE 1

Grant application period open June 23-July 9

Phase I: Through online application portal, applicants asked a series of questions to determine initial eligibility.

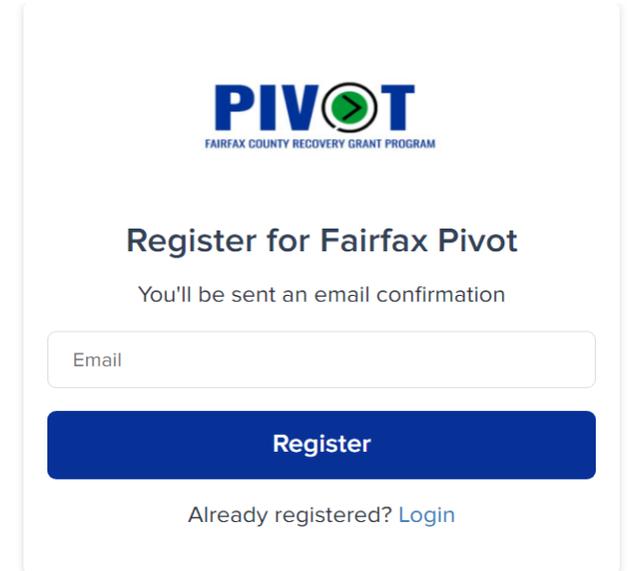
**1,597 Eligible Applicants**

**Funding Requested: \$24,440,500**

**Lottery not required**

Phase I Applicants reported:

- 46% reduction in revenue between 2019 and 2020 on average.
- 25% reduction number of employees between 2019 and 2020 on average.



The screenshot shows a registration form for the PIVOT program. At the top is the PIVOT logo, which consists of the word "PIVOT" in blue with a green play button icon inside the letter "O", and the text "FAIRFAX COUNTY RECOVERY GRANT PROGRAM" below it. The main heading is "Register for Fairfax Pivot". Below this is a sub-heading: "You'll be sent an email confirmation". There is a text input field labeled "Email". Below the input field is a prominent blue button with the text "Register" in white. At the bottom of the form, there is a link that says "Already registered? Login".

# ELIGIBLE APPLICANTS BY SECTOR

Sector	Award Amounts (if eligible)	Eligible Applications Received	Average Employees, Current
Retail, Services and Amusements	\$14,136,000	1178	4
Food Service (including Food Trucks)	\$5,413,500	309	8
Lodging	\$4,476,000	61	25
Arts Organizations, Museums and Historical Sites	\$415,000	49	4

# INELIGIBLE APPLICATIONS

**921 applicants did not meet eligibility criteria**

Most frequently reported reasons:

- 533 did not meet threshold for economic Injury
- 311 did not have a commercial storefront
- 172 secured an SBA Restaurant Revitalization Fund grant

# PIVOT GRANT APPLICATION PROCESS



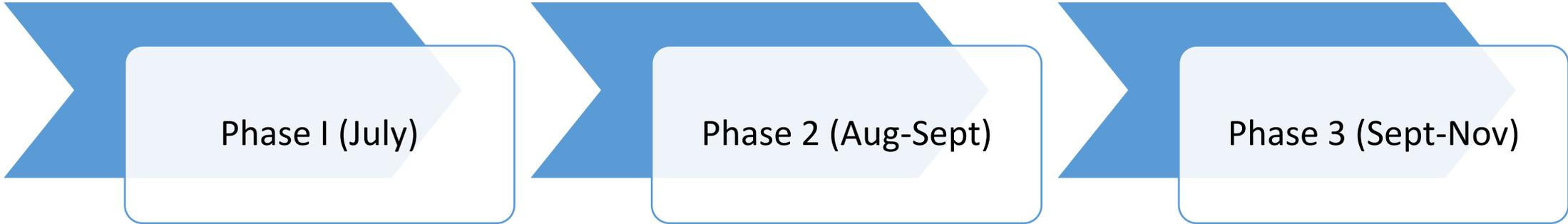
**The application consists of three phases:**

Phase 1: Initial Eligibility Check

Phase 2: Submission of required documentation

Phase 3: Submission of eligible expense invoices

# PIVOT GRANT – NEXT STEPS FOR APPLICANTS





# QUESTIONS & DISCUSSION