

The Mayor's Emergency Working Team Business & Individual Financial Recovery

April 7, 2020

Council Member Jim Holmes
Co-Chair Sarah Roberts



The Work

- Leveraging community partners to advance recovery
- Business communications
- Small Business Lending Strategy
- Federal and State Advocacy Plan



The Team



Hearing from Industry

- **StarBridge (CTHCC & CTAAC) business survey**
 - Major focus on service industries and Food & Beverage
 - Identified 2 primary issues (1) decline in customers and 2) financial concern
 - Coordinating with GWC on a second-phase survey with state and national reach
- **Greater Waco Chamber (GWC) standing industry calls**
 - Area Industry Managers
 - Association of General Contractors
 - Auto Dealerships
 - Heart of Texas Homebuilders Association
 - Waco Hotel Association
 - Waco Realtors Association
 - Waco Restaurant Association
 - Posting and promoting Public Policy info and resources www.waco-chamber.com/wacosupportingwaco
- **Start Up Waco**
 - New website launched including focus on self-employed & “gig” workers at www.startupwaco.com and Public Health resource for businesses
- **Coordination with Creative Waco supporting launch of virtual marketplace**
www.MakItInWaco.com

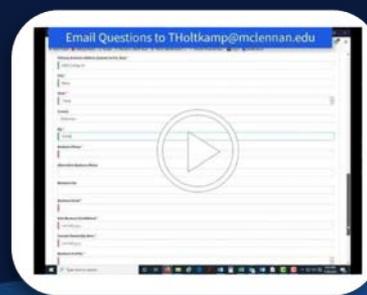


Outreach to Date

- CARES Act
 - Coordinated outreach by all Chambers and SUW to reach as many Waco area businesses
 - Major push before the April 3 application start for business & April 10 application for self-employed
 - Distributing SBDC training videos from Tim Holtkamp and connecting to banking members
 - Videoconference for McLennan County Chamber Alliance (10 area) Chambers and their businesses to Q&A
- Texas Workforce Solution
 - Unemployment instructions for individuals, self-employed
 - Texas Shared Work Program for employers

Small Business Funding Options from the CARES Act

			
Paycheck Protection Program	EIDL Loan Advance	SBA Express Bridge Loans	SBA Debt Relief
This loan program provides loan forgiveness for retaining employees by temporarily expanding the traditional SBA 7(a) loan program.	This loan advance will provide up to \$10,000 of economic relief to businesses that are currently experiencing temporary difficulties.	Enables small businesses who currently have a business relationship with an SBA Express Lender to access up to \$25,000 quickly.	The SBA is providing a financial reprieve to small businesses during the COVID-19 pandemic.
Learn more	Learn more	Learn more	Learn more



[McLennan County SBDC step-by-step YouTube](#)

Next Steps

- Increased problem-solving for businesses trying to access Texas Shared Work
- Driving businesses to online marketplaces set up for consumers to buy locally from home
 - www.MakeItInWaco.com for locally-owned businesses and artists
 - www.WacoDelivers.com for Waco restaurants
- StartUp Waco virtual programs including “Expert Live” & “Expert Hour”
 - SBA Ahmad Goree with CTAAC
 - Creative Waco www.MakeItInWaco.com virtual marketplace
 - Personal & Business tax resources for COVID-19
 - Public health in the Workplace
 - One-on-One training and coaching
- Greater Waco Chamber “Virtual Power Hour”
 - Town Hall with John Cornyn & SBA
 - Business Guidelines for Preparedness and Employee Guidance
- Local Advocacy
- Federal and State Advocacy



Thank you



**COVID-19:
Strategic Communications
Working Group Strategy**

Goal



1. **Distribute fact-based information in English and Spanish to community members via identified channels.**
2. **Develop method for communication between key partner entities.**

Key Partners



- City of Waco | **Larry Holze, Deidra Emerson**
- City Managers from other communities
- Public Health District | **Kelly Craine**
- Family Health Center | **Dr. Neumann**
- Emergency Operations
- Business/Individual Financial Recovery Liaison
- Health Response Liaison
- Social Services & Education Liaison
- McLennan County | **Commissioner Patricia Miller**

(continued)



Key Partners (cont.)



- Baylor University | **Dr. Jeremy Vickers**
- McLennan Community College | **Frank Patterson**
- Texas State Technical College | **Nick Alvarado**
- Waco ISD | **Kyle DeBeer, Josh Wucher**
- Midway ISD | **Rick Tullis, Traci Marlin**
- La Vega ISD | **Sharon Shields**
- Greater Waco Chamber | **Matt Meadors**
- Cen-Tex African American Chamber | **John Bible**
- Cen-Tex Hispanic Chamber | **Jonathan Olvera**

Public Information Distribution Outlets



Additional Represented Outlets:

- Surrounding Cities
- Public Health District
- Liaisons from (3) work groups
- Media List

Strategic Communications Working Group: Key Message Areas

1. Ordinances

- a. What do they entail?
- b. How long are they in effect?
- c. How will they be rolled out?

2. Relief Efforts for Individuals/Businesses/Nonprofits

3. Health Response

4. Education and Social Services

5. Community Stabilization

Strategic Communications Working Group: Components

- 1. Key Partner Contacts and Email List**
- 2. Regular Key Partner Meetings**
- 3. Public Information Distribution Outlet List**
- 4. Message Refinement and Design**
- 5. E-newsletter (2x each week)**

Working Group Roles



**Hector Sabido and Natalie
Kelinske, Co-Chairs**

- Identify Key Partner liaisons
- Schedule and host regular strategic communications meetings amongst key partners
- Develop messaging for key areas
- Push out messages to distribution outlets

Working Group Roles



Key Partners

- Attend strategic communications meetings
- Inform workgroup of information and messages that need to be developed and distributed

Working Group Roles



Public Information Distribution Outlets

- Push out messages sent by workgroup

Workflow

Hector and Natalie
schedule regular
communications
between key partners
to determine
information needed
for dissemination.

Key Partners
develop
messaging and
distribute to
identified
outlets.

Health Response and Coordination

Council Member John Kinnaird

Co-Chair Dr. Jackson Griggs



Social Services and Education

▶ Committee

Mayor Pro Tem Andrea Barefield
Co-Chair Suzii Paynter March

City of Waco Charge to SS&E

- ▶ To provide a method to facilitate communication about issues and opportunities that are related to COVID-19 and its impacts in each of the working areas;
- ▶ To help us engage our community partners to address these issues and opportunities; and
- ▶ To provide better leadership and communication to these important issues as we work through the crisis and move toward recovery.

Strike Force Process

1. Identify/clarify the **PROBLEM**
2. Identify/convene the **PLAYERS**
3. Change or add a new **PROCESS**
4. Clearly take STEP 1 of a **SOLUTION**

Rinse and repeat!

Strike Force Issues

- ▶ Childcare for essential workers
- ▶ WIC - need for formula
- ▶ Elder care - in the community
- ▶ Medical need for homeless
- ▶ Shelter capacity/ mobile charging stations for homeless
- ▶ School Meals on site / delivery
- ▶ Family meal insecurity
- ▶ Alternative education
- ▶ Faith Community functional challenges, policy discrepancies
- ▶ Volunteer coordination
- ▶ Immigrant population

Progress !

- ▶ Childcare for essential workers ▶
- ▶ WIC - need for formula ✓
- ▶ Elder care - in the community ✓
- ▶ Medical need for homeless ▶
- ▶ Shelter capacity/ mobile charging stations for homeless ✓
- ▶ School Meals on site / delivery ✓
- ▶ Family meal insecurity ▶
- ▶ Alternative education ✓
- ▶ Faith Community functional challenges, policy difference ▶
- ▶ Community information / Volunteer coordination ▶
- ▶ Hispanic/ Spanish speaking Immigrant population ▶
- ▶ Waco Family YMCA (ages 4-12) Boys & Girls Clubs Brownfield Branch (ages 5-12) -double \$\$
- ▶ Alternative medical site for those +, suspected + -reviewing sites today. - MD designated, site TBD
- ▶ No more weekend meals WISD. Community/Church response , delivery to referred families of WISD.
- ▶ More than 150 Clergy on calls, pledge to keep neighbors safe until ordinances are lifted.
- ▶ [WacoWorkingTogether.org/covid](https://wacoworkingtogether.org/covid) Who is responding? Where do I get/Give help?
- ▶ Developing: A community funded call center for Spanish language users.