COVID-19
CDBG CARES Act
Way Forward for Petersburg

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Image Courtesy of the Virginia Department of Historic Resources
Agenda

1. Context: Where are We
2. Proposed Way Forward
3. Questions
COVID-19 amplifies systemic social inequities in the City of Petersburg & Crater Health District.
COVID-19 risks exacerbates both racial and gender wealth gaps.

Petersburg should embrace an intersectional approach to addressing poverty that is stratified by both race and gender.

Source: US Census
“Petersburg is Back in Business.”
Supporting Small Businesses
Petersburg has funding in Community Development Block Grant (CDBG) COVID19 CARES Act funding

- Priority programs include:
  - Public Services
  - Business and Special Economic Development Assistance
  - Public Facilities Improvement
The City seeks to **energize business collaboration and provide direct relief** to businesses significantly impacted by COVID-19.

- Priority programs include:
  1. Media Blitz
  2. Direct relief to Petersburg’s small businesses
1: Media Blitz

Promoting Small Business
The City of Petersburg seeks to execute a multimedia blitz to meet Petersburg businesses where they are

- Storefront Signs:
- Social Media Campaign
- News Blitz
  - Social Media
  - Print+Broadcast
  - Town Halls+Ward Meetings
2: Direct Relief
Small Business Grants
The City seeks to support up to 100 businesses through one-time, unrestricted grants.

• Eligibility criteria include:
  • Paying Taxes to the Petersburg Commissioner of Revenue
  • Operational for at least 12 months as of July 1, 2020.
  • Gross Annual Revenue of at least $25,000
  • 30 FTEs or fewer

• Business that are not eligible for relief include:
  • Businesses or franchises not headquartered in the City of Petersburg
  • Independent Contractors in network marketing or on gig platforms
  • Businesses engaged in speculation or investment in rental real estate
  • Business deemed “Ineligible Businesses” under SBA guidelines
The City will distribute grants across several tiers, depending on need.

- Tiers include:
  - Tier 1: $5000
  - Tier 2: $2500
  - Tier 3: $1000
  - Tier 4: $500

- **One business owner** can only receive **one grant**.

- Need will be justified through an online application portal.
The online application process will be a brief, short-answer form.

• Business Contact Information
• Demographic Information
• Economic Hardship Statement

Source: City of Colonial Heights
“Petersburg looks out for Petersburg”
Community Contact Tracing Program
Petersburg has funding in Community Development Block Grant (CDBG) COVID19 CARES Act funding

- Priority programs include:
  - Public Services
  - Business and Special Economic Development Assistance
  - Public Facilities Improvement
Contact tracers map where the virus is going.

• Their objectives include:

1. To slow and stop the spread

2. To empower neighbors with **timely and accurate** information

3. To build civic trust by connecting neighbors with resources
The City of Petersburg should refer to the following questions when considering a contact tracing program:

- Is contact tracing effective?
- How do we build the operation to respond forcefully to COVID-19?
- What are other jurisdictions doing about contact tracing?
Objective #1:
Slow the Spread
The time is now. Contact tracing programs can slow the spread of disease by up to 67%.

Source: Elsevier, Rt Live, VDH
The time is now. One third of cases in Petersburg have emerged within the past two weeks.

Source: VDH
The time is now. One third of cases in Petersburg have emerged within the past two weeks.

Source: VDH
Objective #2: Accurate & Timely Information
Contact tracing helps combat misinformation by providing accurate information and resources.

COVID-19 Misinformation spans:

Contact tracers provide both clarity and community
Objective #3: Build Civic Trust
Implementation
Way Forward:
Prospective Budget Options
# Budget 1: Business Focus

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<tr>
<th>Business Focus</th>
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<th>Hybrid Model</th>
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## Budget 2: Contact Tracing

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## Budget 3: Hybrid Model

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Thank You.

Comments and Questions.