### BROOKLYN

Small Business

RAPID Recovery

Program







The end of small business

### BKReader

Pandemic Could Devastate Brooklyn's Women and Minority-Owned Businesses

Shocking numbers report they'll be out of business within six months due to COVID-19



CORONAVIRUS NYC RESTAURANT CLOSINGS

A Running List of NYC Restaurants That Have Permanently Closed During the COVID-19 Crisis

At least 20 more restaurants have permanently closed in NYC, including a source for Taiwanese-French pastries, a 52-year-old Cuban-Chinese mainstay, and a beloved pho shop from the Di An Di team

Brooklyn Heights Coffee Mainstay Cranberry's Closes After 42 Years

Brooklyn businesses need cash grants, rent relief, says Brooklyn Chamber president

Bresklyn Daily Eagle



Nearly 3,000 small businesses in New York City have closed for good in the past four months

One-Third of New York's Small Businesses
May Be Gone Forever

Big New Obstacle for Economic Recovery: Child Care Crisis

MORE THAN HALF OF BROOKLYN SMALL BUSINESSES ARE STRUGGLING TO STAY OPEN, SURVEY FINDS Brooklyn Paper

85% of minority
+ women-owned
businesses say they
could not survive for
six more months.

New York City Comptroller Scott Stringer



### "General sales have sunk 80%

Without rent relief it's anybody's guess who will survive this summer."

Maya Haddad Miller
Co-owner

Brooklyn Beach Shop
Coney Island



Brooklyn Chamber of Commerce Survey July 20, 2020

# 64,000 businesses in Brooklyn



84% of Brooklyn Small Businesses have less than 10 employees

**53%** will struggle to stay open in the next 6 months

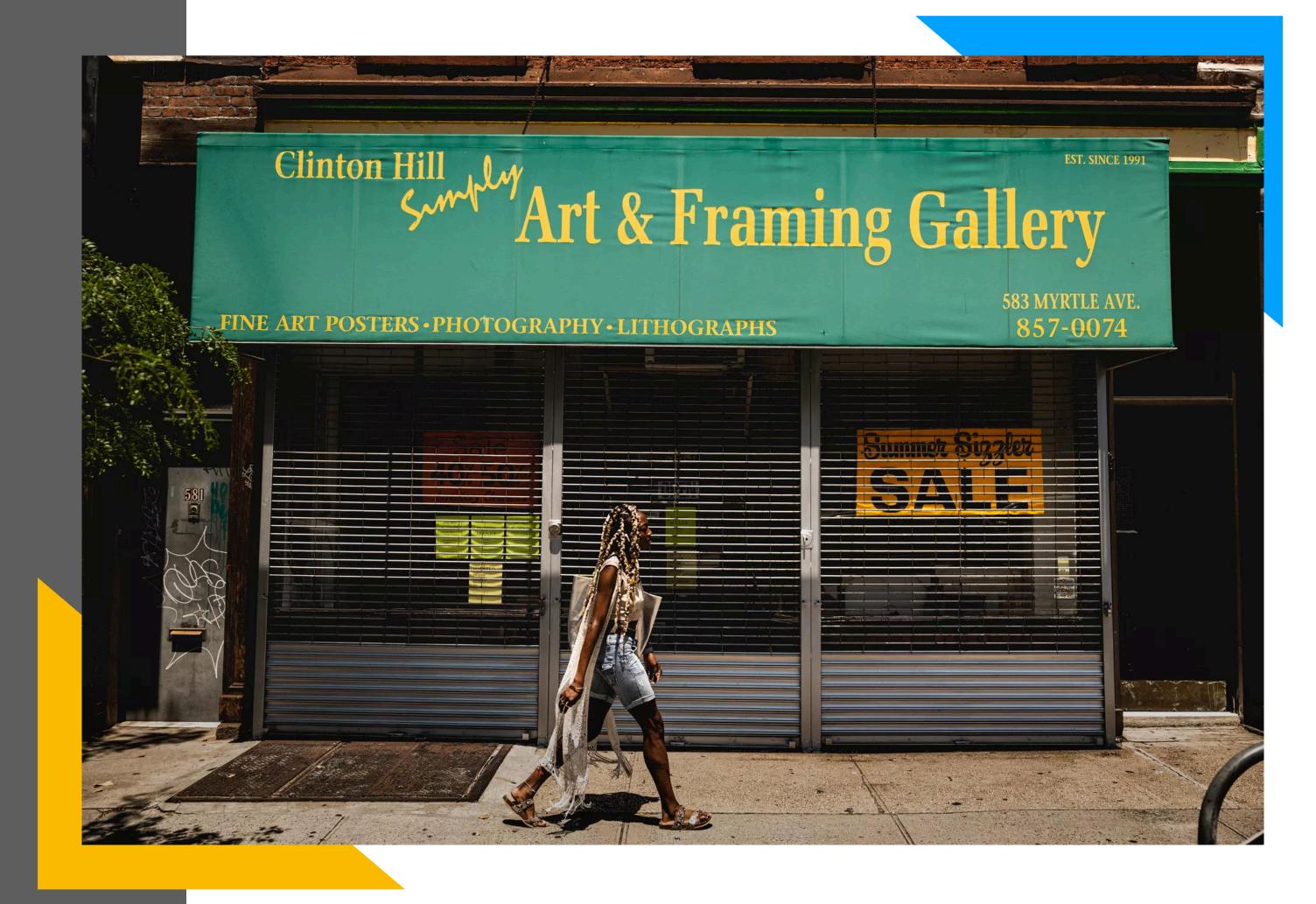
### Most important needs:

- 1. Grants 84%
- 2. Rent Relief 74%
- 3. PPE 60%

We need to help them before they are gone forever.



To save as many small businesses as fast as possible + put as many Brooklynites back to work as soon as possible



## Small Business RAPID Recovery Program

An Initiative to Urgently Lead + Support Brooklyn Neighborhood Small Businesses to Survival



# Leading advocate for Small Business during the COVID-19 Pandemic.

#### Successfully raised funds + PPE grants







Bring Back Brooklyn Fund raised over \$735,000, through a community fundraising platform that provides Small Businesses with no-interest loans + grants to purchase PPE equipment.

#### Impact to-date:

- Recovery Loans: Closed 13 loans, \$106K total
- **PPE Grants:** Provided 88 local small businesses with PPE grants, totaling \$80,796.71, which will pay for critical equipment like masks, gloves, contactless payment devices and cleaning/sanitization services. Executed 21 deep cleanings. Total value of services \$43,472.17.



# Leading advocate for Small Business during the COVID-19 Pandemic.



#### Mining local insights + pain points

Chamber President and CEO Randy Peers conducted 16 commercial corridor tours since Phase 1 reopening began in June, gaining valuable insights from local business owners.

#### "Chamber on the Go" Initiative"







Working together, in close partnership with local BIDs, LDCs + Merchant Associations, to meet the moment. Actively interfacing with the small business community through dedicated systems including surveys, weekly meetings with a small business impact task force, and weekly convenings with the BIDs, LDCs and Merchant Associations.

Of concern has been the inability for many small firms to access government-sponsored financial support. Therefore, the recovery effort will need to focus on these smaller enterprises which historically have not been connected in a meaningful way to the existing government-led support structures.

To accomplish these many complex objectives, and ensure a balanced recovery, the Brooklyn Chamber of Commerce through its 501 (c)3 economic development affiliate the Brooklyn Alliance, is proposing a comprehensive geographic and industry specific initiative called the Small Business Rapid Recovery Program (SBRRP).





#### 5 Sectors of Recovery Support | Borough-Wide

Brooklyn. The most populous borough, supports over 64,000 small businesses across a 72- square mile footprint. Due to the massive scope, the Chamber will instill a precision-based outreach strategy with a 'sector approach' - in order to ensure that all impacted businesses are engaged and provide for greater accessibility:

- Six 'On the Ground' Recovery Specialists. One for each sector and another covering the hospitality sector boroughwide to accelerate unique recovery needs. We'll significantly ramp-up Good Help staffing capacity to serve as a companion component on the ground for workforce support.
- Localized Strategic Partners + Command Centers: Leverage the Chamber's relationships with existing BIDs, LDCs and Merchant Associations in each of these sectors to maximize the engagement strategies. Where possible, we will set up a localized commend center operating out of one of these organizations in each sector to manage the effort.
- Consult + Direct to Funding Opportunities: We forecast that access to grants, loans, and financing will be a major focus of our efforts.



# Precision-Based, Geographical + Industry Specific

Accelerating recovery with a technical, consultative team of Borough-wide, 'on the ground' Recovery Specialists.

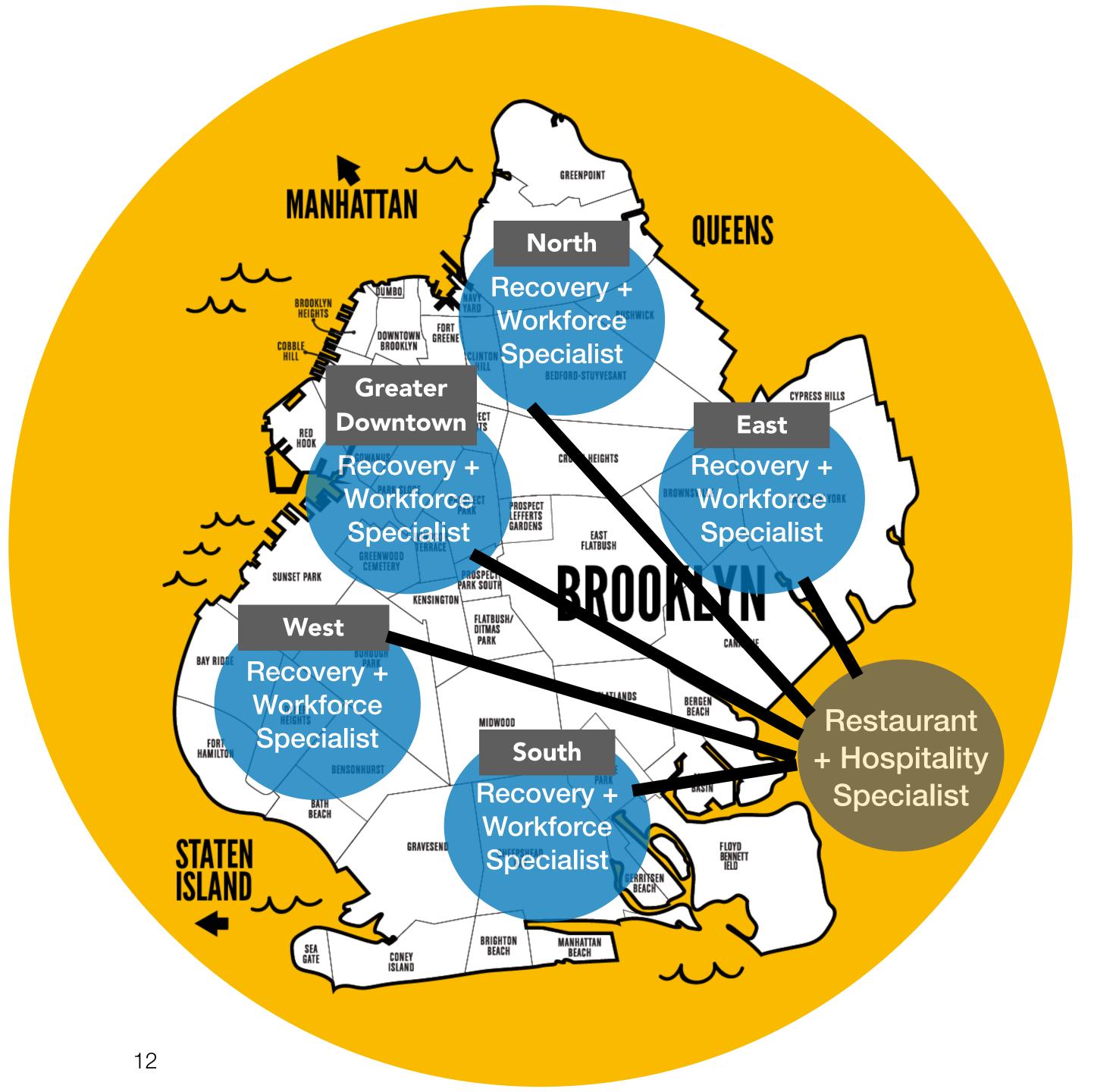
#### Sector-specific:

5 Recovery Specialists

5 Workforce Specialists

#### Borough-wide, Industry specific:

1 Restaurant + Hospitality Specialist





#### Roles + Responsibilities

#### **Recovery Specialists**

#### Technical Assistance + Resource Connector

- Residents of sector neighborhood and/or existing connection to the communities in that area. Where possible, possess a second language other than English to reach a particular immigrant business concentration.
- Liaison with affected businesses and serve as the "connector" to essential City, State and Federal supports that will ultimately manifest as a result of the COVID-19 impact.
- Assist affected businesses with completing relevant applications necessary for securing resources made available by government.
- Conduct outreach and data collection to quantify the impact on businesses individually and collectively in their respective areas
- Provide supplies of Personal Protection Equipment (PPE), such as masks, gloves, sanitizer, thermometers, and contactless payment devices.
- Leverage our Bring Back Brooklyn Fund grants, arrange for facility deep cleanings for businesses that reopen.
- Develop individualized service support plans for each affected business, considering available City, State and Federal programs, along with existing Brooklyn Chamber services such as our micro-lending and finance program, our M/WBE certification and procurement program and our shop local initiative.

#### **Workforce Specialists**

#### Employment + Staffing

- Geographic and industry-specific expertise leveraging technology to connect jobseekers with open positions. Incorporate multiple part-time + project-based roles across multiple employers.
- Partner with the Recovery Specialists to engage impacted employers in their respective geographies.
- Source open positions, and work with small businesses to identify skills + competencies needed for specific jobs.
- Identify + make available information on publicly available hiring resources, including wage subsidies, tax credits + OJT funds.
- Screen potential candidates for open positions sourced from businesses
- Assist BIDs, LDCs and merchant associations in developing their own capacity to provide information and assistance on workforce development and staffing.
- Quantify and reporti on job placement and retention data on a monthly basis.
- Employ a technology-based mechanism to promote part-time and temporary positions
- Organize and facilitate local and borough-wide job fairs and employer hiring events.



### We have the experience to lead the way forward

Through the Business Solutions Center (BSC) and its Chamber-on-the-Go Program, BCC has expertise in working with local commercial corridors and industry-specific programming. In addition, we have developed specific strategies over the years to connect neighborhood small businesses with essential resources and supports. While SBRRP will certainly present a new set of challenges, we believe our staff expertise, relationships with other business intermediaries, and our connections to local government and elected officials, places us in the best position to deliver on a rapid recovery.

Through our Good Help Staffing Program, BCC has the knowledge, expertise, and relationships to support small business employment needs after the crisis. In addition, the Brooklyn Chamber has a track record of managing both wage subsidy and On-the-Job (OJT) training funds. The Good Help model acts as a trusted intermediary that leverages a wide range of community-based workforce providers for sourcing available labor. Lastly, the Brooklyn Chamber can serve as the bridge between the workforce system and neighborhood-based business associations such as BIDs, LDCs and merchant associations.





It will take everyone +everything, to bring Brooklyn back.



For more information contact
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