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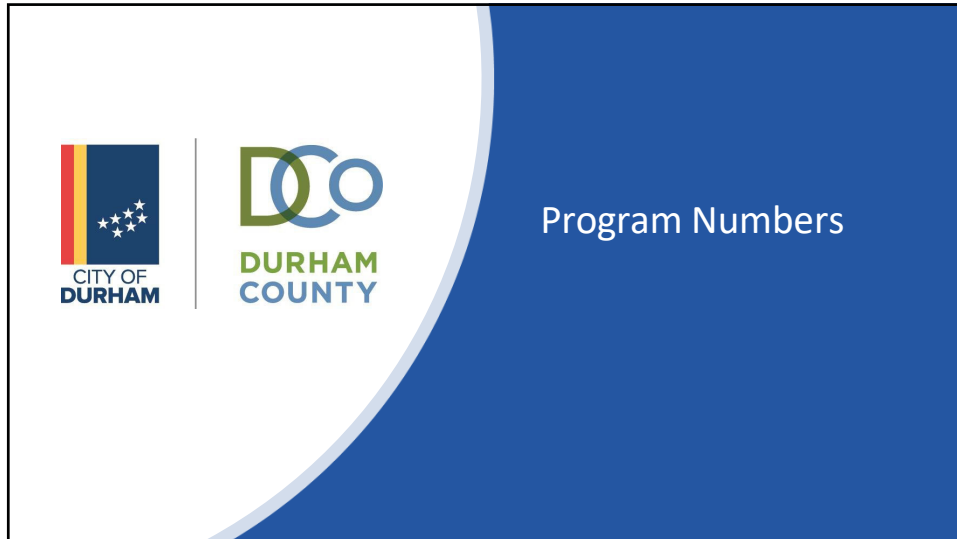
Key Highlights

- 114 Durham Businesses Funded*
- Approximately \$1,000,000 in Funds Distributed*
- Round 2 of Program Opened July 20

**As of August 7, 2020*

The slide includes a photograph of a man in a blue suit standing in front of a building. At the bottom, there are logos for the City of Durham, Durham County, the Carolina Small Business Development Fund, and Duke University, with the text 'OFFICE of DURHAM & COMMUNITY AFFAIRS' next to the Duke logo.

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Grant Program: By the Numbers

Grant Funds Distributed to Date: \$784,000

- **195** Applications; 106 Awarded
- **\$7,569:** Average Grant Award
- **63%** of grants awarded to Women-Owned Businesses
- **60%** of grants awarded to Minority-Owned Businesses
- **Major Industries:** Food and Hospitality Industry; Performing Arts Facilities; Transportation Services; Personal Care and Laundry Businesses; Outpatient Care Centers.
- **Primary Reasons for Declination:** Less than 25% revenue decline; applicant outside of Durham; revenue increased during period.




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Loan Program: By the Numbers

Loan Funds Distributed to Date: \$ 224,000


- **29** Applications
- **57%** of approved loans went to Minority-Owned Businesses
- **\$28,000:** Average Loan Amount
- **Major Industries:** Food and Hospitality Industry; Building Equipment Contractors; Personal Care Services; Outpatient Care Centers
- **Primary Reason for Declination:** Insufficient income to repay debt obligations



CITY OF DURHAM


DURHAM COUNTY

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CITY OF DURHAM


DURHAM COUNTY

Marketing and Outreach Efforts

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Marketing Outreach Efforts

English and Spanish Outreach

Participating partners use of media platforms
 Sharing with partner agencies to distribute through their networks like the Small Business Advisory Council
 Program Information translated to Spanish on CSBDF Website
 Hosted two information sessions in both English and Spanish
 Press release translated and shared with local partners including: The NC Hispanic Chamber of Commerce, the Mexican Consulate, BBB, Truist, Que Pasa Newspaper, Univision, El Centro Hispano and EDPNC



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Marketing Outreach Efforts

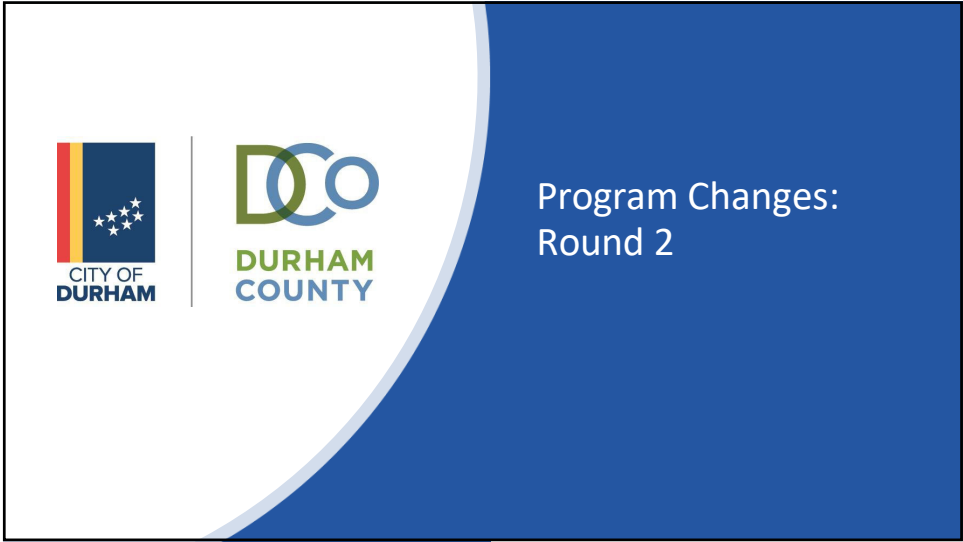
English and Spanish Outreach

Shared information at the Spanish COVID-19 Community Conversations on Aug 4th and 6th
 Hosted two Interviews with Univision
 Hosted a Facebook Live Presentation with The NC Hispanic Chamber of Commerce
 Posted weekly short videos on Facebook with application information
 Partnered with Neighborhood Improvement Services (NIS) to print and disseminate fliers in targeted Latinx small businesses and churches
 Organizing a Community Information Session with NIS
 Community Engagement Group Spanish Virtual Event BB&T Bank and the Mexican Consulate 08/11/2020



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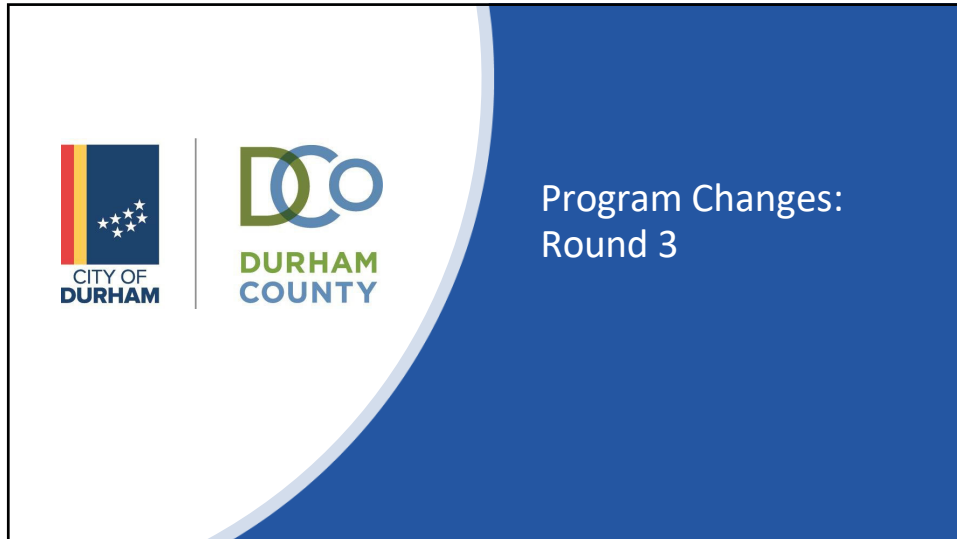
Round 2 Program Changes

GRANT PROGRAM	LOAN PROGRAM
<ul style="list-style-type: none">• \$216,000 available• Businesses to be selected on first-come, first-served basis• Businesses can submit documentation showing a 25% or more Covid-related loss Apr.-Jun• Durham County Businesses Eligible	<ul style="list-style-type: none">• \$1.6 million available• Businesses can satisfactorily document reasons for a significant disruption in operations• Durham County Businesses Eligible



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2019 Durham General Business Survey

Survey Findings

- 85% had 20 or fewer FTEs
- 95% had 50 or fewer FTEs
- 73% had annual revenue less than \$1 million
- 92% had annual revenue less than \$5 million

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Round 3 Loan Program Changes

Based Upon Survey Findings

- Loans will be available to businesses with revenues up to \$5 million (Initial revenue range was \$500,000 to \$2 million)
- Loans will be available to businesses with 50 or fewer full-time employees (Initial employee maximum was 25)
- The 194 businesses that applied for grants will be notified of the new eligibility opportunity



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