

# PRESS RELEASE

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## **Pandemic Response Downtown Business Aid Program introduced in De Pere; deferment and loan options also available**

DE PERE – The City of De Pere residents take pride in knowing our Downtown is the heart of the community and the small local businesses are vital to maintaining our community character. The City values our small businesses and recognizes that smaller-scale retail and local restaurant businesses in the downtown continue to be significantly impacted by the COVID-19 pandemic. The City of De Pere has enacted the Pandemic Response Downtown Business Aid Program. This program was established by the City of De Pere Common Council. The City allocated \$300,000 for grants to support businesses within the Downtown. The first application window will be from 8:00 am, Tuesday, December 1, 2020 to 4:00 pm, Monday, December 14, 2020.

The City is focused on getting these local funds out quickly to our downtown businesses to help them in these challenging times. While the City wishes it could help out every business the City is limited by available resources to make a meaningful impact. Therefore, the aid program is targeted around the Downtown/Main Street District; specifically, the program can provide eligible downtown retail, entertainment, and restaurants with a \$5,000 small business grant.

**Link:** [https://www.deperewi.gov/egov/documents/1606833924\\_73327.pdf](https://www.deperewi.gov/egov/documents/1606833924_73327.pdf)

### **Here to help**

The City of De Pere hopes this additional grant program, in addition to the existing loan program, an RLF loan deferment program, and previously seed funding two other grant programs in the community continues to provide valuable relief to local businesses during this time of unprecedented uncertainty.

“The City understands that businesses and residents are experiencing COVID fatigue, but it is important to continue to follow health protocols to stop the spread of the virus. Shopping and dining local is also key to retaining our vibrant downtown businesses, but balancing the health and safety of customers is vitally important. The on-going pandemic is anticipated to impact businesses, even more, this winter as businesses are no longer able to serve customers outdoors and where limited capacity requirements will impact business operations” Daniel Lindstrom, Development Services Director said. He also noted that this most recent locally-focused measure was carefully crafted by the City after feedback from Definitely De Pere, downtown businesses, and downtown building owners. Downtown business owners may reach out to

him directly with any specific questions. Lindstrom can be reached by phone 920-339-2370 and by email at [dlindstrom@deperewi.gov](mailto:dlindstrom@deperewi.gov).

Residents wanting to find out additional information regarding De Pere's various other responses and measures put in place due to COVID-19 are encouraged to visit [www.deperewi.gov/covid19](http://www.deperewi.gov/covid19).

### **Pandemic Response - Downtown Business Aid (PR-DBA)**

To provide existing downtown retail, restaurants, and taverns, and selected personal service businesses with aid financial to assist them through the harsh winter months where outdoor dining and limited capacity requirements continue to impact business operations. Aid is in the form of a \$5,000 conditioned grant to help offset rent or mortgage payments, but also may be used for working capital to support payroll expenses, utility expenses, inventory, or other similar expenses that occur in the ordinary course of business. As part of a grant agreement, if a business closes then it shall return a prorated amount of the grant calculated for each day they closed before the grant period concludes. For the purposes of this program, the grant period is from January 1, 2021, to May 31, 2021 (150 Days).

Guidelines: [www.deperewi.gov/DBA](http://www.deperewi.gov/DBA)

Application: [https://www.deperewi.gov/egov/documents/1606834065\\_76288.pdf](https://www.deperewi.gov/egov/documents/1606834065_76288.pdf)

Boundary map: [https://www.deperewi.gov/egov/documents/1606834126\\_19306.pdf](https://www.deperewi.gov/egov/documents/1606834126_19306.pdf)

### **Small Business Pandemic Response Loan (SB-PRL):**

Provide up to \$10,000 in small business, zero percent interest, loans for eligible small businesses to support certain small business activities throughout the City of De Pere that have realized a significant financial hardship as a result of the COVID-19 pandemic. Qualifying businesses with less than 20 employees can receive a \$5,000 zero percent interest loan and qualifying businesses with 20 or more employees can receive a \$10,000 zero percent interest loan. Loans are for 48 months including 12 months of deferred payments. The City is attempting to make the loan application as simple and as quick as possible. Businesses are encouraged to see the program guide, application process, and application steps at [www.deperewi.gov/businessrelief](http://www.deperewi.gov/businessrelief).

### **City of De Pere Revolving Loan Fund:**

The City of De Pere will also defer existing Revolving Loan Fund (RLF) payments for up to 120 days upon request from any businesses with outstanding loans provided the company can demonstrate an income loss as a result of the Emergency Order #12, or the COVID-19 outbreak. Principal and interest payments will be deferred while the outstanding balance will continue to incur interest.

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