



# Customer & Employee Protection Grant Program Final Report

August 24, 2020

Anne Arundel Economic Development Corporation

2660 Riva Road

Annapolis, MD 21401

## Executive Summary

As the COVID-19 pandemic necessitated all businesses to pivot their normal operations to protect customers and employees, Anne Arundel County responded by working with Anne Arundel Economic Development Corporation (AAEDC) to create a Customer and Employee Protection (CEP) Grant Program. As County Executive Steuart Pittman recognized, “We can step in to help small local businesses meet the challenges they face in protecting both their customers and their employees from COVID-19. This program not only helps our small businesses to reopen safely, but it allows them to implement best practices that will serve the future public health needs of our county.”

Funded by the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act and subsequent funding allocated to Anne Arundel County, a little over five million dollars was allocated to the program to help county businesses purchase and/or be reimbursed for personal protection equipment (PPE), protective shields, dividers, digital signage, graphics, technology upgrades, consultation services, delivery vehicles, and workforce training. Grantees were awarded up to \$10,000 based on actual budgeted items and/or receipts for eligible purchases. Companies located in Anne Arundel County with fifty or less employees and that are in good standing with the State of Maryland were eligible for the grants.

The AAEDC CEP Grant Program accepted applications from June 3<sup>rd</sup> through July 24<sup>th</sup>, 2020. During that period, AAEDC processed 961 applications and awarded 788 grants totaling a little over five million dollars. The average grant amount was \$6,370.83. Of the 788 grants awarded, 171 were to companies in the City of Annapolis and totaled approximately \$1.12 million.

Minority-owned businesses accounted for 26% of the dollars allocated; woman-owned businesses accounted for 44%; and veteran-owned businesses accounted for 5%. Nonprofits received 9% of the total funds in the program.

While the awarding of grants was to businesses throughout Anne Arundel County, the majority of the recipients were from the central and western portions of the county. This roughly coincides with where the highest concentrations of businesses are.

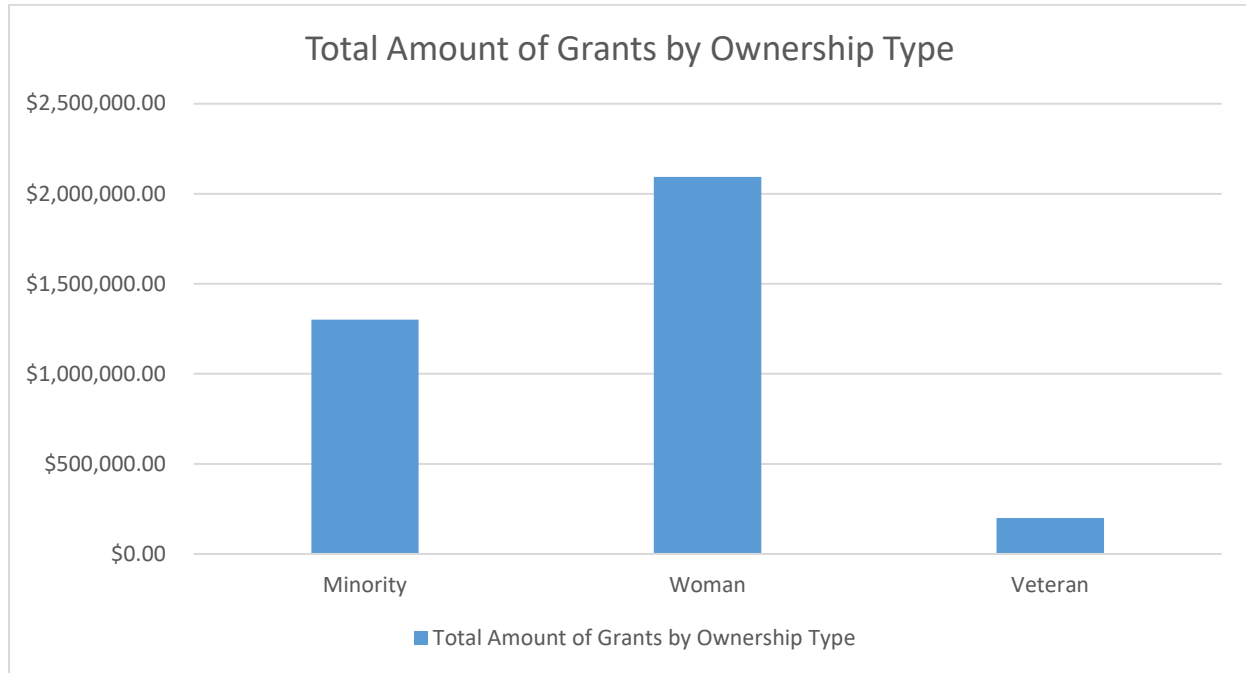
The majority of the grants awarded were for planned expenses. Applicants were required to submit a budget of items they had purchased or would purchase, if they were to be awarded the grant. Fifty-seven percent of those awarded grants were for expenses businesses planned to make to pivot their operations in response to COVID-19. Reimbursements for purchases already made accounted for 23% and the remainder were for a mixture of both.

Applicants were asked to identify their business by industry. The largest industry category that received grants was “Other Services”, but we expect that may be due to business owners not being clear as to what industry their business is in from the choices given. “Other Services” was followed closely by “Education and Health Services” and “Leisure and Hospitality”. These three industry categories accounted for 80% of the grants awarded.

In conclusion, the AAEDC CEP Grant Program was highly successful in helping these Anne Arundel County businesses pivot to protect both customers and employees from COVID-19.

## Breakdowns of Grants Awarded

### Minority/Woman/Veteran Owned Businesses



Ownership Type*	Number of Grants	Total Amount	Percentage
Minority	202	\$1,301,000.04	26%
Woman	350	\$2,094,257.70	44%
Veteran	36	\$198,864.31	5%

\*Note: total number may exceed grant total due to multiple categories (example: Minority & Woman, Woman & Veteran); ownership type was provided by the applicant

### City of Annapolis Businesses

Number of Grants	171	22%
Amount Awarded	\$1,121,628.63	22%

### Nonprofit Businesses

Number of Grants	74	9%
Amount Awarded	\$524,049.00	10%

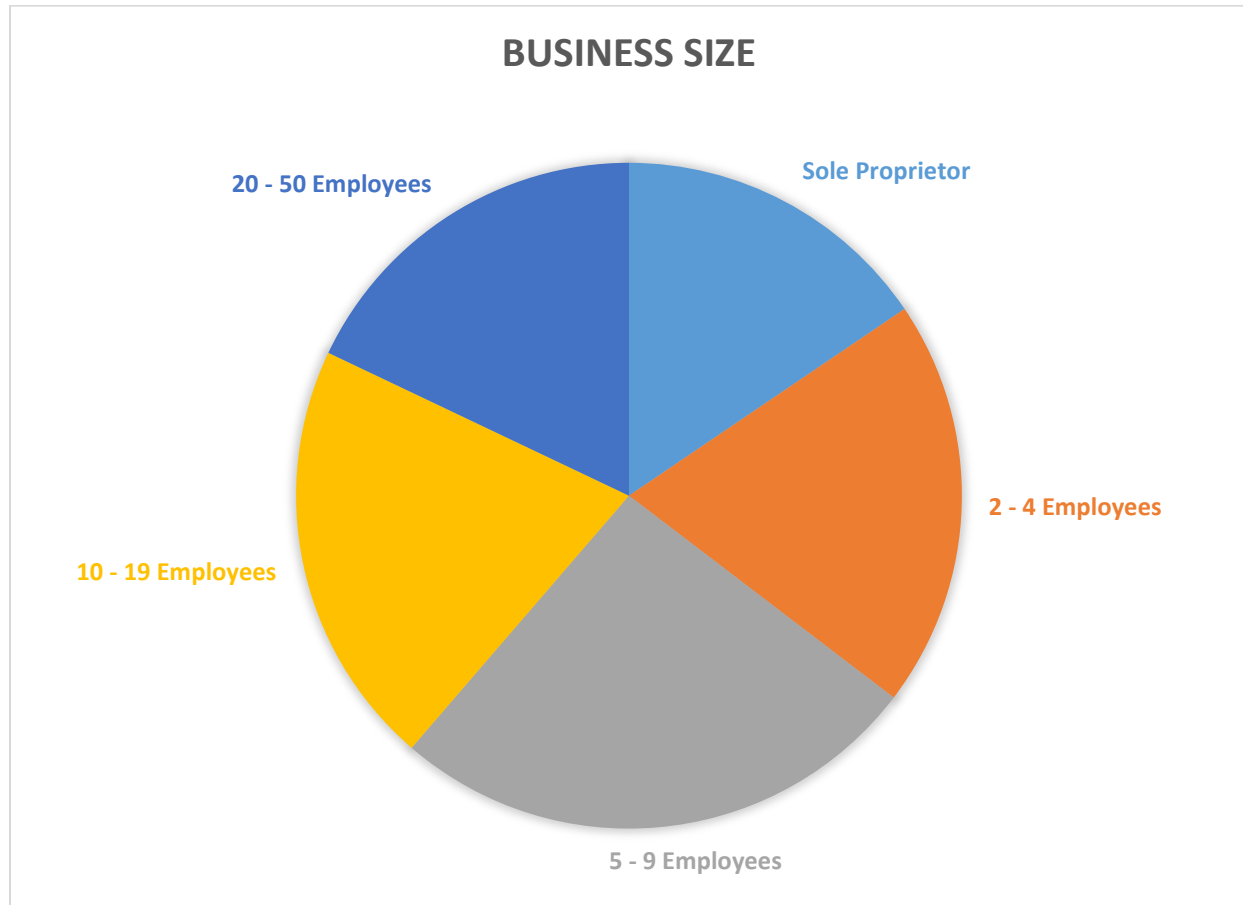
## By Industry

Industry*	Number of Grants	Total Amount	Percentage
Natural Resources and Mining	3	\$17,519.20	0.4%
Construction	20	\$115,401.08	3%
Manufacturing	11	\$71,095.12	1%
Trade, Transportation, and Utilities	19	\$123,774.53	2%
Information	1	\$3,344.35	0.1%
Financial Activities	6	\$31,398.07	1%
Professional and Business Services	95	\$497,836.29	12%
Education and Health Services	229	\$1,493,845.89	29%
Leisure and Hospitality	161	\$1,103,530.23	20%
Other Services	243	\$1,562,472.86	31%

\*Note: Industry information was provided by the applicant

Industry Categories	NAICS CODES
Goods Producing	
Natural Resources and Mining (examples: agriculture, farming, greenhouses, nursery, animal production, aquaculture, fishing, hunting, forestry, mining, etc.)	11, 21
Construction (examples: residential home building, commercial, utilities construction, road construction, building contractors plumbing/siding/electrical/framing/drywall, etc.)	23
Manufacturing (examples: breweries, wineries, food manufacturers, beverage manufacturers, textiles and fabrics, apparel, carpet, paper, woodmill, etc.)	31-33
Service Providing	
Trade, Transportation, and Utilities (examples: retail trade, wholesalers, auto dealers, grocery stores, etc.)	22, 42, 44-45, 48-49
Information (examples: newspapers, software, media, libraries, broadcasting, movie production, etc.)	51
Financial Activities (examples: banks, insurance, credit unions, mortgage lending, real estate, auto leasing & rentals)	52, 53
Professional and Business Services (examples: legal, accounting, architectural, engineering, graphic & computer design, management, R&D, advertising, marketing, photography, support, travel agencies, security, waste management, etc.)	54, 55, 56
Education and Health Services (examples: schools, colleges, business/computer/management/technical training, trade schools, doctors/dentists/physicians' offices, medical laboratories, outpatient clinics, hospitals, assisted living, nursing, social assistance facilities, etc.)	61, 62
Leisure and Hospitality (Arts, theaters, dance, racetracks, spectator sports, event promoters, agents, museums, amusements, casinos, marinas, fitness facilities, golf courses, bowling alleys, hotels, food services, restaurants, caterers, etc.)	71, 72
Other Services (examples: salons, barbers, pet care, dry cleaning, car washes, repair services, funeral services, religious organizations, associations such as business/union/political/social/civic/professional, public administration, courts, public safety, corrections, administration, etc.)	81, 92

## By Business Size (Number of Employees)

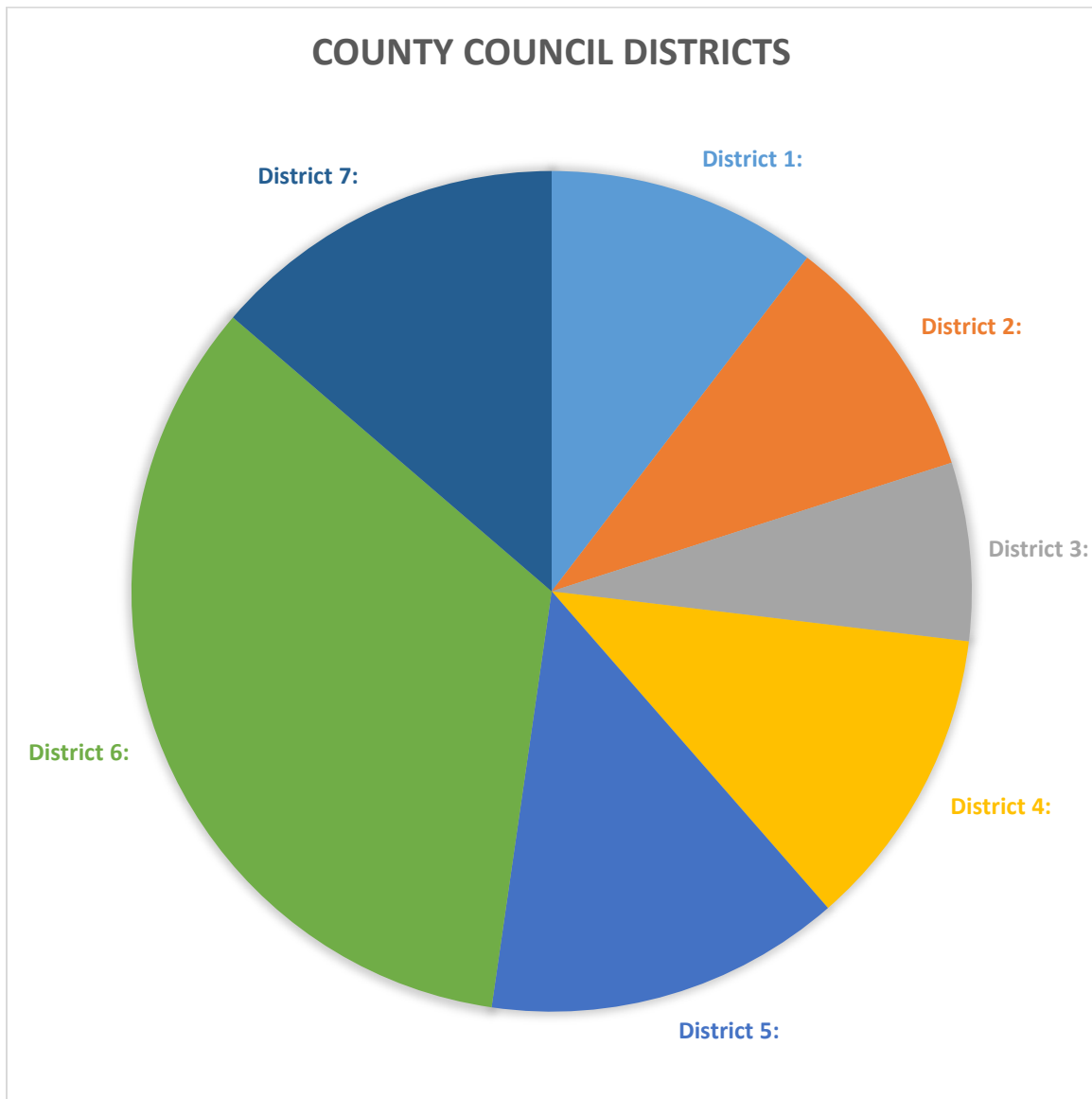


Number of Employees	Number of Grants	Total Amount	Percentage
Sole Proprietor	122	\$548,792.08	15%
2 - 4 Employees	156	\$901,372.79	20%
5 - 9 Employees	204	\$1,331,741.87	26%
10 - 19 Employees	163	\$1,133,319.92	21%
20 - 50 Employees	141	\$1,093,482.47	18%

## By Grant Type

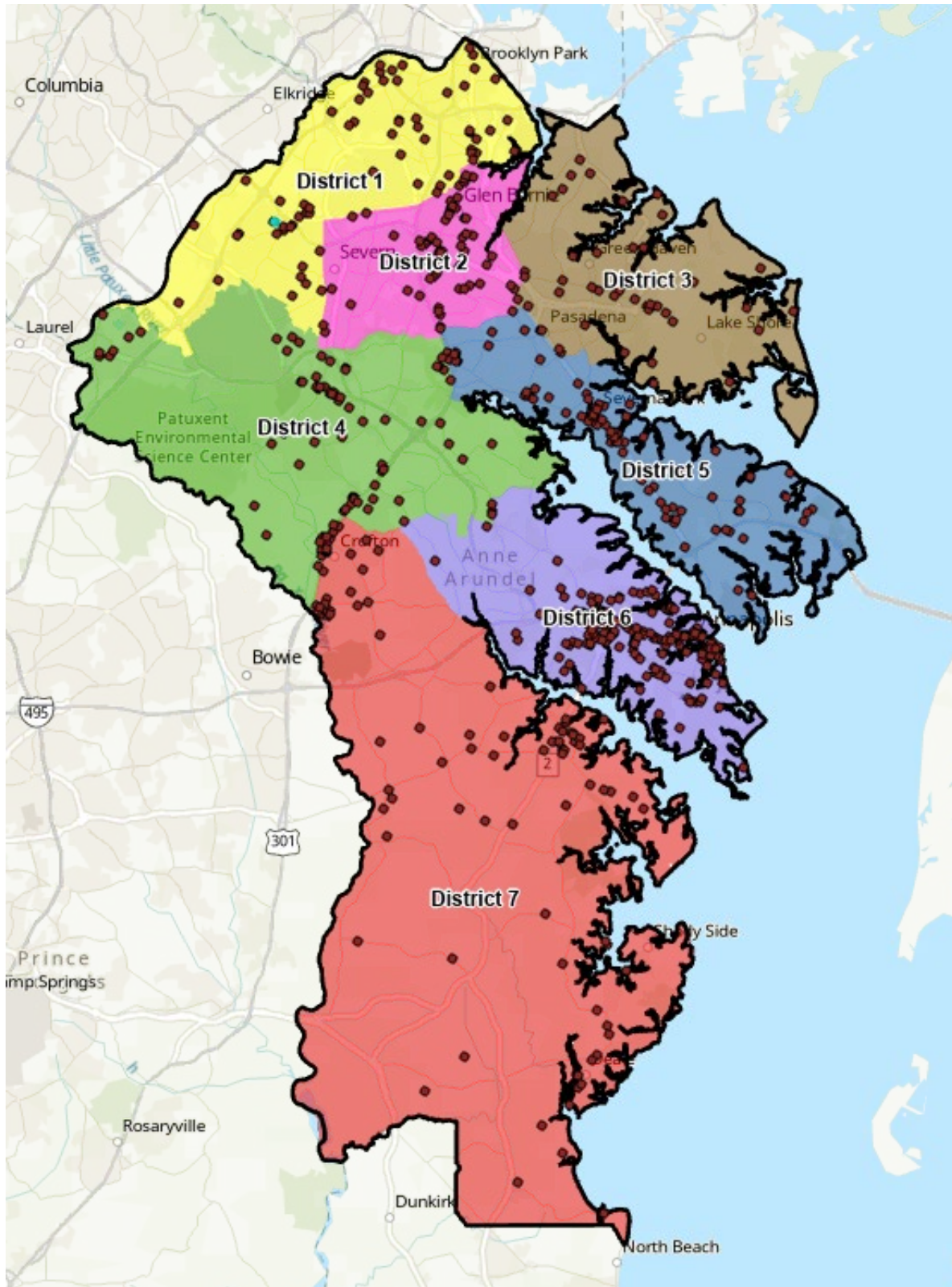
Type	Number of Grants	Total Amount	Percentage
A - Reimbursement	180	\$1,007,873.48	23%
B - Planned Expenses	451	\$2,987,086.99	57%
C - Both	154	\$996,949.15	20%

By County Council District

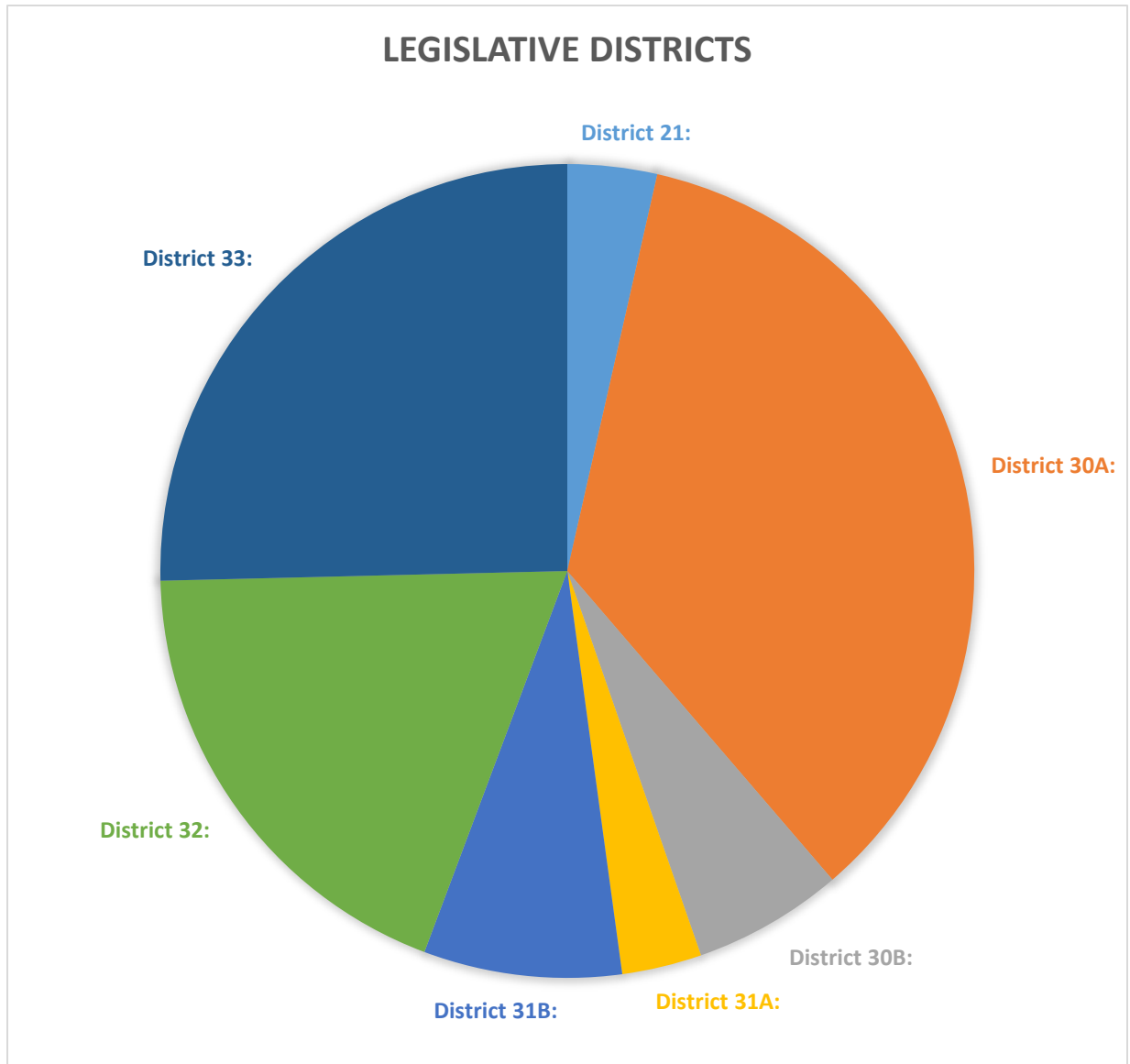


Councilmanic District	Number of Grants	Total Amount	Percentage
1	82	\$566,540.84	10%
2	76	\$515,704.20	10%
3	54	\$328,999.39	7%
4	92	\$532,633.22	12%
5	108	\$634,731.79	14%
6	268	\$1,749,792.31	34%
7	108	\$691,815.87	14%

Distribution by County Council District



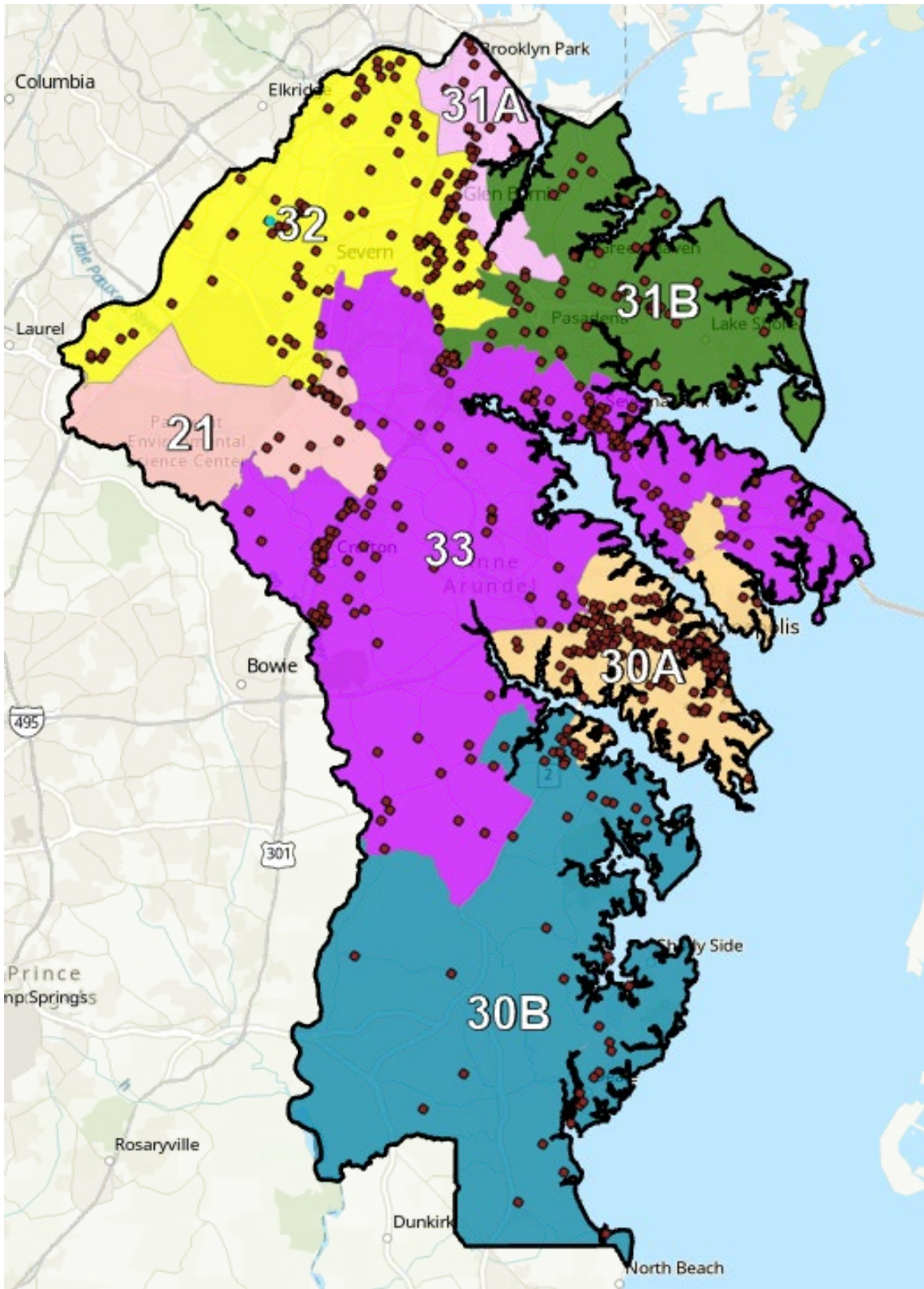
By Legislative District



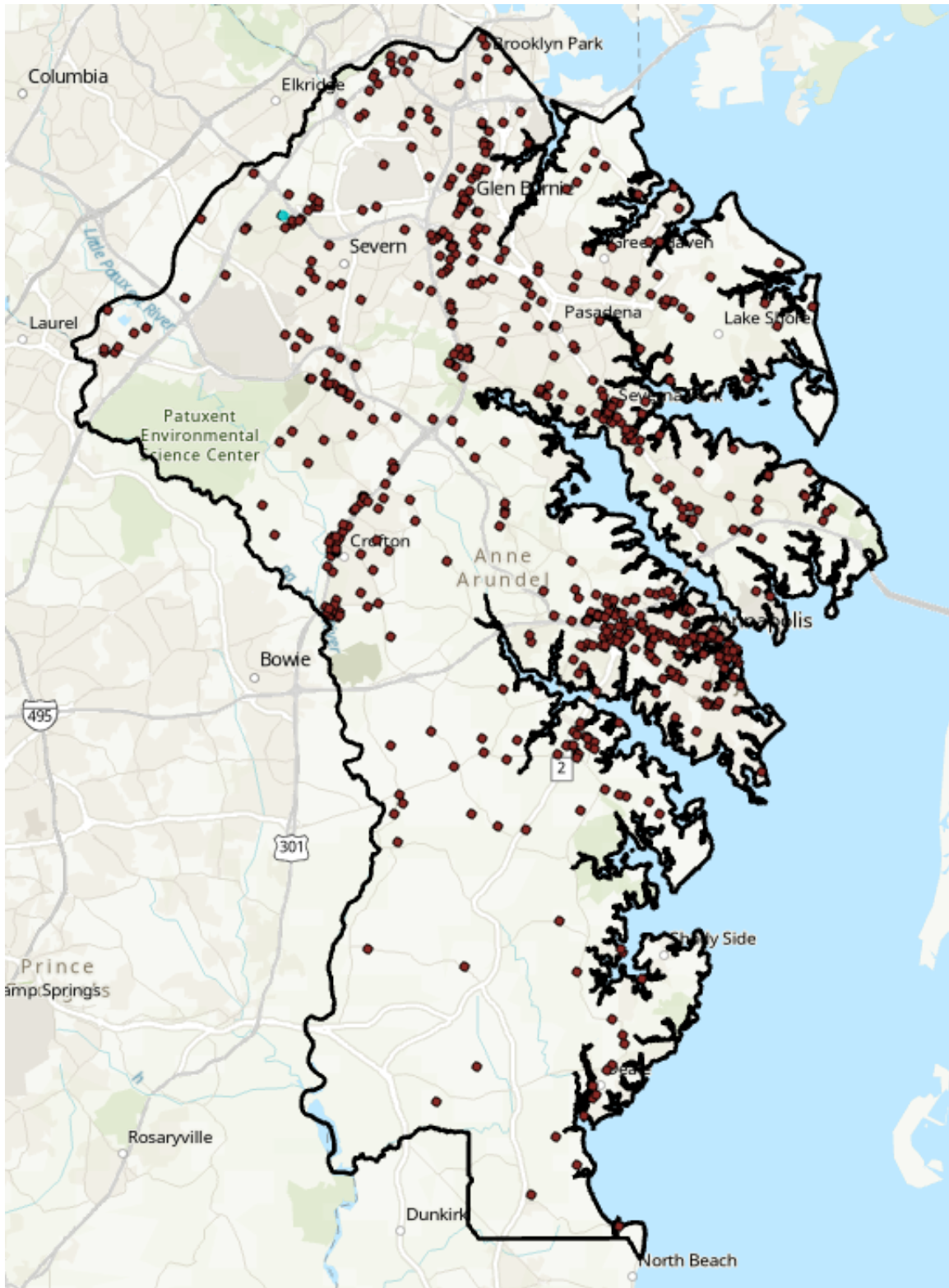
Legislative District	Number of Grants	Total Amount	Percentage
21	28	\$159,759.78	4%
30A	277	\$1,784,702.80	35%
30B	47	\$324,140.30	6%
31A	25	\$147,478.19	3%
31B	62	\$392,489.27	8%
32	149	\$1,033,216.06	19%
33	200	\$1,178,431.22	25%



Distribution by Legislative District

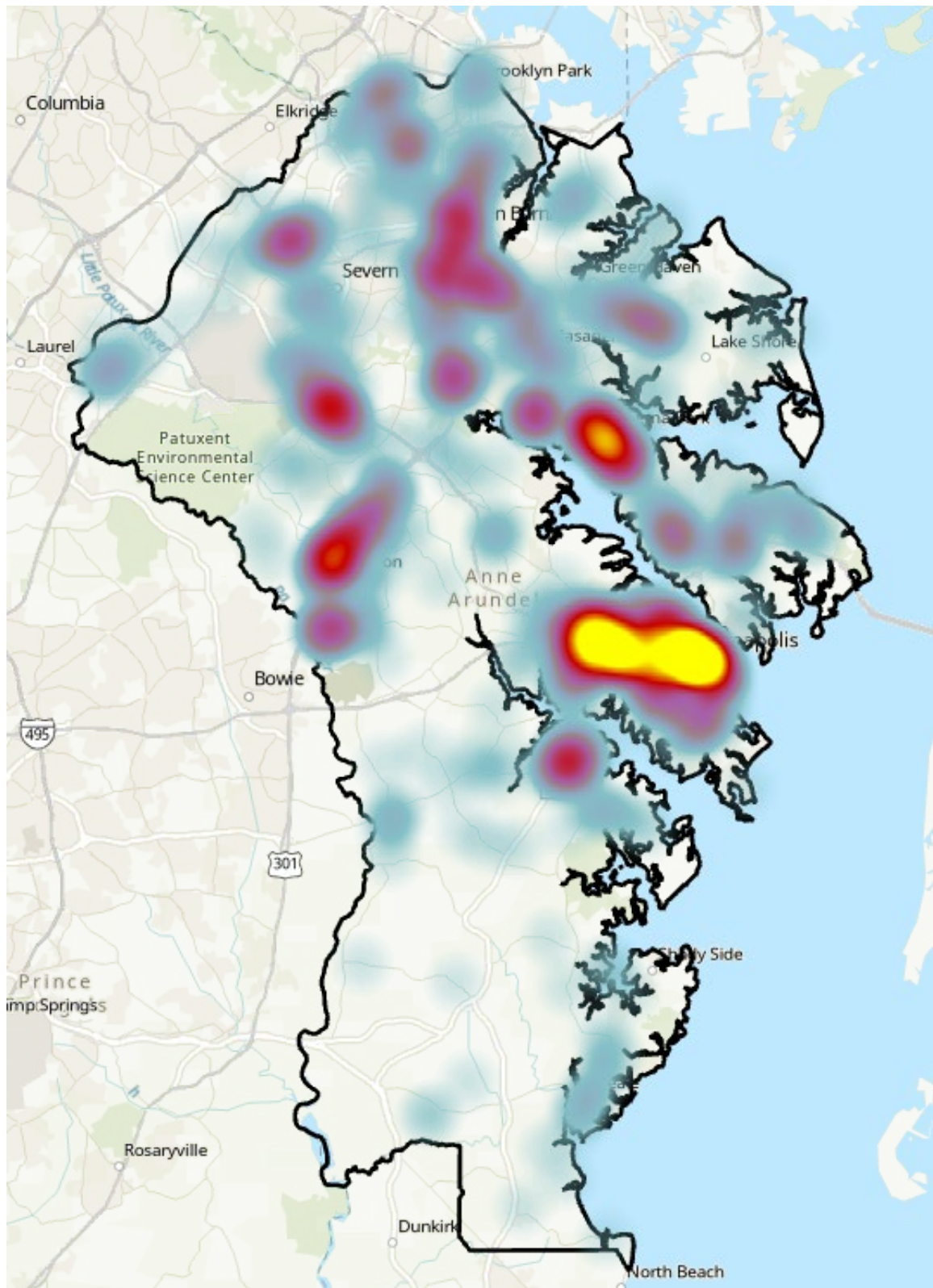


## Point Distribution of Grants





## Heat Map of Grants



## Testimonials

### **Saeed Ashrafzadeh, Ashling Market & Catering**

*“Working thru the various loans that were available during this pandemic have not been the easiest to navigate. Most programs required extensive amounts of information requiring the involvement of CPA’s. When Anne Arundel Economic Development Team rolled out the Economic Development Grant, they really simplified the process. From the time you accessed the website, I experienced no delay or kickback when entering the information. Furthermore, the way the team formatted the questions and the information they asked us to provide was very straightforward. All in all, what an amazing grant that came at just the right time to help the true small mom and pop business. It was exactly what we needed to help relieve pressure off affording PPE materials and allowed us to make investments in area’s we were unable to make due to the pandemic. Thank you for the continued leadership.”*

### **Bruce Spencer, Walt Eger’s Service Center**

*“WOW. You all are outstanding. The turnaround on this was world class. Thank you so much.”*

### **Chuck Davis, KISS MY GLASS Window Cleaners**

*“Since this whole crazy thing has started and as I have had to deal with several State and Federal agencies for a variety of reasons. AAEDC has by far been the most responsive group that I have had the pleasure to interact with. Your guidelines were clear and your response to questions were extremely prompt. Thank you for all of your help.”*

### **Colin Reinhard, Paradise Donuts**

*“Thank you for keeping us updated on the variety of funding streams available to support small businesses. As a result, I was able to procure a grant from AAEDC to cover the purchase of our new ecommerce workstation and employee/customer safety glass. My employees and I thank you and AAEDC for your proactive approach in responding to this crisis.”*

**Carol Bonney, The Inn at Horn Point**

*"This grant has single handedly been the BEST HELP we received from any agency - State or Federal. Thank you!!!"*

**Sarah McCready, The Grill at Quarterfield Station**

*"The application process was a breeze. We were advised ahead of time on all documentation and information we would need to complete the application. That was great so I could have everything needed in one place when the application became available.*

*We were approved rapidly and I cannot tell you what a relief this has been. \$10,000 may not seem like a lot of money, but to businesses like ours who were shut down to about 30% or less of their sales, this seems like a million dollars!*

*This grant will allow us to plan ahead and make the necessary changes and updates without having to wait for the income of reopening. It can be quite a backwards reality right now. Most businesses need income to make these changes, but cannot open to make the income without doing so. So this grant will allow many businesses, including ours, to take the next step and remain a large part of the community we are all so proud of."*

**Marie Bittinger, Red Lotus Float Spa**

*"This experience is by far the most efficient and streamlined I have experienced through this entire COVID19 debacle. I appreciate this more than can be expressed in words."*

**Doris Graham, Maryland Clock Company**

*"Maryland Clock Company is so grateful for the grant from Anne Arundel Economic Development. When we get it, we will be able to replace equipment keeping our workers safe and change the way we conduct our business going forward. Without receiving the grant it would have been impossible to do this, in these uncertain times. Thank you very much."*

**Johnetta Thurston, JDA Management and Consulting Group**

*"I want to say thanks to you and the team at the Anne Arundel Economic Development Corporation. I am so pleased that I was approved for the recent grant administered by*

*your organization. Securing capital during good economic times is challenging and trying to stay afloat and provide continued excellent services to clients is nearly impossible when an occurrence such as the COVID-19 pandemic happens. The grant allowed me and the team at JDA Management and Consulting Group to pivot and continue to seamlessly meet the needs of our clients.*

*Thank you for making it possible for a small, minority and woman-owned business to compete and succeed. This "hand-up" in the form of a grant was welcomed and had a major impact on my business. I appreciate all that you do for the county and for small businesses."*

## In The News

[WASHINGTON POST: Speech pathologists face difficult decisions amid pandemic](#)

[EYE ON ANNAPOLIS: \\$5,020,648.72 granted to Anne Arundel businesses from County's Economic Development Corporation](#)

[CAPITAL GAZETTE: Follow the CARES money: Anne Arundel spent \\$44M so far on overtime, business reopening, eviction protections and more](#)

[BALTIMORE BUSINESS JOURNAL: Help Desk: When banks aren't an option, look to economic development organizations](#)

[CAPITAL GAZETTE: Reopening safely: How some Anne Arundel businesses found a lifeline in grant money](#)

[EYE ON ANNAPOLIS: AAEDC grants still available to small Anne Arundel County businesses. Deadline July 24.](#)

[CITYBIZLIST: Vitamin Launches Critical Online Application For New Anne Arundel County Small Business Grant Fund](#)

[EYE ON ANNAPOLIS: Portal Open: Businesses can now apply for AAEDC grants up to \\$10K](#)

*This report was revised on August 24<sup>th</sup>, 2020 to correct councilmanic and legislative district information that was incorrectly submitted by grant applicants. Information determining businesses located within the City of Annapolis city limits was also verified by AAEDC and corrected in this report. The total number of grants dispersed changed due to applicants withdrawing and/or not completing the process.*