**FUNDING & MARKETING OPPORTUNITIES**

**FUNDING / BUSINESS ASSISTANCE**

To understand all the program and tax credits available from the Small Business Administration, review the [Small Business Owner’s Guide to the CARES Act](https://www.sbc.senate.gov/public/_cache/files/9/7/97ac840c-28b7-4e49-b872-d30a995d8dae/F2CF1DD78E6D6C8C8C3BF58C6D1DDB2B.small-business-owner-s-guide-to-the-cares-act-final-.pdf).

**U.S. Small Business Administration Paycheck Protection Program (PPP) Now Available**

Pennsylvania's banks are committed to supporting their local small businesses. The federal government's Paycheck Protection Program (PPP), which is expected to go into effect on Friday, April 3 holds the promise of providing much-needed relief.  The Small Business Administration (SBA) and U.S. Treasury Department are working to ensure the program allows banks to deploy these funds as quickly and efficiently as possible to the businesses that need it. At this time, guidance from the Treasury Department and the program's standard operating procedures from SBA are still being developed.

The business community's patience and understanding is appreciated as the banking industry receives direction on how this program will be offered.

The PPP authorizes up to $349 billion in forgivable loans to small businesses to pay their employees during COVID-19 crisis. All loan terms will be the same for everyone. The loan amounts will be forgiven as long as:

* the loan proceeds are used to cover payroll costs, and most mortgage interest, rent, and utility costs over the 8 week period after the loan is made; and employee and compensation levels are maintained.
* Payroll costs are capped at $100,000 on an annualized basis for each employee. Due to likely high subscription, it is anticipated that not more than 25% of the forgiven amount may be for non-payroll costs, loan payments will be deferred for 6 months.
* **Eligible for non-profits, small businesses and sole proprietorships; independent contractors and self-employed individuals.**

The Paycheck Protection Program application can be found [**here**](http://r20.rs6.net/tn.jsp?f=001qv0TvHz1pDCkrqOMaeMRWm2BurQPsjmi1ptcCkEtVGQRfE4iSN5lE-traEajkpYi-BkSe9qqFoEW0J0Qife1dnTk050hDfLdmH4WsSlheYHvY5SVGDdjWRzN9wibclRjO0UtBXLtb217OHLpF4mL8JiqF-bUuRJxzTzMWDWiSC5F-3GQmNu9M1B96ULrjpztky-oyAG282hfRq18SGLM1R-Uf2DbpWK5xr5-JPyEddHBDzpQLHigjg==&c=AHFn4mL083SM77SG_2Xfa4vqPHC2wZ_vm1zFjhMvGTjZlqQC--ohTQ==&ch=sPWBhKQNj4qTQip9DJk3sSs_P6M3cLs6620cDAxtRIKl0BsSSYQOSg==). These loans will be granted on a first-come first served basis. If you are planning to apply for this funding, call your bank immediately and they will direct you on the process for submitting an application.

Each bank has its own requirements regarding the information that must be submitted. A list of items your bank *may*require is [**here**](http://r20.rs6.net/tn.jsp?f=001qv0TvHz1pDCkrqOMaeMRWm2BurQPsjmi1ptcCkEtVGQRfE4iSN5lE-traEajkpYiXae1tpRP69eZ4ChkPoVew0YGzelgpjZ1FlPoSMagZQBZkoksdKdrEhtJjRCapyj9SwvKRl4fHTpU_6njtlTFDoqFH3gL2me88H7mVGHTcZUPGlqqxmJpsZ3s6of_UmpxiS4jf0Bxf-LO3JQFptGpmd1vboV2J5Rl&c=AHFn4mL083SM77SG_2Xfa4vqPHC2wZ_vm1zFjhMvGTjZlqQC--ohTQ==&ch=sPWBhKQNj4qTQip9DJk3sSs_P6M3cLs6620cDAxtRIKl0BsSSYQOSg==), but you will need to confirm what needs to be included with **your individual bank**. It will vary.

*Note:* Applications and the supporting materials must be submitted electronically. You can apply through any existing SBA lender or through any federally insured depository institution, federally insured credit union, and Farm Credit System institution that is participating.

A Paycheck Protection Program template is available [**here**](http://r20.rs6.net/tn.jsp?f=001qv0TvHz1pDCkrqOMaeMRWm2BurQPsjmi1ptcCkEtVGQRfE4iSN5lE-traEajkpYi2uY4uZ5iglFwCaqeGttiTh507jisymNQsLY-b6n7klOg3PsPzWvPW4RPvWpnlCPqKxJMMEBBu5LvU1p2DAQWaXVM6App-wiM4hWFgLqvpR4j2JQrU8KGWuvaPJzPSWriiBZx2F1l7sKNam572JZtnw==&c=AHFn4mL083SM77SG_2Xfa4vqPHC2wZ_vm1zFjhMvGTjZlqQC--ohTQ==&ch=sPWBhKQNj4qTQip9DJk3sSs_P6M3cLs6620cDAxtRIKl0BsSSYQOSg==)**.** This is an illustration of how you might get the numbers that are required for your application. The U.S. Treasury has put together a Borrower Information Sheet, found [**here**](http://r20.rs6.net/tn.jsp?f=001qv0TvHz1pDCkrqOMaeMRWm2BurQPsjmi1ptcCkEtVGQRfE4iSN5lE-traEajkpYiPLBxqqdsoMlxxI_G9rY8yILra_caRG3ryxRWeegUs0veZnsFff_6DTQCcUfBoGRB9KC7DFMlfbDOXgR-TNg34mqeHCqloTocTG5VGwixXbG_6rTtyb59zzkBvDKy5xWjqhR7KmO25aAcPXZWgX7YHsQp9yl5lh8m&c=AHFn4mL083SM77SG_2Xfa4vqPHC2wZ_vm1zFjhMvGTjZlqQC--ohTQ==&ch=sPWBhKQNj4qTQip9DJk3sSs_P6M3cLs6620cDAxtRIKl0BsSSYQOSg==)**,** which answers some frequently asked questions.

The **U.S. Small Business Administration’s (SBA) Economic Injury Disaster Loans (EIDL)** offer up to $2 million in assistance and can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing. These loans may be used to pay fixed debts, payroll, accounts payable and other bills that can’t be paid because of the disaster’s impact. The interest rate is 3.75% for small businesses without credit available elsewhere; businesses with credit available elsewhere are not eligible. The interest rate for nonprofits is 2.75%. Businesses may obtain information and loan applications by calling the SBA’s Customer Service Center at 1-800-659-2955 (1-800-877-8339 for the hearing impaired), or by emailing [disastercustomerservice@sba.gov](javascript:void(0);). Loan applications can also be downloaded at [sba.gov/disaster](http://links.pahousenews.com/q/Bdc55G08uwL3oxU4_WYFRlP0VVwwUUBZJ1Ph3nYlbc4LnbfDP2DnUPdtf-dw).

The [SBA EIDL portal](https://covid19relief.sba.gov/#/) is open as of 3/31/20. Please note: EIDL loans are different from the Paycheck Protection Program established in the CARES Act.

You may want to contact your **local SCORE Chapter for COVID-19 business assistance and SBA loan information**. Click [here](https://www.score.org/) to find your local chapter and how to connect with a mentor.

The **COVID-19 Working Capital Access Program** provides loans of up to $100,000 for working capital with a 0% interest rate. Funds are limited and will be awarded on a first-come, first-served basis to qualified businesses employing 100 or fewer full-time employees. This includes businesses in the agricultural, service and hospitality sectors. The program is being administered through the Pennsylvania Industrial Development Authority (PIDA). All PIDA loan applications must be submitted through a Certified Economic Development Organization (CEDO). [For more information, click here](http://links.pahousenews.com/q/3SFpp_nskxKZBAdeqxHLS1Ha_UxEUXCn6nULl-cyFcbucjmSlODdtTsp5E5Q).

As part of the COVID-III package, **Unemployment Benefits** have been extended to the self-employed. While the state Unemployment site is still not set up for the self-employed, [guidance](https://www.uc.pa.gov/COVID-19/Documents/COVID-19%20Expanded%20Scenario%20Infographic%202020.03.30_Updated.pdf) has been provided on the various scenarios that qualify and what benefits should be available.

**MARKETING OPPORTUNITIES**

**Adopting & Implementing Your 2020 Direct Booking Strategy**. A webinar was held on 3/31/20 that evaluated and identified strategies you can implement right now to drive more direct bookings than ever before. Effectiveness of directories, social media, reviews, reward programs, and delivering unforgettable guest experiences. Presented by Janice Hurley, General Manager at bnbfinder. If you missed today’s webinar, take an hour to listen, learn and make changes at your business. Click [here](https://www.gotostage.com/channel/8bd0ec4db0c84ac6ad4bb83fc1d56675/recording/95584327173647659c1dd503a47e80a4/watch?source=CHANNEL) to view the webinar.

Bed&Brunch, a public relations firm, is working on launching a **FREE to all “Still Inn Business” PR campaign** for all inns. The goal is to band together and push for media attention as a large group. There is strength in numbers. Bed&Brunch had orchestrated the *Back Inn Business* campaign for the inns in New Jersey to mark the one year anniversary of Hurricane Sandy. Click to view the [**webinar**](http://r20.rs6.net/tn.jsp?f=0010buhZnDWjD3wYU887E2V5Ic-Zjig45cO9jNG_Q8XxDV7K5Pqhb4rKEeNICB_SV4dVCgc1_V3Rk5kI6WSdhB2ZsZrSdoPSlmWRG422xVZPEOgIDL935Is31UxVJX-1S1PNIuEmUr7iCm55Zq5KQlJaSYJq19WzhlQmqsesOOAUbvsKxM53RJFOjuta2jsKe2znl5DidbCCKEbCQmquBckJjxOXbTSUZ70VeVFM8dx99FS_wIrp1oTFA==&c=gkBtrkDuHEiz8BFk4DHXYV0UwfA5VjGHt2M9Z5sh41NWmr-mNfaEIQ==&ch=v4hgr4v65PCxtQ554X40WMgQzFDaAV3gyOihSAUXReYwlxFuXeYmTQ==) they did for the Association of Lodging Professionals. There is no cost to participate and you do not have to be an ALP member.

**Post on your social media channels and blogs that you offer gift certificates** for future stays.

With the support of the Association of Lodging Professionals (ALP), a Support-Small-Biz.com website was launched. The purpose of the site is to help innkeepers grow revenue now by encouraging visitors to support small businesses by purchasing a gift certificate. Click [**here**](http://r20.rs6.net/tn.jsp?f=0010buhZnDWjD3wYU887E2V5Ic-Zjig45cO9jNG_Q8XxDV7K5Pqhb4rKHwh9UfVUSlAsYaTY4b0UwXme7BnkNjc2BRHMioDuOSeBj4IYRXkXMr0cC5Itd95p9hNM_5bC_XYfI6uFRK6UXFbjA3g_MZV1PQsLS14EYhY&c=gkBtrkDuHEiz8BFk4DHXYV0UwfA5VjGHt2M9Z5sh41NWmr-mNfaEIQ==&ch=v4hgr4v65PCxtQ554X40WMgQzFDaAV3gyOihSAUXReYwlxFuXeYmTQ==) to add your name. We have no details on how the site will be marketed.