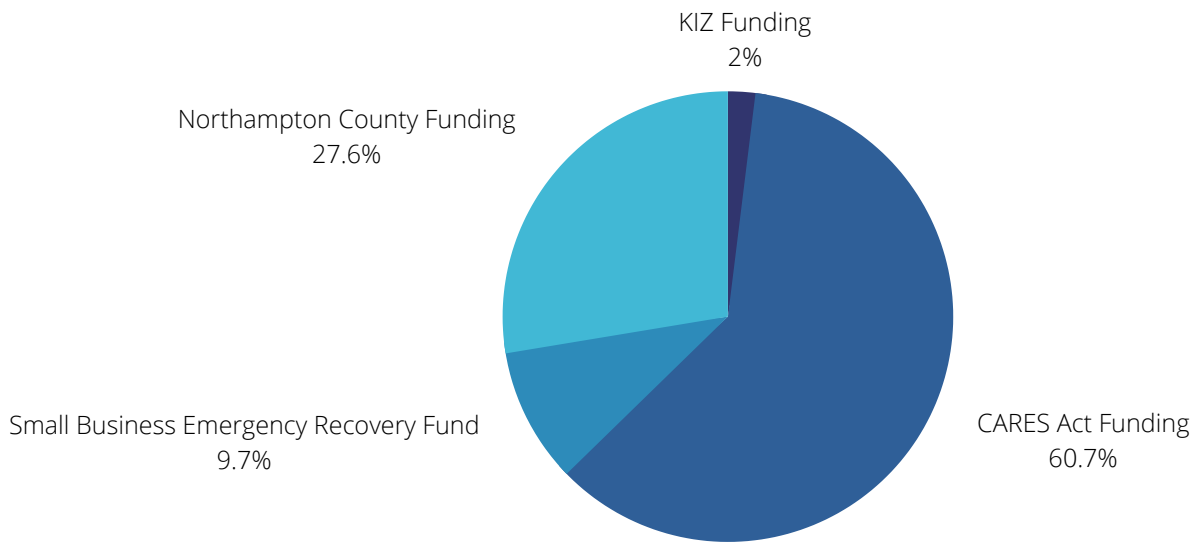


CITY OF BETHLEHEM COVID FUNDING ASSISTANCE



COVID Impacts the Business and Non- Profit Community

On March 16, 2020, non-essential businesses and restaurant dining rooms were ordered to close to the public creating a devastating decrease in revenue for downtown businesses. With strict occupancy limits, the city's businesses were challenged to develop an operational structure that allowed them to meet the working conditions while generating enough profit to continue operations. Throughout 2020 the pandemic substantially impacted the business community. In response to the business community's needs, the Department of Community and Economic Development created programming to support businesses affected by COVID restrictions. Additionally, the department expanded support for non-profit organizations that could address other COVID-related community needs such as rental assistance, homelessness, and increased demand for addiction treatment.

DCED created several rounds of business and non-profit support that included direct funding and expansion of existing services. The following is an outline of the programs initiated over the past 15 months.

**SMALL BUSINESS
EMERGENCY RECOVERY
FUND - PG 2**

**NORTHAMPTON COUNTY
FUNDING - PG 3**

**CARES ACT FUNDING -
PG 4**

**KIZ COMPANY
ASSISTANCE - PG 5**

\$2,085,678
Total Funding

Small Business Emergency Recovery Fund

\$202,000
Total Investment

Created in April of 2020, Bethlehem's Small Business Emergency Recovery Fund was created to help small businesses impacted by the COVID-19 pandemic retain jobs for low and moderate-income individuals. Forgivable loans were provided to one hundred and one (101) businesses, prioritizing retail establishments and restaurants in the central business district. Eligible companies were either found in low to moderate-income census tracts or retained low to moderate-income jobs.

101
Businesses Assisted

\$2,000
Invested Per Business

Businesses Supported

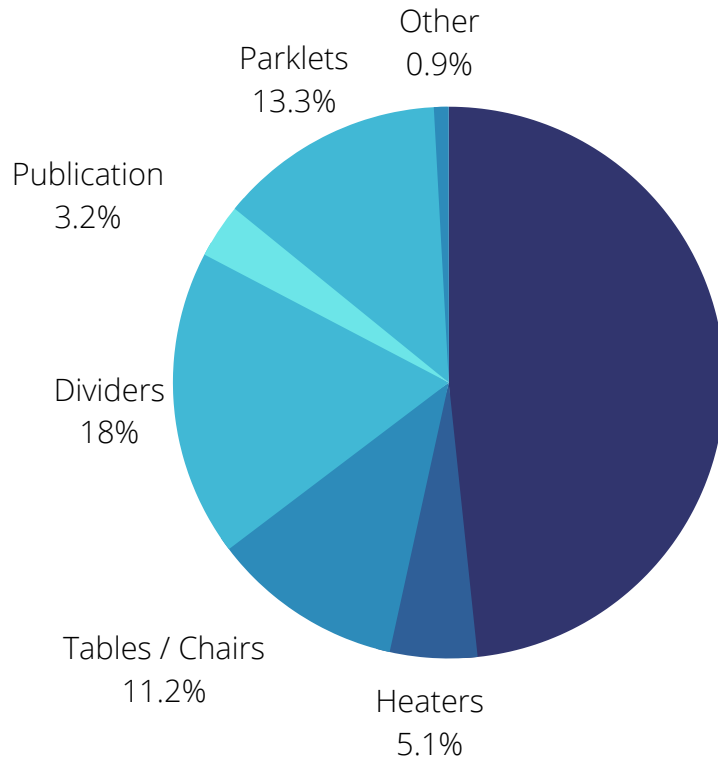
36E Fitness
515 Main Street Management
A List Salon
Accents from Head to Toe
Alexa Beauty Salon
Almas Foods International
American Hairlines
American Male Men's Salon
Among Friends Hair and Nail
Anna's Brick Oven Italian Rest
Armah Restaurant
Artroc Enterprises
Asylum Dance
The Attic
Backdoor Bakeshop
Beef Jerky Outlet
Barreform
The Brick
The Broad
Endgame Marketing Solutions
BlackForest Deli
Bonn Place Brewing
Brownstone Design
California Tan
Campus Pizza
Catalina Dry Bar
Clusters Popcorn
The Colony Meadery
Cross Fit Adoration
Crowned
Danielle's Cafeteria
El Jefe's Taqueria
Domaci
Exclusive Cuts

Farmers Ins TJ Randhawa
The Gem Shop
Gene Dieter Motors
General Zapata
Genesis Salon
Gonzalez Appliance
Grille 3502
The Hair Studio on 4th
Homebase Skate Shop
HomeSpot Media
HTB Auto Service
Jane Roncoroni Fine Clothing
Pantry 1 Food Mart
Jenny's Kual
Joe's Tavern
The Joint
Kleppinger Insurance
La Favorita
La Tia Restaurant
Lara Bly
Las Columbianas Beauty
Legends Barbershop
Lehigh Leather & Shoe Repair
Lehigh Valley Counseling
Lehigh Valley Credit
Linden Food Market
Made by Lino
Mixology Masters
Molinari's
MTA Empire Maintenance
Musselman Jewelers
Nail City
New Street Pub
Nieves Grocery Store

Nuts About Ice Cream
NYC Village Pizza
Orevec's Grocery Store
Orizaba Restaurant
Paul B. Wood Tires
The Portal Comics
Piercings By Angi
Plaza Cards and Snacks
Polished By Her
Polished Lounge
ProdHealth
Ray's Motor Sports
Rise Above Hair Studio
Rudy's Diner Bar and Grill
Satori Ink
Sim's Quality Market
Sins Fade & Shave Barber
The Snow Goose Gallery
Social Horizon
Sotto Santi
Southside 313
Southside Ink
SS77 Hair Studio
Steel Fitness - Riverport
Postnet
Tu Nueva Casa Restaurant
Twisted Olive
UBMe
Urban Varieties
VegOut
Verona Pizza
Vitale's Barber Shop
Voracious Deli & Catering

Northampton County Funding

The City of Bethlehem applied for and received support from Northampton County for COVID-related activities, including the expansion of outdoor dining to accommodate social distancing protocols and the support of the SouthSide Ambassadors program, which was critical to restoring visitor and consumer confidence in South Bethlehem.



\$575,901
Total Investment

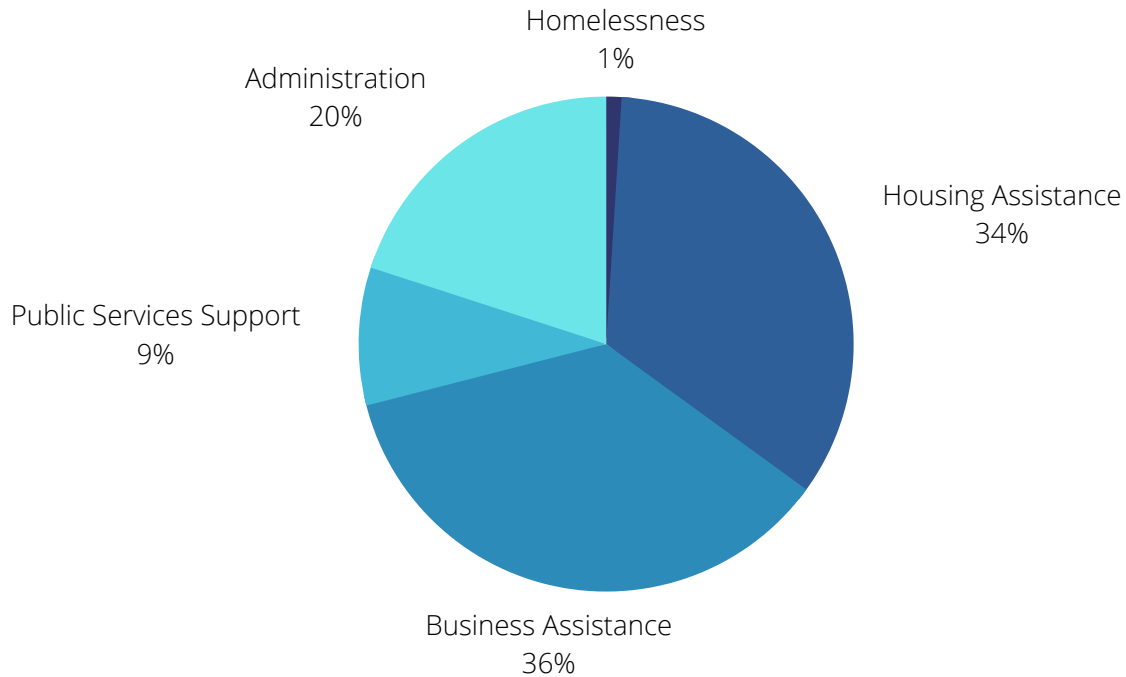
Businesses Supported

- | | | |
|-----------------------------|-----------------------------------|------------------------------|
| 21 Crafthouse and Kitchen | Domaci | NMIH |
| Aardvark Sports Shop | Donegal Square | New Street Pub |
| AM Luxe | Edge Restaurant | Olive Branch |
| Anna's Restaurant | El Jefe's Taqueria | The Other Fish |
| Apollo Grill | Flying Egg | Pats Pizza & Bistro |
| The Attic | Flying V | Peculiar |
| Backdoor Bakeshop | Franklin Hill Vineyards | The People's Kitchen |
| The Bayou | General Zapata | Playa Bowls |
| Bethlehem Brew Works | The Goosemen | Randy's Pizzeria |
| Billy's Downtown Diner | Hand Cut Crystal | Red Stag Pub and Whiskey Bar |
| BlackForest Deli & Catering | Hi-Pot | Rippers Pub |
| Bonn Place Brewing Company | Homebase | Roasted |
| Braai Hut | Hotel Bethlehem | Rosanna's Restaurant |
| The Brick | Jane Roncoroni Fine Clothing | The Rustic Wood Project |
| Cachette | Jenny's Kualii | Seasons Olive Oil & Vinegar |
| Cafe the Lodge | Joe's Tavern | Social Still |
| Campus Pizza | Knobs 'N Knockers | Sotto Santi Pizzeria |
| Carl's Corner | La Lupita | Southside 313 |
| Casa Del Mofongo | Laura Bly Designs | Tapas on Main |
| The Clubhouse Grille | Lehigh Pizza | Tavern at the Sun Inn |
| Clusters Popcorn | Limberia Tropical Algarete | Tulum |
| Colony Meadery | Lost Tavern | Twisted Olive |
| Color Me Mine | Mama Nina Focacheria | Urbano |
| Corked Bethlehem | Merengue Latin | VegOut |
| Danielle's Cafeteria | Molinari's | Voracious |
| De'ja Brew Coffeehouse | Molly's Irish Grille & Sports Pub | Wiz Kids |
| Dinky's Ice Cream Parlor | Musselman Jewelers | Zest |

CARES Act Funding

In 2020, the city received two rounds of CARES Act funding for COVID relief from the U.S. Department of Housing and Urban Development. Four assistance priorities were created to receive funding. As of July 2021 the total amount contracted is \$1,266,977.

\$1,266,977
Total Funds Contracted



Homelessness, Housing Assistance & Public Services Contract Awards Include:

\$20,000
Bethlehem Emergency Shelter

Homelessness support for winter sheltering expenses including in-take and counseling services, payroll, and food subsidies. The 2021 Point-In-Time counts indicated the shelter assisted 49 homeless residents.

\$450,000
New Bethany Ministries

Eviction Prevention Program which provided rent and utility subsidies, the cost of in-take personnel, training and other wrap-around services for families in need. NBM provided rental and utility subsidies to over 280 households.

\$22,835
Hogar CREA

To provide recovery and treatment services for persons suffering from addiction. Facility staff noticed an increased number of residents, particularly those impacted by COVID, in need of physical and mental health services. Over the pandemic, an average of 20 residents are treated weekly.

\$55,000
Kellyn Foundation

To provide free fresh food subsidies to eligible low and moderate-income families. Kellyn's mobile market can be found at three sites in the City from May until October at Marvine Elementary School, Moravian House at Main & Union, and the Greenway in South Bethlehem. As of June, over 180 households have received free fresh food.

CARES Act Funding Continued

\$430,770
Business Assistance

The Small Business Assistance Grant Program awarded 92 businesses \$430,770 to help pay for rent payments, employee payrolls, utility payments, inventory, insurances and parklet development.

Businesses Supported

36E Fitness
Aardvark Sports Shop
Adagio Seafood
A-List Salon
AM Luxe
Andrade & Nunez Investments
Apollo Grill
The Attic
Backdoor Bakeshop
Barreform
The Bayou
Bethlehem Brew Works
Bethlehem Kung Fu Center
Billy's Downtown Diner
BlackForest Deli
Bonaventure Academy
The Brick
Brownstone Design Groups
Campus Pizza
CapturedLV Escape Room
Casa de Campo
Casa del Mofongo
The Clubhouse Grille
Coal
The Colony Meadery
Crave
Darto's Restaurant
Domaci
Donegal Square
Edge Restaurant
Eli's Original Steaks & Subs

Exclusive Cutz
The Flying Egg
Foundational Health
Foundations Early Learning Academy
Franklin Hill Vineyards
From Hair To Eternity
The Gem Shop
General Zapata
Hand Cut Crystal
Hero's Kafe
I.E. Imagevolution
iiBliss
Jenny's Kuali
Joe's Tavern
The Joint
Jumbars
La Favorita
La Lupita
La Tia Restaurant
Lara Bly
Linda Shay Gardner, ESQ
Machsgute Pub and Grille
McCarthy's Irish Pub
Metta Relaxation Co.
The Mint
Mixology Masters
Molinari's
Molly's Irish Grille
Mozaik Barber Shop
Musselman Jewelers
The New Street Pub

New York Gyro
OBT Restaurant
The Owl Cove
The Puppy Palace
Ray's Motor Sports
The Restoration Space
Rippers Pub
Rise Above Hair Studio
Rudy's Diner
Sahl Communications
Savage Hospitality
Sibris Restaurant
Social Still
Sotto Santi
Southside 313
SS 77 Hair Studio
Steel Fitness Riverport
Steel Ice Center
Stefano's Restaurant,
Tally Ho
Tapas on Main
Tokyo Do Restaurant
Touch Thai
Tulum
Twisted Olive
Urbano
Verona Pizza
Wiz Kidz
Young & Young Designs
ZEST bar+grille

KIZ COVID Relief

In addition to the city's small business grant programs, the Board of the Southside Bethlehem Keystone Innovation Zone (KIZ), a program of BEDCO, allocated \$40,800 to 9 designated KIZ companies. The KIZ, established in 2004, has had a profound impact on innovation and entrepreneurship in Bethlehem by offering critical financial resources and assistance to early-stage startup companies. Funding was used for payroll, rent, supplies, and product development.

\$40,800
Total Investment

Businesses Supported

Almas Foods
Soltech Solutions
Prospect Gen AI
Rocket Cloud
ProdHealth
UBMe
Bonn Place Brewing
Testar
Skillion