

"Thanks for all that you do to support Waynesboro small businesses!"
-Michael Fies, Rabbit Run Collectibles

"Thank you for continually offering support and encouragement to small business, especially during these challenging times."
-Carolyn Claytor, Wild & Free LLC



"Thank you so much for all of your help. This will help us maintain our business."
-David Cash, Humphries Press

"Thank you so much for offering this opportunity to area nonprofits."
-Nicholas Mihailoff, Fishburne Military School

Where Good Nature Comes Naturally

Full details of the CARES small business grant programs including this report, program overviews, recipient demographic survey results, grant totals by recipient, and more can be found at:
www.WaynesboroBusiness.com/Community-Profile/

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WaynesboroBusiness.com



SMALL BUSINESS GRANT PROGRAMS 2020

Utilizing CARES Funding

Background: The U.S. Treasury guidance allows states to use Coronavirus Relief Fund (CRF) dollars for expenditures "related to the provision of grants to small businesses to reimburse the costs of business interruption caused by required closure." The Commonwealth of Virginia has elected to disperse a portion of its allocation to local governments. Waynesboro City Council elected to aid small businesses by assigning 15% of its total funding to these grant programs.

FOUR PROGRAMS:

- Renaissance Fund
- Sustainability Fund (Non-profits)
- Renaissance Fund TWO
- Al Fresco Dining

FUNDING USES

- Safety
- Utilities
- Recover Event Costs
- Inventory, Equipment & Supplies
- E-commerce
- Payroll
- Rent
- Debt

WHO WAS HELPED

- 68** Awards
- 53** Companies/ Organizations
- 28** SWaM-Eligible Companies
- 372** Employees

MARKETING

- ⇒ 4 Email Newsletter Announcements and 4 Reminder Emails
- ⇒ 2 Direct Mailings
- ⇒ 2 Press Releases covered all 4 programs—shared by local news outlets
- ⇒ 11 Posts on @GrowWaynesboro Facebook and Twitter channels



68 GRANTS | \$600,000 AWARDED

RENAISSANCE FUND

\$10,000 max. award
16 applications
16 awards
\$130,639

SUSTAINABILITY FUND

\$10,000 max. award
9 applications
9 awards
\$75,773

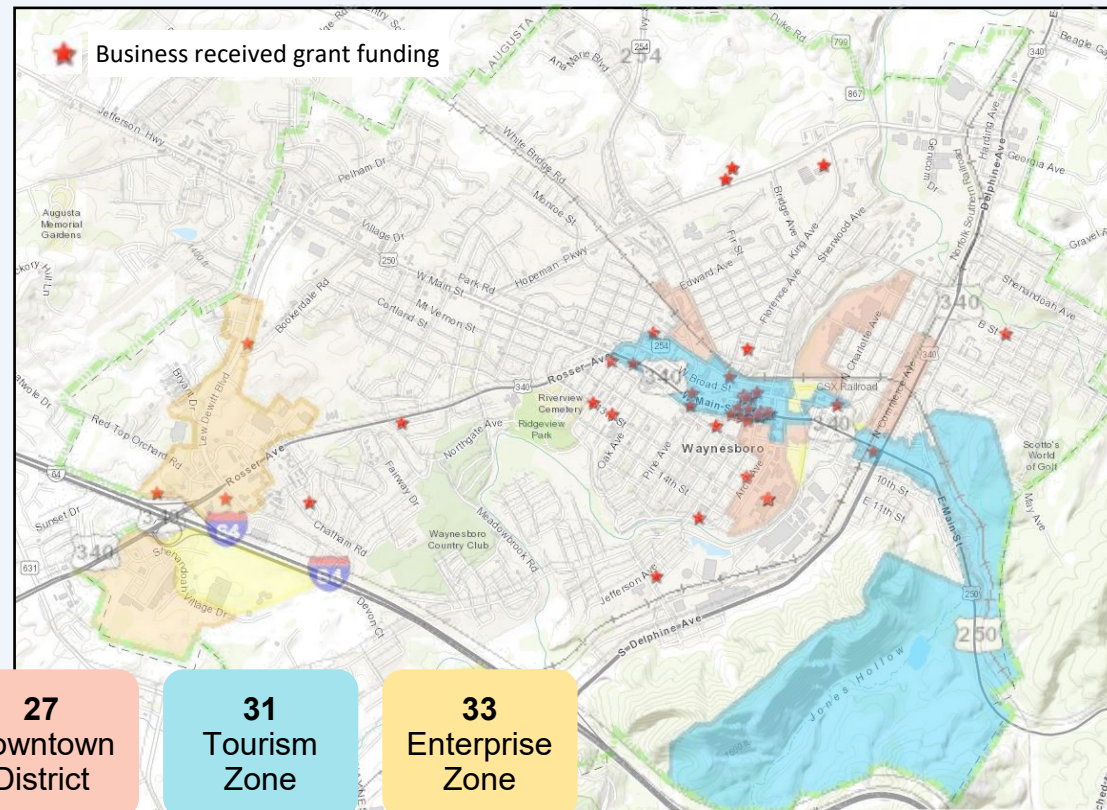
RENAISSANCE FUND TWO

\$25,000 max. award
41 applications
37 awards
(25 new + 12 who received RF1)
\$386,919

AL FRESCO DINING

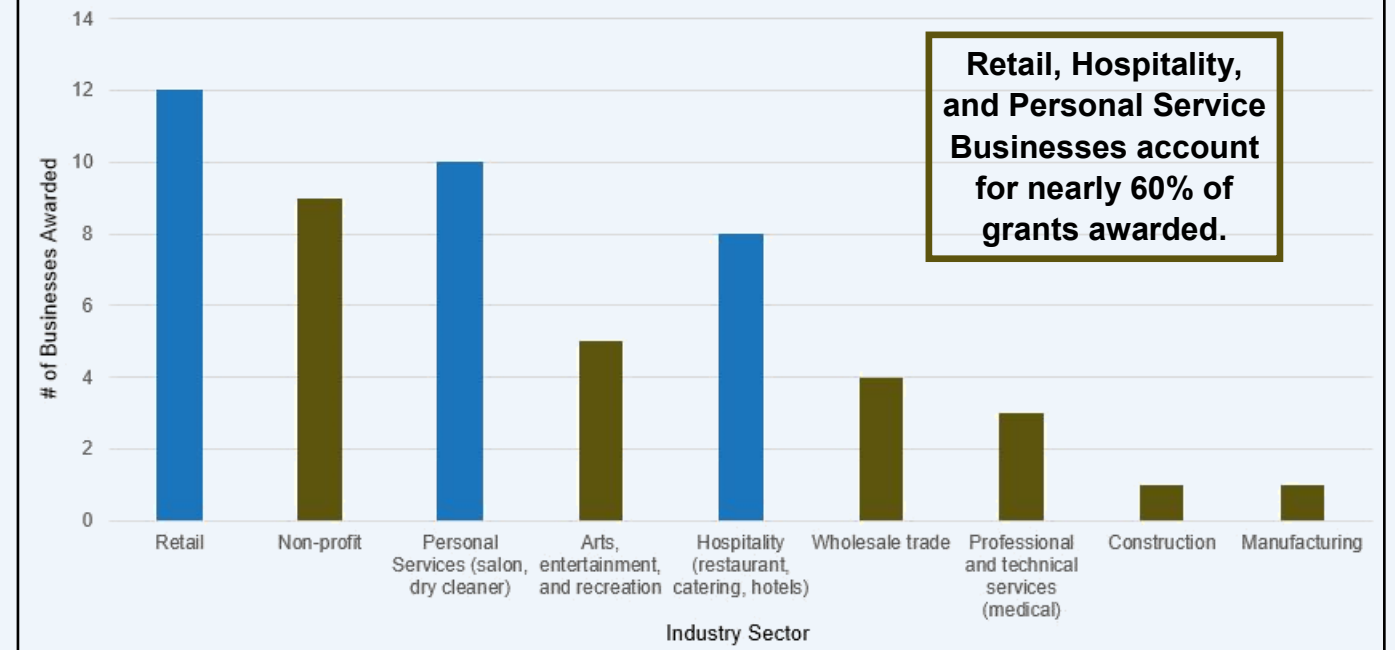
\$1,124 max. award
8 applications
6 awards
(3 new + 3 who received RF)
\$6,504

CITY OF WAYNESBORO, VA

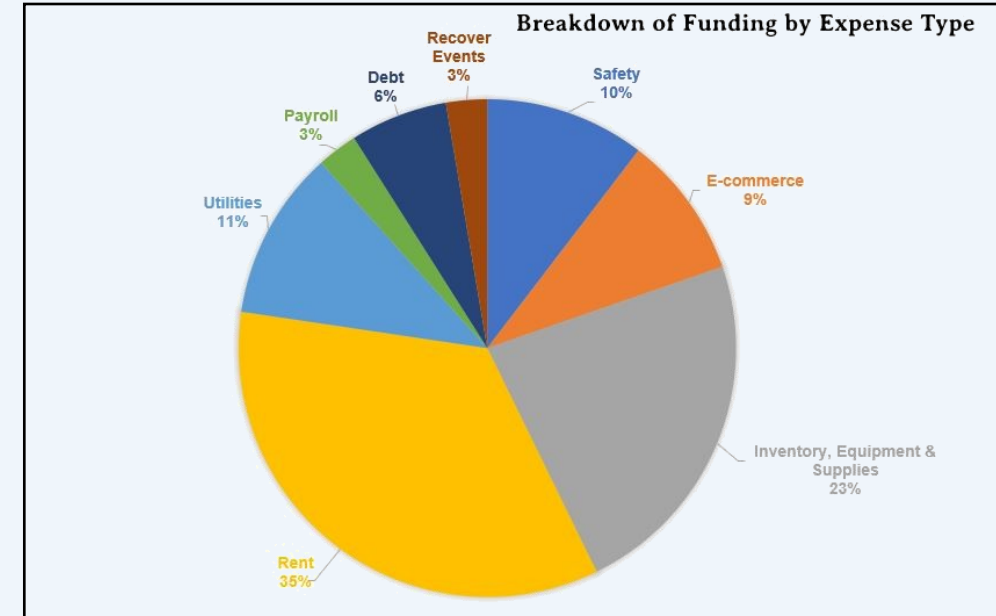


The City is broken down into several geographical areas targeted for certain types of business development and revitalization, such as the Enterprise Zone (Downtown, Industrial Park, Nature's Crossing) and Tourism Zone (Downtown, East Main St. Corridor, Exit 94). Many businesses that received grant funding are located in one or more of these districts.

Grants Awarded by Industry Sector



Breakdown of Funding by Expense Type



Small businesses, both new and established, are the lifeblood of our community. Nearly 80% of the businesses funded have 5 or fewer employees.

How Long in Business?

