

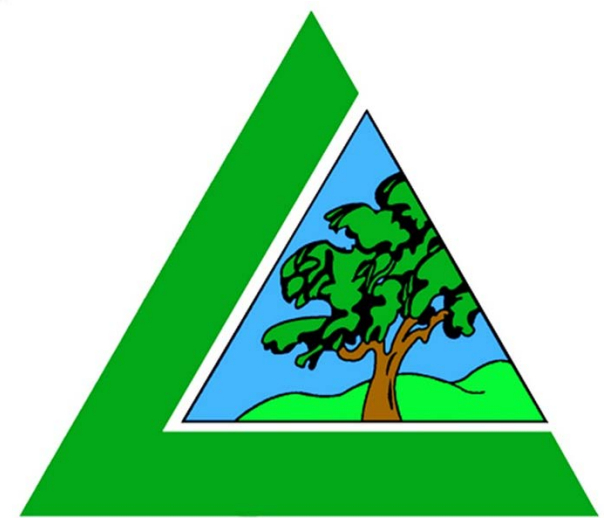
# TOWNSEND

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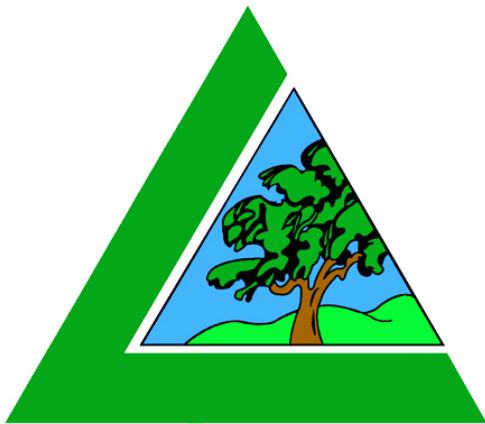
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**L A F A Y E T T E**  
**BUSINESS ASSISTANCE**  
*Supporting Businesses & Non-Profits*  
#LafayetteStrong

**April 15, 2020**

# Supporting Local Businesses & Non-Profits



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# City of Lafayette Business Assistance Program

Approved by the City Council on April 6

Townsend Public Affairs to

Administer LBA Program for Lafayette

Three-Months Free Assistance to Local Businesses  
and Non-profits—Can be Extended



# TPA Overview

- Townsend Public Affairs, Inc. (TPA) was founded in 1998 by Christopher Townsend with a mission to support organizations that improve our communities.
- TPA has represented 315 clients, including 242 local public agencies, such as cities, counties, transportation agencies, water and sanitation districts, school districts, community college districts, park and recreation districts, and other special districts, as well as nonprofit organizations.
- TPA is the only Top Ten lobbying firm in California that specializes in both legislative advocacy **AND** grant funding in Sacramento **AND** Washington, DC.
- TPA has secured over **\$1.7 billion** in public sector funding for our clients.



# TPA Team



**Casey Elliott**

**Austin Webster**



# TPA Team



**Johan Reijnders**

**Laura Kroeger**



# City of Lafayette Team



**Annie Blodgett**

**Adam Wright**



# COVID-19 Timeline

**January 25**

- First confirmed COVID-19 case in California

**March 6**

- Phase I COVID-19 legislative package (H.R. 6074) signed into law

**March 13**

- President declares a national emergency, frees up extra federal funding

**March 18**

- Phase II COVID-19 legislative package (H.R. 6201) signed into law

**March 22**

- President approves California's request for a Major Disaster Declaration

**March 27**

- Congress approves the CARES Act, \$2.2 trillion relief package



# Funding Programs

## **Small Business Administration Paycheck Protection Program**

Loan designed to provide a direct incentive for small businesses to keep their workers on the payroll during COVID-19 crisis. Loans will be fully forgiven if 75% of funds are used on payroll.

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## **SBA Economic Injury Disaster Loans**

Working capital loans of up to \$2 million that can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing due to the COVID-19 crisis.

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## **SBA COVID-19 Express Bridge Loan**

COVID-19 response-funded express loans for small businesses with existing SBA loan agreements. Up to \$25,000 in additional loans added to existing SBA agreements.

# Program Offerings

## **Identifying Organization Needs:**

- LBA will work with your individual business or non-profit to find the program that best meet your current and future needs.

## **Providing Step-by-Step Instructions:**

- LBA will provide detailed information on what to gather and how to apply for the funding programs identified.

## **Assisting With Agency Issues:**

- LBA will assist you in addressing issues with your submitted application, where needed.

# Who is Eligible?

## To Participate in LBA, You Must:

**Be a Business or Non-Profit**

**Have Fewer Than 500 Employees**

**Be located within the city limits of Lafayette**

# Getting Started

**Visit the Lafayette Business Assistance Program Website:**

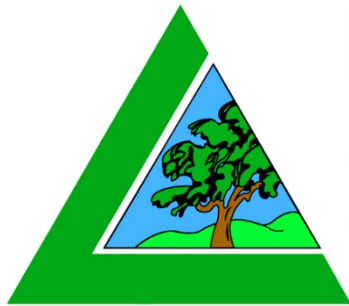
**<https://www.lovelafayette.org/city-hall/lafayette-strong/lafayette-business-assistance>**

**Submit a Lafayette-Based Business Verification Form**

**City Staff will Verify Eligibility**

**TPA Staff Will Schedule Time to Discuss Your Needs**

# Questions?



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***Please do not hesitate to contact us should  
you have any additional questions***

[businessassistance@lovelafayette.org](mailto:businessassistance@lovelafayette.org)

(925) 284-1968

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