Calvert County Department of Economic Development

COVID-19 Business Recovery & Retention Plan
May 19, 2020
Where we are and how we got here

• On March 16: Governor Hogan ordered all Maryland bars and restaurants closed
• On March 23: All nonessential businesses were closed
• On March 30: “Stay-at-home” order issued for all Marylanders
The Role of Economic Development

• Business starts, growth and expansion
• Jobs, workforce, and skills training
• Taxes and community investment
• Building local wealth
• Support for agricultural growth
• Support for tourism industries and visitors
• Enhancing quality of life
• Leading public policy to spur opportunity and investment
Calvert County Economic Snapshot

An uncertain future

• Difficulty projecting recovery
• Rate of recovery is unknown
• Extreme risks remain to new investment, jobs, development, taxes, and consumer confidence
• Questionable business expansion, retention, and attraction opportunities
The Reality
Weekly Unemployment Claims

<table>
<thead>
<tr>
<th>WEEKS</th>
<th>NUMBER OF CLAIMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/7/2020</td>
<td>40</td>
</tr>
<tr>
<td>3/14/2020</td>
<td>40</td>
</tr>
<tr>
<td>3/21/2020</td>
<td>620</td>
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<tr>
<td>3/28/2020</td>
<td>1190</td>
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<tr>
<td>4/4/2020</td>
<td>1370</td>
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<tr>
<td>4/11/2020</td>
<td>720</td>
</tr>
<tr>
<td>4/18/2020</td>
<td>570</td>
</tr>
<tr>
<td>4/25/2020</td>
<td>437</td>
</tr>
<tr>
<td>Total Claims</td>
<td>4987</td>
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Success indicators for economic rebound

- Confidence in the market
- Dependable revenue stream
- Return of customers and high consumer confidence
- Return of all employees
- Ability to meet new customer demands
- Ability to ensure public and employee safety
- No 2\textsuperscript{nd} or 3\textsuperscript{rd} wave of virus or other interrupters (natural, manmade)
Navigating Our Recovery – Getting Back to Good
Business Recovery Programs

In General

• Creation of virtual Business Recovery Center
  A one-stop shop of resources with on-site and virtual consultations, as appropriate

• Work with Emergency Management to identify and assist business owners with programs available from FEMA through MEMA

• Mobilization of industry-specific Task Forces
  Retail, restaurant, manufacturing, services
Business Recovery Programs
In General

• Continued research and outreach with support services, grants, loans, and key information

• Development of workshops featuring best practice training

• Development of a seasonally based “Buy Local” program

• Enhanced communications (LinkedIn, Facebook, YouTube, Zoom events)
Business Recovery Programs

In General

• Creation of a recovery **loan** program with easy application, 2-week approval through the Economic Development Authority, below-market rates and partial forgiveness for early payoff

• Creation of a recovery **grant** program contingent upon receipt of CARES Act funding
Business Recovery Programs
Business Retention

• Create an online dashboard so community can track and follow our progress

• Development of an enhanced business consultation and “springboard” program
Business Recovery Programs
Tourism

• Hashtag marketing opportunities like #ShopCalvert, #ExploreCalvert, #GoBeachless

• Restaurant Week *with a twist*

• Promote safe, local day trips and “staycations”

• Targeted Facebook ads including art, history, and B&B travelers

• “Calvert Ambassador” program for front-end staff
Business Recovery Programs
Agriculture

- Enhanced communication between farm community and consumers
- Continuation and expansion of farmers markets and use of new online tools to attract customers
Business Recovery Programs
Nonprofits and Attractions

• Instruction and support on “How to Restart”
  • Ensure safety in groups
  • Develop events of the future
• Provide information on access to loans or grants through the CARES Act, FEMA Public Assistance grants, and other programs
• Support and provide training on best practices
Programs for Workers

• Connection to State and local resources
• Specialized training and connection to businesses, Career & Technology Academy, and College of Southern Maryland
• Virtual job fairs
• Continued research on novel programs, resources, and funding sources to provide new opportunities to displaced workers
Not an Easy Task

*But we have many reasons to be optimistic*

- A dedicated and committed staff
- A “Navigation Team” of passionate community leaders
- A Task Force of economic and business experts
- Pent-up demand from our citizens and visitors
- A strong base from where we started: Annual Report
For More Information

Calvert County
Department of Economic Development

We are available Monday through Friday
8:30 a.m. to 4:30 p.m.

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