

July 30, 2020

## Council Connections

Bridging Allegany, Garrett and Washington Counties



Tri County Council  
For Western Maryland

### In This Issue

[The HartBeat of Main Street Grant Program: COVID-19](#)

[SBDC Free Webinars](#)

### Dates to Remember

#### TCCWMD Council Meeting

Wednesday, December 16  
Washington County

### COVID-19 Quick Links

[Allegany County Chamber of Commerce](#)

[Garrett County Chamber of Commerce](#)

[Washington County Chamber of Commerce](#)

[Maryland Business Express](#)

[Small Business Administration](#)

[USDA COVID-19 Federal Rural Resource Guide](#)



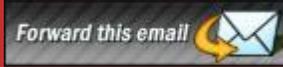
**MAIN STREET AMERICA®**

The National Main Street Center has announced a new grant program to assist small businesses impacted by COVID-19. **The HartBeat of**

**Main Street Grant Program** will fund solutions that help small business owners respond and adapt to the COVID-19 pandemic, and also help to revitalize and strengthen older and historic downtown commercial districts. Grants of \$5,000 to \$15,000 will be awarded on a competitive and first-come, first-served basis. A minimum of 50 percent of grants will benefit diverse-owned businesses, as defined by the Small Business Administration as minority, woman, veteran, disabled, and/or LGBTQ-owned. *Grant applicants are not required to be customers of The Hartford. Applications will be weighed and grants awarded without consideration of applicant's being or not being a present, past, or prospective customer of The Hartford.*

Businesses must meet the following criteria to apply:

- The business must be a business entity in good standing in the state in which it was formed and the state in which it does business.
- The applicant's business has a "brick-and-mortar" location and operates in an older or historic main street, downtown or commercial district in the U.S.
- The applicant's business employs 20 or fewer full time employees, including the owner.
- The applicant's business has been in operation since January 1, 2019.



## Notice of Funding Availability

### USDA Offers Temporary Payment Deferrals for the Community Facilities Direct Loan Program

The USDA program will temporarily allow borrowers with direct loans to request payment deferrals to assist those that are experiencing temporary cash flow issues due to the pandemic.

For additional information, visit the notice by following [this link](#).

**Effective through September 30, 2020.**

- The applicant is an owner of the business and is 18 years of age or older.

Applications are now open and will continue to be accepted until 11:59 pm PT on August 23, 2020 or **until 500 applications have been submitted**, whichever is sooner. I encourage you to apply as soon as possible as this is a national grant program and will likely reach the application threshold quickly.

To learn more and to apply, follow [this link](#).



### Webinar: 12 Brand Personality Types & Why They Stand Out In Crisis!

As digital media consumption skyrockets at an unprecedented rate during the pandemic, businesses must compete for their customers' time, attention and loyalty. Join marketing expert, Melody Belotte to learn how strong brands cut through the noise, and what your business can do to compete with them.

**August 5, 2020 - 10:00am - 11:00am**

To Register follow [this link](#).

### Webinar: Ready, Set, Go! Are You Ready To Start A Business?

This webinar is specifically designed for small businesses in the planning phase of building a business. You will learn the "nuts & bolts" of becoming an entrepreneur! Additional information is shared with the participant on the SBDC, its' services, what one can expect when entering the business world, the business plan, finance management, funding sources, marketing...a guide to beginning a successful future in a business world.

**August 6, 2020 - 10:00am - 11:30am**

To Register, follow [this link](#).