How States Can Help Small Businesses Recover from the Pandemic

ELLEN HARPEL

NCSL WEBINAR

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About us

Smart Incentives helps communities make sound decisions throughout the incentives process

✓ Analyze incentive offerings and program design
✓ Apply the Smart Incentives 4x4 framework for program management
✓ Offer access to high-quality business intelligence, data, and analytical methods to guide decisions
✓ Evaluate and report program results

** Smart Incentives works exclusively with governments and economic development organizations that offer incentives. We do not work with companies seeking incentives.**
What outcome do you hope to achieve?

- Business continuity
- Job growth or preservation
- Neighborhood/Main Street support
- Strengthen tax base
- Equity

Not just about completing a transaction
Repurposing incentive programs for economic recovery

How could programs be modified to serve an expanded target market?

What rules and procedures would need to change?

What characteristics should a program have to meet small business needs?
Support that does not require direct financial assistance
Streamline rules and procedures

Eligibility rules
Application
Documentation
Underwriting
Compliance and reporting requirements
State agency staffing for implementation
Policies that can adapt to changing conditions

UNCERTAIN RECOVERY PATTERN

FISCAL CONSTRAINTS
Prepare now for scrutiny later

How much did we spend?

Who received assistance?

What happened as a result?
  ◦ How will you measure outcomes?
  ◦ What are the reporting requirements?
  ◦ How will information be shared?
To continue the conversation:

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