

# **CITY OF HYATTSVILLE**

**American Rescue Plan**

**Emergency Relief Programs Update**

**August 2023**



# Community Relief Programs

- Household Emergency Relief Program - \$3,700,000\*
- Small Business Emergency Relief Program - \$1,500,000
- Non-Profit Emergency Relief Program - \$400,000
- Child Care Assistance Program - \$100,000
- Food Assistance Program - \$200,000
- COVID-19 Test Kits - \$122,960
- Emergency Relief Outreach - \$100,000
- Case Manager Position - \$120,000

# Household Emergency Relief Program

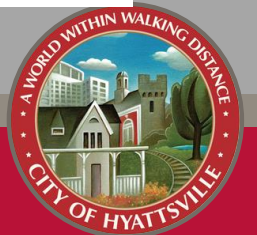
**Purpose:** To provide financial relief to low- and moderate- income households within the City of Hyattsville who experienced pandemic-related economic harm.

Applications Open October 31, 2022 – May 31, 2023 (7 months)

## Eligibility:

1. Household income at or below the income chart listed below:

	Moderate-income threshold by household size							
Locality	1	2	3	4	5	6	7	8
Prince George's County	\$58,695	\$67,080	\$75,465	\$83,850	\$93,120	\$106,740	\$120,360	\$133,980
Source: US Treasury, Low and Moderate Income Data								

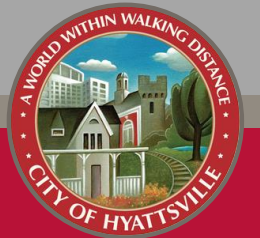


# Household Relief Program

## (Eligibility, Continued)

### 2. Enrollment in an Existing Government Program

- Children's Health Insurance Program (CHIP)
- Childcare Subsidies through the Child Care Development Fund (CCDF) Program
- Medicaid
- Temporary Assistance for Needy Families (TANF) or Maryland Temporary Cash Assistance
- Supplemental Nutrition Assistance Program (SNAP)
- Free and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs
- Medicare Part D Low-income Subsidies
- Supplemental Security Income (SSI)
- Head Start and/or Early Head Start
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Section 8 Vouchers
- Low-Income Home Energy Assistance Program (LIHEAP)
- Pell Grants
- Maryland Unemployment Insurance



# Household Emergency Relief Program

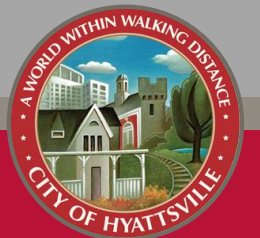
Application Review Ongoing

\$2,321,729.81 total expended to-date

- Includes Administrative Expenses through March 2023.
- Does not include final payment to Hyattsville CDC pending submission of complete program reports, up to \$56k.

585 Households awarded so far – **Approx. 7% of Households in Hyattsville!**

Applications to review: 103 remaining



# Small Business Emergency Relief Program

**Purpose:** To support small businesses, helping them to address financial challenges caused by the pandemic. Council approved an initial \$1M for the program, and later allocated an additional \$500,000.

There were three grant award categories for small businesses:

- Businesses with a Class 1 business license were eligible for up to \$5,000
- Businesses with a Class 2 business license were eligible for up to \$15,000
- Businesses with a Class 3 business license were eligible for up to \$25,000

The program was open Aug. 15, 2022 – March 31, 2023. (7 months)



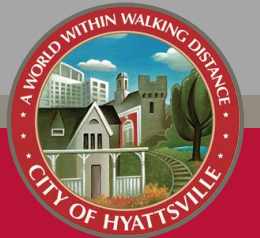


# Small Business Emergency Relief Program

Based on analysis of the 2021-22 City of Hyattsville Business License list, about **45 percent of Hyattsville businesses** were eligible to apply for a small business grant.

- There were 167 licensed businesses in Hyattsville that were identified as “disproportionately impacted” by the pandemic. **Those made up 31% of HVL businesses.**
- There were 71 businesses that were likely eligible, if their financials showed negative economic consequences.

The Small Business Emergency Relief Program received **172 unique applications** and **awarded just over \$1.1M** in grant funds to **87 local small businesses.**



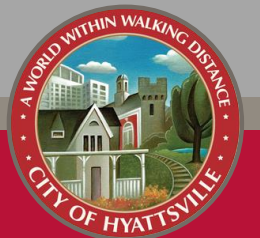
# Small Business Emergency Relief Program

## Outreach Methods for the program included:

- Flyers Distributed to Businesses
- Social Media Posts
- Individual Emails to Business Owners
- Multiple Mentions in Business Newsletters
- Write-ups in the Green Sheet
- Business Roundtable Presentations
- Hello Lamp Post Text Conversations
- Grant Chat Pop-ups in the 3 Business Districts
- Articles in the Hyattsville Life & Times
- Two Videos by City Staff



Still of a video produced and edited by Erick Satchel from Gremlins Tattoo



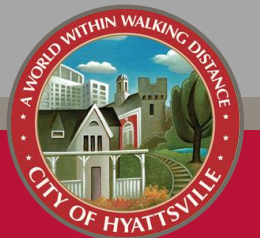


# Small Business Emergency Relief Program

## Grant Awardees

### Businesses Awarded up to \$5,000:

- Arrow Bicycle
- Frame Savvy
- Joan's Beauty Spot
- T&T Hair Studio
- Beauty Eyebrows Threading and Waxing
- David O. Dwyer Barbershop
- Virginia Hair Braiding
- Diane's Place
- Tania Hair Scalp Care Salon
- Crosby Creations
- Stylish Engravers
- City Jewelers
- Ambience of Class
- Yoga Space
- Yolanda's Hair Lounge
- Adonai's Creative Designs
- PG News
- Royal Hair Salon LLC
- Sassy Kinks Natural Hair Care
- Gigi Hair Salon
- Darius Edwards / Barber
- Horace Rivers / Barber
- TheCindyYvetteSalon
- Dawn Michelle's Salon
- Immahgine Designs
- L' Affaire Fashion Jewelry
- Made Beauty
- A Cut Above
- Tia Versatility Blake / Kut Klose Unisex Salon
- Hair Rayz Glowin LLC
- AK Miracles
- Sewglam
- Walk In Closet Beauty Bar, LLC
- Hair Braiding by Sophie



# Small Business Emergency Relief Program

## Grant Awardees

### Businesses Awarded up to \$15,000:

- Just Rock Enterprises
- Sugar Vault Desserts
- Satchmoe Art Tattoo Lounge
- My Dead Aunt's Books
- Maryland Meadworks
- The Beauty Boutique Salon and Barbershop
- The Loc Shop
- Pink Couture Hair
- Love Yoga Studio
- Sammy's Food Inc
- Kingston Arbor
- Streetcar 82 Brewing Co.
- Queens Chapel Barber Shop
- Allure Jewelers
- Kut Klose Barber & Beauty Salon
- Whistle Stop Studio
- Second Chance Hair Clinic
- Green Owl Boutique
- Sela Hair and Nails
- Sangfroid Distilling
- Little INKPLAY Shop
- Ruby Thai Kitchen
- Ebony Barbers Unisex
- Intuition Bodywork & Massage LLC
- New Century's Carryout
- Natalie Weaves
- Ruby's Hair Salon Inc
- Kloe Hair Designer
- Luxury Nails Spa LLC
- Vigilante Coffee
- Nutrition 301
- Naomi's Flowers and Boutique
- Metro Cleaners
- FM Appliance Inc
- Chef Philip's Café
- Allure Browz LLC
- Shortcake Bakery and Café
- Fresh Dry Cleaners Baltimore Avenue



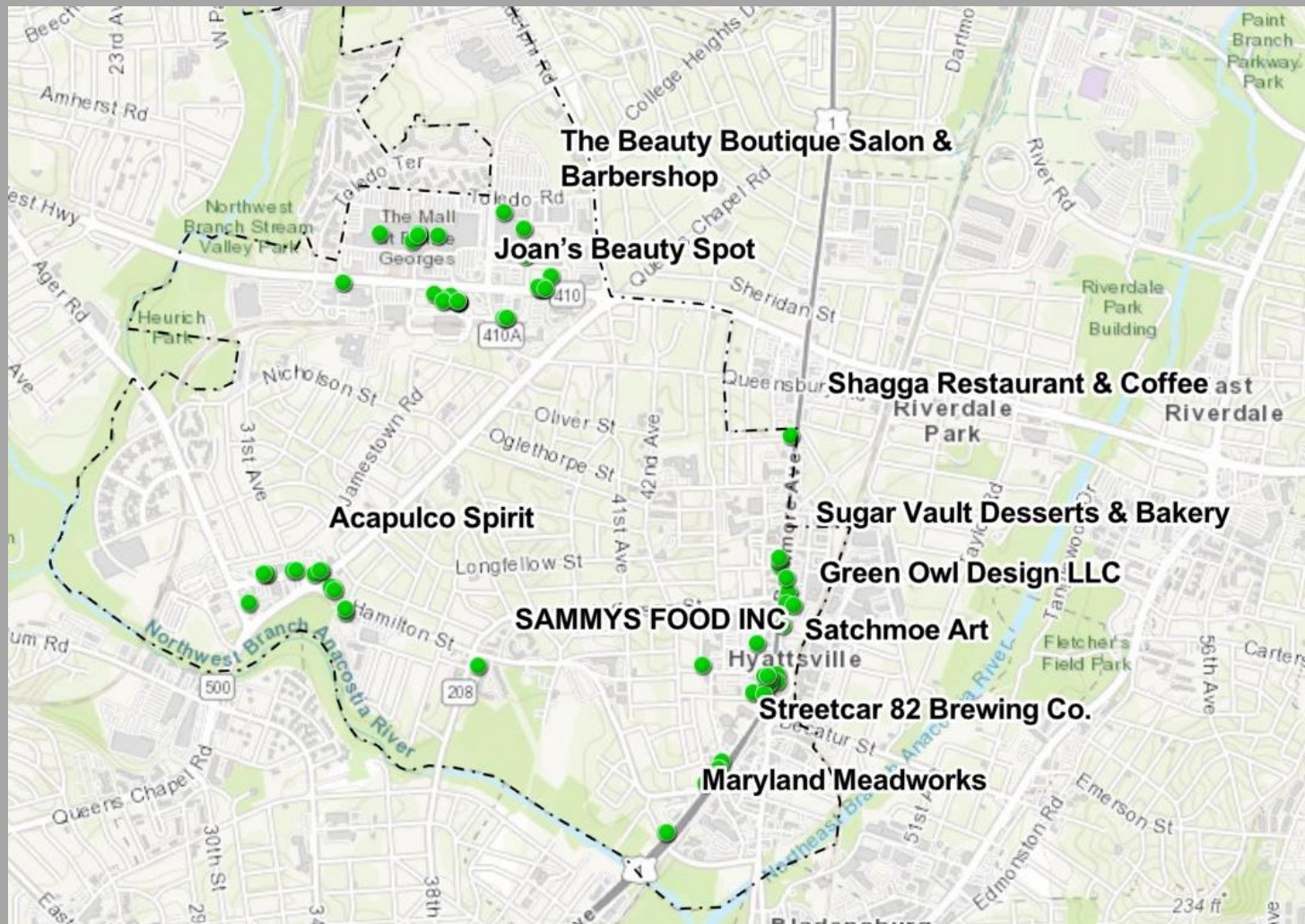
# Small Business Emergency Relief Program Grant Awardees

## Businesses Awarded up to \$25,000:

- Franklins Restaurant, Brewery and General Store
- Spice 6
- Tara Thai
- Acapulco Spirit
- Kitchen Near You
- Trinity Grill and Bar
- Sushinado & Teriyaki
- Pizzeria Paradiso
- Shagga Restaurant & Coffee
- Casa Dora
- Chez Dior
- Busboys and Poets
- Emerita's Restaurant
- Curzis Restaurant
- Old Dominion Brewhouse



# Small Business Emergency Relief Program



Grant awardees were distributed throughout the City's three business districts.

The City's GIS team created a map showing awardees by location.

The map can be found at [www.hyattsville.org/rescueplan](http://www.hyattsville.org/rescueplan)





# Small Business Emergency Relief Program



“Supporting Hyattsville's Business Community through the Pandemic” is a video created by City Staff to highlight two emergency grant awardees, one small business and one non-profit organization.

(Video can be found here:

<https://youtu.be/vKpwe9Vobuk>)

Supporting Hyattsville's Business Community through the Pandemic



# Non-Profit Emergency Relief Program

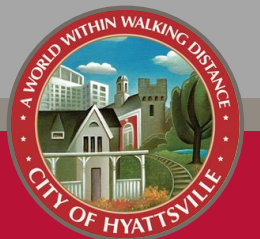
**Purpose:** To provide financial relief to non-profit organizations that experienced pandemic-related economic harm and primarily serve the City of Hyattsville and/or its residents.

## **Eligibility:**

1. All or a primary portion of programs and services are located in and/or for the benefit of the City of Hyattsville and its residents.
2. Organizations must submit their taxes for 2019-2021 and show financial harm during that period.
3. Organization must be a federally registered 501(c)(3) non-profit organization.

**Awards:** Up to \$25,000 per non-profit organization

Applications were open August 2023 – March 2023 (7 months)





# Non-Profit Emergency Relief Program

## Awardees:

Hyattsville Preservation Association - \$19,000

Art Works Now - \$25,000

Hyattsville Aging in Place - \$12,600

Pyramid Atlantic - \$25,000

Anacostia Trails Heritage Area - \$20,900

Help by Phone - \$25,000

Streetcar Suburbs - \$25,000

Archie Edwards Blues Foundation - \$1,000

Ottley Music School - \$25,000

Hyattsville CDC - \$25,000

**Total Awards: \$203,500**



# Food Assistance Program

**Purpose:** To support eligible non-profits providing free food service to residents in the City of Hyattsville.

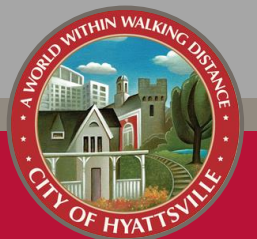
## **Eligibility:**

Organizations must be a non-profit organization and must propose to conduct free food distributions within the City of Hyattsville during the reporting period.

## **Awards:**

- Greater Riverdale Cares/Route One Communities Care - \$25,000
- Passion and Compassion - \$25,000
- St. Mark's Food Pantry - \$20,000
- St. Jerome's Church Community Café - \$10,920

Total Awarded: \$80,920 – Reports were due July 31 and are being reviewed.



# Child Care Assistance Program

**Purpose:** To support the expansion of affordable childcare within the City.

## **Eligibility:**

Eligible uses “can include new or expanded services, increasing access to services, efforts to bolster, support, or preserve existing providers and services, and similar activities.” (SRFLF Final Rule, at p. 96-97)

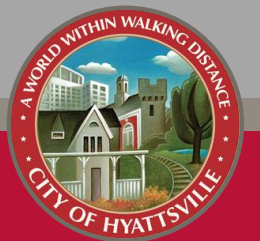
Examples of likely eligible projects include:

- ☐ Staff training costs for employees to become trained as licensed childcare providers.
- ☐ Temporarily subsidizing seats in childcare centers for low-income families.
- ☐ Costs associated with becoming a licensed childcare center or family childcare provider.

**Awards:** Up to \$25,000 per organization (for-profit and non-profit were eligible. Religious institutions that conduct religious instruction were prohibited per federal regulations).

Applications were open August 2023 – March 2023 (7 months).

There were no applicants that met the eligible use criteria listed above.





Contact:

Patrick A. Paschall  
American Rescue Plan Program Manager

Krissi Humbard  
Small Business Recovery Coordinator

[ARPA@hyattsville.org](mailto:ARPA@hyattsville.org)

[www.Hyattsville.org/RescuePlan](http://www.Hyattsville.org/RescuePlan)