

PIONEER SQUARE MONTHLY

January 15, 2021 1:30-2:30p



TODAY'S AGENDA

THE FOLLOWING TOPICS WILL BE COVERED DURING TODAY'S SESSION

- Statewide Business Restrictions Update
- Relief Resources for Businesses and Workforce
- Ongoing Alliance Project Updates
 - LUSIO Lights Update
 - Support Local Marketplace Refresh
 - Public Relations Campaign
 - De-Escalation Trainings
 - Alley Lighting Matching Fund Update
- Ways to Engage with Us

Questions?

Type them into the chat box or state that you have a question and we will address them or call on you to speak intermittently throughout the presentation and at the end.



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STATEWIDE RESTRICTIONS ON BUSINESSES

- On January 5, Governor Jay Inslee announced a new [Healthy Washington](#) plan for recovery which took effect on Monday, January 11.
 - Phased reopenings will no longer be done county-by-county, the state will be broken out into eight healthcare regions instead.
 - Each region will have to meet all four metrics to move forward from Phase 1 to Phase 2 and at this time no regions qualify for Phase 2.
 - King County's region is in Phase 1
 - The metrics will be monitored weekly with changes taking effect the following Monday.
 - Retail remains at 25% indoor capacity statewide with no changes to requirements. This new plan will also allow for limited live entertainment and fitness center activities.



NEW PPP GUIDANCE BY SBA

- The U.S. Small Business Administration (SBA) and Treasury issued guidance in early January for the reconstituted Paycheck Protection Program (PPP).
 - The new PPP has \$284.5 billion available, including \$35 billion for first-time loans.
 - The new PPP is available to businesses that had previously received a PPP loan. Borrowers are eligible for a second-draw PPP loan of up to \$2 million
 - Second time borrowers must: have <300 employees, demonstrate a 25% or more loss in revenue from 2019 to 2020, have spent first PPP loan on eligible expenses
 - PPP re-opened the week of Jan. 11 for first and second time borrowers.
 - Loan amount based on 2.5 times average payroll. 3.5 average payroll for accommodation and food service industries.
 - Can determine to use funds between 8-24 weeks after allocation.
 - 100% forgiven based on 60%/40% split where 60% is used for payroll and 40% used for rent, mortgage, interest, utilities.
 - Simplified forgiveness application for loans of <\$150k, yet to be defined.
 - The PPP will remain open through March 31.



ECONOMIC INJURY DISASTER LOAN

- Disaster loan: 30 year loan at 3.75% for businesses, 2.75% for nonprofits
- no repayment penalty or fees
- Loan amount generally determined by 6 months of losses
- Utilized for capital and normal operating expenses, not equipment, refinancing or relocation
- Collateral only required for loans over \$25k
- [EIDL](#) advance was a grant for \$1k per employee up to \$10k, counted towards approved EIDL amount.
- EIDL and advance available now until December 31, 2021
- Businesses can apply to both PPP and EIDL



SAVE OUR STAGES ACT


- \$15 billion through SBA to support live entertainment venues, theaters, museums, and other cultural institutions.
- Around \$2 billion will be reserved for entities with 50 or fewer full-time employees.
- Amounts for the grants is the lesser of either \$10 million or the amount equal to 45 percent of the gross earned revenue during 2019
- Applicants must have been fully operational as of February 29, 2020.
- Grants shall be used for expenses such as payroll costs, rent, utilities, and PPE.
- Venues may only apply for PPP or funding from the [Save Our Stages act](#).



SEATTLE HOSPITALITY WORKER RELIEF FUND

- The City of Seattle has partnered with Wellspring Family Services to provide one-time cash assistance to help meet the basic needs of workers in the hospitality industry impacted by the COVID-19 crisis.
- The [Hospitality Worker Emergency Relief Fund](#) will serve low-income, hospitality workers who live and work in Seattle and have lost their jobs or experienced a pay reduction due to employment changes and business closures during the COVID-19 pandemic. Applications due 2/1 at 11:59PM
- To meet income qualifications, households must make 60% or less of area median income (AMI) as follows:

Family Size							
1	2	3	4	5	6	7	8
\$50,160	\$57,360	\$64,500	\$71,640	\$77,400	\$83,160	\$88,860	\$94,620



LUSIO LIGHTS UPDATE

- Wrapped up this week.
- Several media mentions (with support from Allison+Partners)
 - Seattle Times
 - Seattle PI
 - Seattle Refined
 - Parent Map
- 3.2K+ web landing page views
- Strong engagement on social media
 - 400+ event responses
 - Pictures of event shared widely



SUPPORT LOCAL PSQ MARKETPLACE

- The Support Local - Pioneer Square Marketplace has been updated to include new features to ensure business owners can navigate the site easier, including:
 - [A new login page](#)
 - [A new registration page](#)
 - A business profile page ([example](#))
- Neighborhood businesses who have not already registered for the Support Local - Pioneer Square Marketplace may register [here](#).



PUBLIC RELATIONS

- The Alliance has kicked off a public relations campaign for 2021 with funding from Historic South Downtown
- We are collaborating with [Allison+Partners](#) for the campaign.
- Current activities include,
 - Story mining with PSQ stakeholders
 - Internal staff messaging workshops
 - Crisis communications development
 - Ongoing press/media outreach
- Future deliverables include,
 - Crisis communications plan
 - Updated messaging framework



DE-ESCALATION TRAININGS

- The Alliance has partnered with DESC, MID, and SPD to hold a series of de-escalation trainings in 2021. This series is a continuation of the trainings held in 2020.
- The de-escalation training we'll be providing is going to be an in-depth training program that teaches how to recognize, reduce, and manage aggressive behavior. Over the course of the presentation we'll provide effective and compassionate methods of handling anxious or aggressive people, as well as increase confidence and introduce skills that can be used during threatening situations.
- RSVP for the February 16th 10:30 AM - 12:00 PM MID/SPD training [here](#).
- More trainings to be announced soon.



ALLEY LIGHTING MATCHING FUND

- We are excited to announce the recipients of the [PSQ Alley Lighting Matching Fund!](#)
- A working group of Pioneer Square community members selected eight Pioneer Square properties to receive funding made possible by Historic South Downtown:
 - Collins Building - 524 2nd Ave
 - Interurban Building - 157 Yesler Way
 - New England Building - 219 1st Ave S
 - Skagit Building - 207 1st Ave S
 - St. Charles Hotel - 85 S Washington St
 - The Morrison - 515 3rd Ave S
 - Union Hotel Apartments - 204 3rd Ave S
 - Washington Shoe Building - 159 S Jackson St



WAYS TO ENGAGE

- [Sign up for our newsletter](#): The Alliance for Pioneer Square sends out a monthly email newsletter about important developments.
 - If you do not receive the monthly newsletter, sign up [here](#).
 - Invite your staff, colleagues, and others to sign up as well
- Bi-weekly Resource and Public Safety Messages: The Alliance continues to share updates and useful resources through a bi-weekly resource.
 - If you do not receive the bi-weekly messages please email us at info@pioneersquare.org to sign up.
- [Pioneer Square Monthly](#): Each month, we hold a virtual information session to discuss the ongoing impact of COVID-19 on Pioneer Square, relief and resources available to those impacted by the crisis, and the Alliance's response to support our neighborhood.



WAYS TO ENGAGE

- [Pioneer Square Business Owners and Managers Facebook page](#): The group is a private platform providing business owners and managers the opportunity to connect.
 - Share creative strategies
 - Celebrate wins
 - Stay informed with neighbors
- Update Contact Information: Ensure that the appropriate party(ies) is receiving our email communications, please take some time to update the contact information for your business or organization.
 - Please contact us at info@pioneersquare.org to update or correct what we have on file.
- Social Media Sharing: Share images, products, and promotions from your business with us to signal boost on the Pioneer Square social media channels (Facebook, Instagram)
 - Direct message us on Facebook and Instagram with your social media content to be re-shared.



HOW CAN WE IMPROVE

- The Alliance values the perspective of our stakeholders. We invite you to submit feedback on how we can both improve these sessions to better tailor the content to your interests and how our organization can better respond to the needs of our neighborhood.
- Please take a moment to complete [this brief feedback form](#) to ensure we hear your thoughts.



NEXT STEPS AND FOLLOW UP

- Today's slides and recording shared after this meeting, along with feedback form.
- Next Pioneer Square Monthly to be held on Friday, February 19th, 2021 1:30-2:30 PM with special guest Commissioner Steinbrueck.
- Visit allianceforpioneersquare.org for more information on resources shared here.
- Email info@pioneersquare.org with questions, to reach out for support, and sign up for regular communications.



QUESTIONS?



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