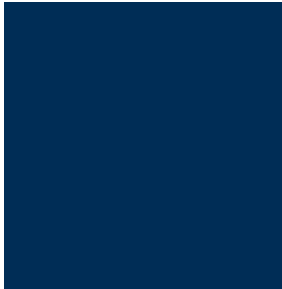


INVESTATLANTA

Community Development/
Human Services Committee

Resurgence Grant Fund & WorkSource Atlanta Update

October 11, 2022



WorkSource Atlanta Update

Amy Lancaster-King

Executive Director, WorkSource Atlanta



WorkSource Atlanta Program & Admin Updates

Increasing Access

- Participated in 50+ Events: Midnight Basketball; Job Fairs, Community Events
- Launched collaborations with:
 - Urban League of Greater Atlanta
 - MLK Collaborative
- Partnerships in progress:
 - Public Libraries
- Hosted Job Fairs
 - August 9th and September 13th
 - 20+ employers participated
 - 16+ on-the-spot job offers

Administrative Progress

- Completed state monitoring.
- Completed One-Stop Operator Certification and WSA Board Re-certification
- Comprehensive File Review completed.
- One Stop Operator and Service Provider procurement process completed. Vendors started on July 1, 2022
- WSA Board meeting held on 8/26
- WSA Board Retreat 10/27

Outcomes

- 41 youth completed our Summer Work Experience with WIOA funds
- 8 Customers hired during the August job fair
- 16 on-the-spot job offers made at the September job fair
- 40 Individuals set up for training as of September 30th
- Incumbent Worker Contract pending signatures to serve between 25-50 customers

WorkSource Atlanta Performance

Program Year (Jul - Jun)	# Adults Served	# Adults Newly Enrolled	# Dislocated Workers Served	# Dislocated Newly Workers Enrolled	# Youth Served	# Youth Newly Enrolled	# Services Provided
2017	290	166	39	18	276	133	590
2018	773	660	53	42	228	134	1041
2019	723	363	47	27	106	52	876
2020	248	130	58	38	177	122	483
2021	308	125	89	57	219	134	1,495
2022 YTD	227	67	46	13	141	27	337



WorkSource Atlanta Performance

As of June 30, 2022		Employment Q2		Employment Q4		Credential		Measurable Skills Gains	
All Participants		88.10%		70.69%		68.24%		43.56%	
		Actual	Goal	Actual	Goal	Actual	Goal	Actual	Goal
Adult	91.80%	72%	68.63%	71%	66.18%	55%	56.76%	36%	
	56/61		105/153		45/68		63/111		
		127.50%		96.66		120.33%		157.66%	
Dislocated Worker	100%	80%	90.91%	76.5%	88.89%	60%	73.81%	30%	
	8/8		10/11		8/9		31/42		
		136.99%		120.41%		148.15%		246.03%	
Youth	71.43%	69%	80%	69%	62.50%	61.5%	27%	36.50%	
	10/14		8/10		5/8		48/173		
		103.52%		115.94%		101.63%		76.02%	



Resurgence Grant Fund Update

Melody Echols

Assistant Director, American Rescue Plan
Local Fiscal Recovery Funds Programs



Invest Atlanta will help small businesses, particularly those in disinvested neighborhoods, survive the downturn, adapt and thrive by providing financing options to include:

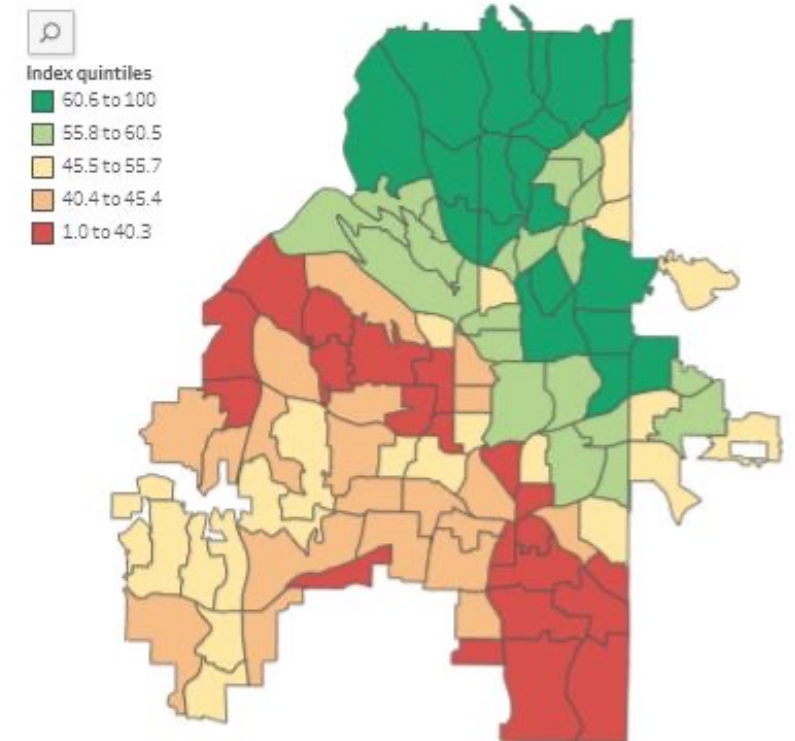
1. Expanding small business financing access

- Increase community outreach to educate small businesses on Invest Atlanta loan resources
- Expand small business loans and grants, with priority given to those who do not qualify for traditional lines of credit, minority- and women-owned businesses
- Through partners, provide access to business services (legal, finance, workforce, technical)

2. Providing information, technical assistance and mentoring to small businesses to reopen and adapt

- Partner with local nonprofits and support agencies

Economic Mobility Index



Purpose

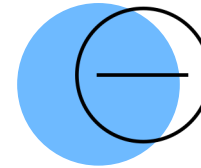
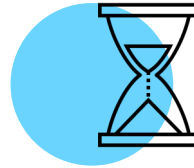
- The purpose of the Resurgence Grant Fund (RGF) is to distribute federal grants to **small businesses and non-profit organizations** as a means of addressing the negative economic impact of the pandemic and related public health measures and emergency declarations.

Funding Source

- RGF was reopened in 2022 made possible by the Atlanta City Council's allocation of American Rescue Plan Act (ARP) dollars through U.S. Department of Treasury.

Amount Allocated for the RGF: \$8.2M





■ **Relaunch Announced**

- February 7, 2022

■ **Applications Open**

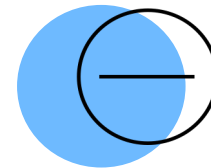
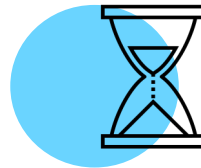
- March 1, 2022

■ **Application Extended**

- April 29, 2022

■ **Application Closed**

- May 27, 2022



■ **Review Period**

- March 1 – August 31

■ **Awards Announced**

- August 30, 2022

■ **Funds Distributed**

- Mid-September
- Upon completion of grant agreement

■ **Reallocation of any remaining funds**

- Q4

Ensure every business has an opportunity to apply

- Number of Webinars – 18
 - More than 2,000 viewers
- Number of Canvassing Teams – 8, visiting all 12 council districts
 - Over 1,200 businesses visited
- Post Cards – over 5,000 distributed by mail
- Social Media – 83 social posts, generating 1.1M impressions
- News coverage – 64 stories, garnering over 9.7M reach
- More than 300 online chats with Invest Atlanta staff



6,956

Applications Created

2,473

Total Applications Submitted
(final deadline: 5/27/2022)

2,155

Total Applications in City-
Limits

Of the applicants located in
the City of Atlanta:

.....

86% have 10 employees
or less

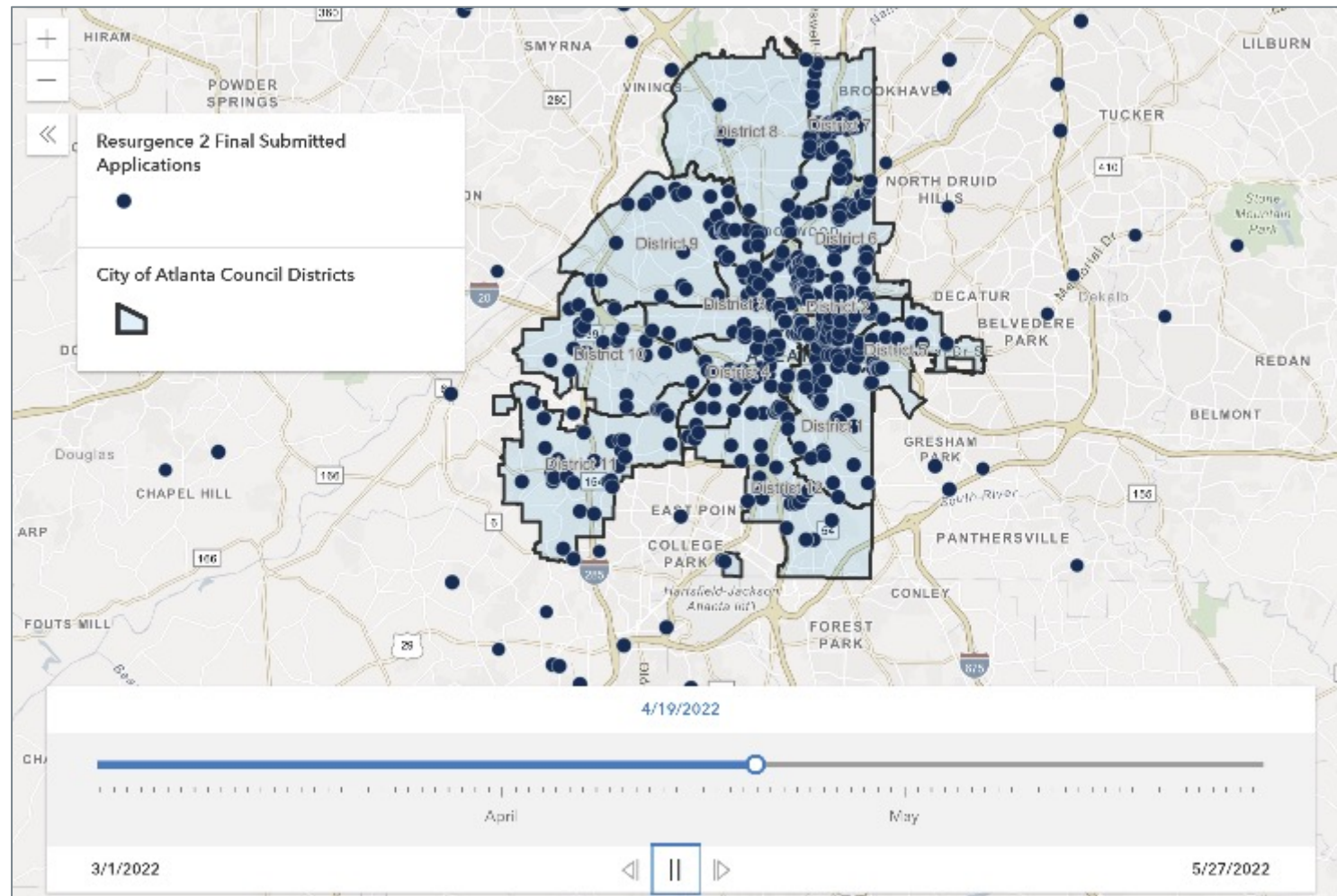
.....

51.7% Woman-owned
businesses

.....

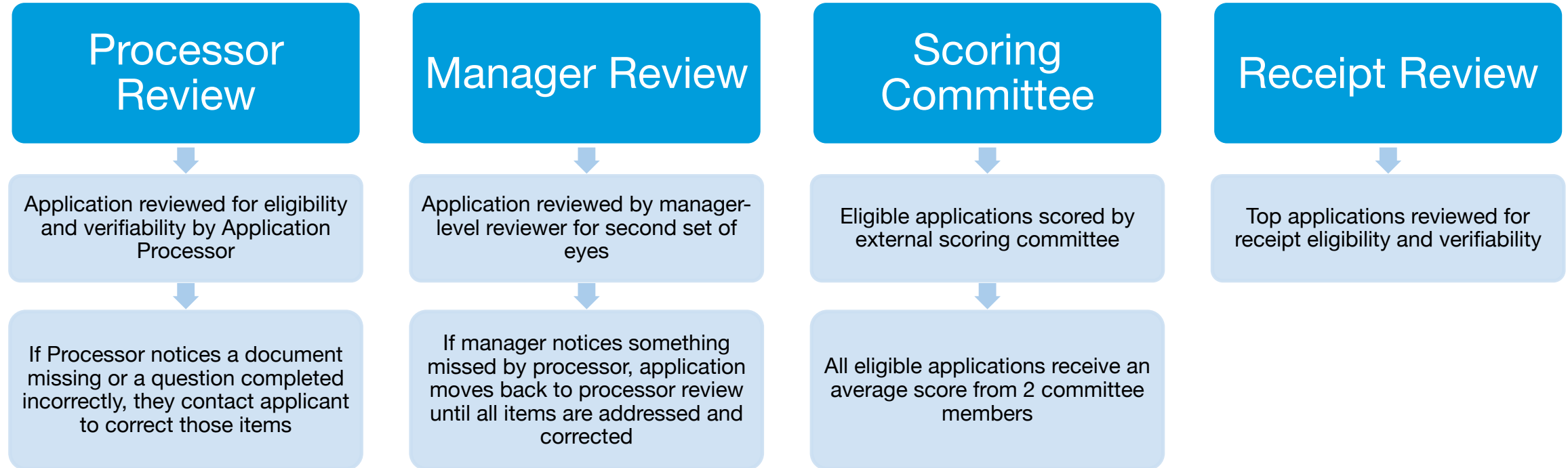
78% Minority-
owned businesses

Application Distribution Map



.....
87.1% of applicants
were in the City of
Atlanta

- Number approved– 529
- Average award amount - \$14,732
- Average business size – 6.4 employees
- Other demographics:
 - 91% minority-owned (76% Black-owned)
 - 52% disinvested neighborhood (as defined by City’s Economic Mobility Plan)
 - 56% woman-owned
 - 6% veteran-owned



- 3 full time IA staff dedicated to Resurgence
- Number of contractors
 - March 1st through May 27th – 11 contractors
 - After May 27th – 21 contractors

- Number of identified potentially fraudulent cases – 1.6% of eligible applicants
 - 15 cases of potential identity fraud
 - 7 cases with fraudulent business licenses
 - 12 cases with suspicious receipts & support documentation

- 357 ineligible applicants
 - Ineligible applicants include those larger than 250 employees, businesses outside of Atlanta city limits, corporate-owned, engaged in religious or political activity, engaged in illegal activity or otherwise detailed on our list of ineligible businesses

Feedback from Grant Applicants

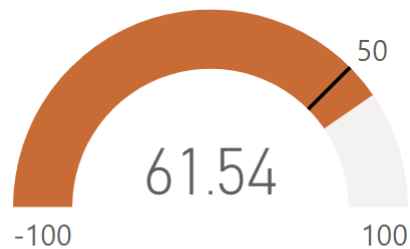
Number of Respondents

65

Grant Applicants

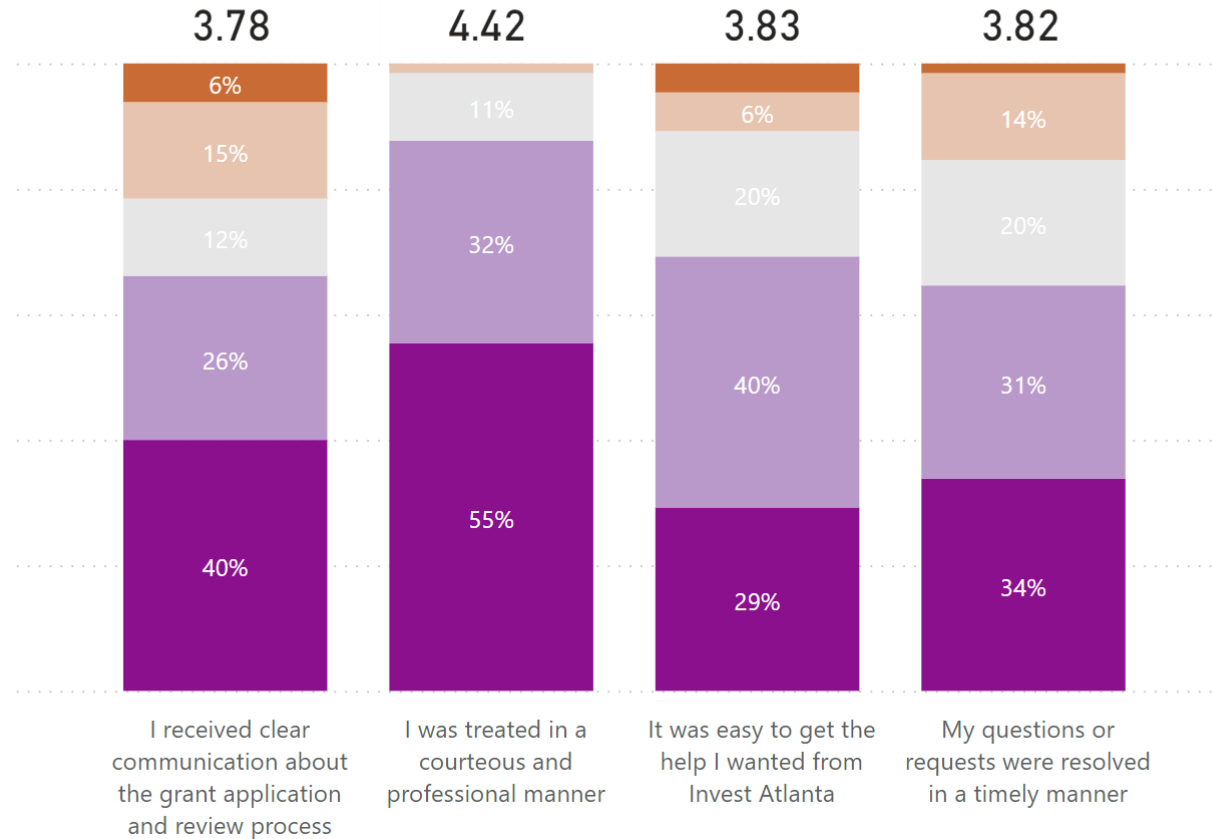
Net Promoter Score

0 or higher is considered Good
 50 or higher is considered Excellent
 75 or higher is considered World-Class



Effort Score + Other Feedback

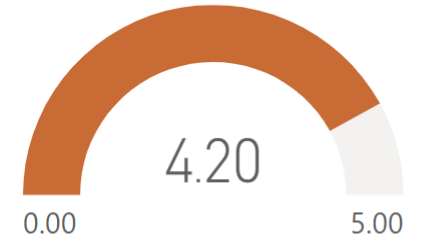
5-Strongly Agree 4-Agree 3-Neither 2-Disagree 1-Strongly Disagree



Satisfaction Score

1=Very Dissatisfied - 5=Very Satisfied

Overall, how satisfied are you with the service you received from Invest Atlanta?



Data as of 10/5/2022

"These grant opportunities are lifesavers to businesses affected by the pandemic. Long after the dust settles, business owners are still trying to recover as we put our staff and customers ahead of our own needs. We had our share of miscues along the way of filling out the application and are very happy that your organization was able to provide help in completing the process. thank you once again.

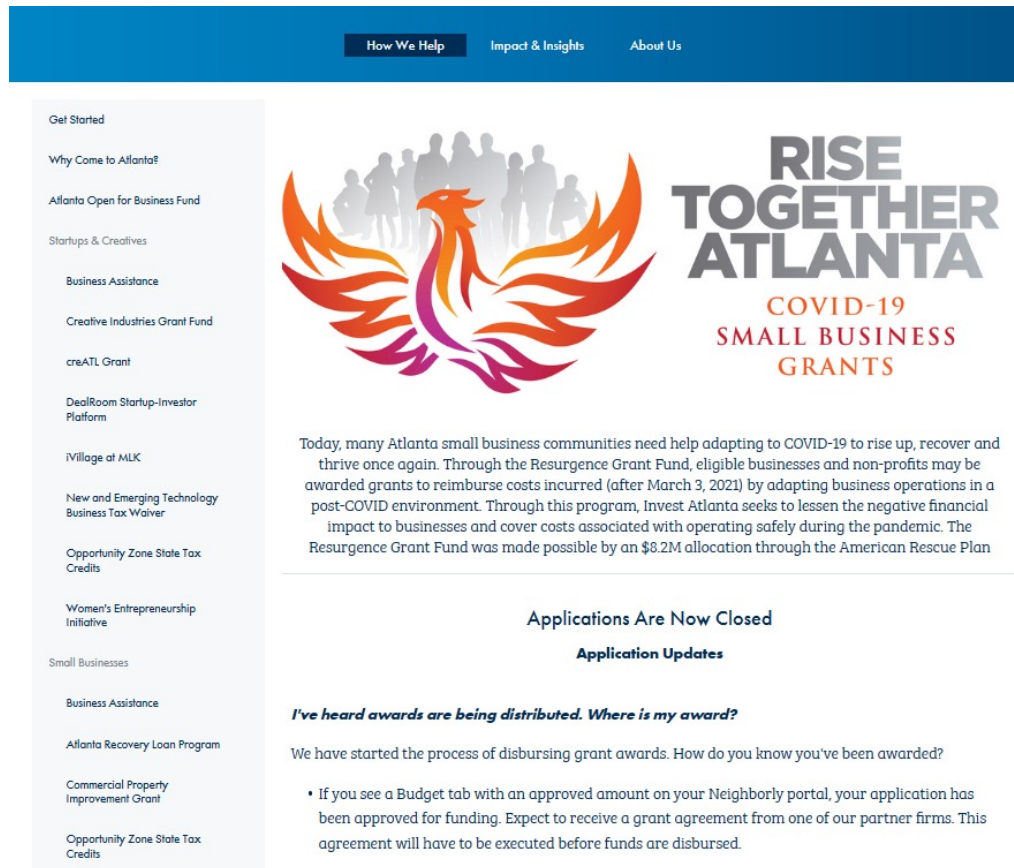
"I was just notified that I received some [Resurgence] funding and it was like I won the lottery. The impact that will have . . .will go really far and I just wanted to say thank you for that."

"I thank all Invest employees from the beginning to the end for Outstanding Job of keeping me focused and helping push things forward to receive this award again thanks. You just don't know how many times I was on the edge of no hope. . . . I was in Tears when I got that email message just overwhelmed THANKS!!!!"

"I'm very appreciative to the city of Atlanta's Invest Atlanta, for this opportunity to help my business. This has also been a learning opportunity making sure my business is in order. The Resurgence Grant has definitely helped my business with commercial rent and other needed expenses. Again, Thank you! City of Atlanta and Mayor Dickens!"

Website

www.investatlanta.com/resurgence



The screenshot shows the website's navigation menu on the left with items like 'Get Started', 'Why Come to Atlanta?', 'Atlanta Open for Business Fund', 'Startups & Creatives', 'Business Assistance', 'Creative Industries Grant Fund', 'creATL Grant', 'DealRoom Startup-Investor Platform', 'iVillage at MLK', 'New and Emerging Technology Business Tax Waiver', 'Opportunity Zone State Tax Credits', 'Women's Entrepreneurship Initiative', 'Small Businesses', 'Business Assistance', 'Atlanta Recovery Loan Program', 'Commercial Property Improvement Grant', and 'Opportunity Zone State Tax Credits'. The main content area features a phoenix logo and the text: 'RISE TOGETHER ATLANTA COVID-19 SMALL BUSINESS GRANTS'. Below the logo, it states: 'Today, many Atlanta small business communities need help adapting to COVID-19 to rise up, recover and thrive once again. Through the Resurgence Grant Fund, eligible businesses and non-profits may be awarded grants to reimburse costs incurred (after March 3, 2021) by adapting business operations in a post-COVID environment. Through this program, Invest Atlanta seeks to lessen the negative financial impact to businesses and cover costs associated with operating safely during the pandemic. The Resurgence Grant Fund was made possible by an \$8.2M allocation through the American Rescue Plan'. A section titled 'Applications Are Now Closed' with a sub-heading 'Application Updates' contains the text: 'I've heard awards are being distributed. Where is my award?' and 'We have started the process of disbursing grant awards. How do you know you've been awarded?' followed by a bullet point: '• If you see a Budget tab with an approved amount on your Neighborly portal, your application has been approved for funding. Expect to receive a grant agreement from one of our partner firms. This agreement will have to be executed before funds are disbursed.'

Email

resurgence@investatlanta.com



Phone

(404) 419-7350



Live Chat

www.investatlanta.com



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Thank You!

