



CITY OF  
**COLLEGE PARK**

# QUARTERLY BUSINESS BEAT

COVID-19 Pandemic Information Guide

# RESOURCES FOR BUSINESSES AFFECTED BY THE PANDEMIC

Program	Description
<a href="#">Paycheck Protection Program (PPP)</a>	Loan made through bank provided as an incentive to keep employees on payroll. SBA will forgive loans if all employees are kept on the payroll for eight weeks and the money is used for payroll, rent, mortgage interest, or utilities.
<a href="#">Economic Injury Disaster Loan</a>	This loan advance will provide up to \$10,000 of economic relief to businesses that are currently experiencing temporary difficulties. This program has not rolled out smoothly and most businesses have received nothing.
<a href="#">Employee Retention Tax Credit</a>	Refundable tax credit against certain employment taxes equal to 50 percent of the qualified wages an eligible employer pays to employees after March 12, 2020, and before January 1, 2021
<a href="#">SBA Microloans</a>	The Microloan program provides loans up to \$50,000 to help small businesses and certain not-for-profit childcare centers start up and expand. The average microloan is about \$13,000.
<a href="#">Work Sharing</a>	Alternative to layoffs. Instead of laying off 25% of staff, they can cut all staff's hours by 25%. Staff can then collect 25% of UI benefits.
<a href="#">MD State Art Council Emergency Grant</a>	Provides emergency funding to arts organizations and artists as they adjust to losses sustained because of programming, operations, and events that have been modified or canceled.
<a href="#">Prince George's County COVID19 Business Recovery Initiative (Formerly Relief Fund)</a>	Grant and loan program that can be used to support cash operating expenses including payroll, suppliers, rent, fixed debt payments, and other business critical cash operating costs

**CONTACT:** College Park Department of Planning, Community & Economic Development  
 240-487-3538  
[planner@collegetparkmd.gov](mailto:planner@collegetparkmd.gov)



# BUSINESS RELIEF MEASURES APPROVED BY THE CITY

## WAIVER OF FEES

City Council has authorized the waiving of business license renewal fees through the end of Fiscal Year 2021 (June 30th, 2021). Businesses are still required to have a City permit but the fees have been waived.

## SUSPENSION OF SIGN & BANNER ENFORCEMENT

The City has suspended sign and banner code enforcement. Open businesses are welcome to use temporary signs and banners in any manner they see fit that does not cause other code violations (fire safety, traffic hazards, etc).

## ENCOURAGEMENT OF RENT DEFERRAL/FORGIVENESS

The City has sent a letter to landlords encouraging the deferral or forgiveness of commercial rent payments to aid our business community. The community's ability to rebound from this pandemic will be greatly improved if we all work together.

## FUTURE EFFORTS

In the coming weeks, the City will be launching grant programs aimed at helping businesses with both capital improvements and operational costs. Details on award amounts and eligibility requirements will be announced soon.

**CONTACT:** College Park Department of Planning, Community  
& Economic Development  
240-487-3538  
[planner@collegetparkmd.gov](mailto:planner@collegetparkmd.gov)



# BUSINESS INFORMATION

## HUBZONE PROGRAM

HUBZone is a Small Business Administration (SBA) program to assist small companies that operate and employ people in Historically Underutilized Business (HUB) Zones. The federal government has a goal of awarding 3% of all dollars for federal prime contracts to HUB Zone-certified small businesses.

As a HUBZone-certified company, benefits include competitive and sole source contracting, 10% price evaluation preference in full and open contract competitions, as well as subcontracting opportunities.

To be eligible for HUBZone certification, your company must be a small business (according to SBA standards), be owned and controlled at least 51% by U.S. citizens, a Community Development Corporation, an agricultural cooperative or an Indian tribe. In addition, companies must be located within a HUBZone and at least 35% of employees must reside in a HUBZone (see map on page 2).

## RISE ZONE

On December 5th, 2016, the Maryland Department of Commerce approved the Greater College Park Regional Institution Strategic Enterprise Zone. Businesses locating in a RISE Zone or an existing business doing a significant expansion within the Zone may qualify for real property tax credits and income tax credits related to capital investment and job creation. A business concierge with the Maryland Department of Commerce will be available to assist businesses with identifying and utilizing other State programs for which they might qualify, and with permitting and licensing applications. For questions regarding the RISE Zone please contact Mark Vulcan at 410-767-6438.

## BIKE RACKS

The City of College Park has bike racks available for distribution to interested businesses and property owners while supplies last. Racks are provided for free but installation is not included. If you are interested in obtaining bike racks for your College Park business, please contact the College Park Department of Planning, Community and Economic Development at [planner@collegetparkmd.gov](mailto:planner@collegetparkmd.gov) or by phone at (240) 487-3538.