Greater **Florence** Area

## Business Quarterly



## EDA awards RAIN \$748,833 to support rapid recovery in Oregon

Oregon RAIN (Regional pacted by the pandemic in signed in response to the tion Network) is thrilled ton and Grant counties. to announce that it has SPRINT Challenge grant startaward from the U.S. Economic Development Administration (EDA). RAIN is honored to be 1 of only 44 organizations selected for funding out of 238 applicants.

"As an established entrepreneurial ecosystem builder in this region, RAIN has the trust of entrepreneurs and a vast network to draw upon to swiftly spin-up and deliver these small programs," EDA stated,

grant was launched to harness America's entrepreneurial potential to address the economic, health, and safety risks caused by the coronavirus pandemic through entrepreneurship and innovation.

SPRINT funding to:

• Serve as a recovery and aligned, resiliency hub for startups technology-based,

Accelerator and Innova- Oregon's Lane, Linn, Ben- pandemic.

OREGON

nesses increase their digital implement "Entrepreneur The SPRINT Challenge marketing footprint and increase their financial lit-

> platform to address urgent capital needs entrepreneurs and startups are facing due to the pandemic.

Oregon RAIN and other RAIN will use the EDA EDA partners will deliv- as a mentor and share your er the following CEDSjust-in-time, free and small businesses im- programs that are de-

• RAINmaker Accelera-• Launch several accel- tors: Pivot business modbeen awarded an 18-month erator programs to help els to address anticipated ups and conditions, learn new dig-

> ital sales and marketing techniques, and get connected to needed resources (people, programs, technology, and capital).

• MoneyMaker Accelerators: Address financial literacy deficits discovered during the scramble to submit financial documentation to get COVID emergency funding.

• RAINdrops busi- gram: 1:1 mentoring to Resiliency Kits." Entrepreneurs will learn how to rapidly convert to online • Launch a fundraising sales, extend cash runways, and get matched with experts (digital marketing, bookkeepers/accountants, lawvers).

> If you would like to serve expertise with entrepreneurs and small business owners, contact RAIN at www.oregonrain.org.

## Jewelry, antique store reopens



and estate jewelry, along with newer pieces and other antiques.

Coast Jewelers, 1220 Bay St. new." #100 in Historic Old Town Florence, reopened to the on throughout the month. noon to 5 p.m. Wednesday public on April 1.

There is also a sale going

"What a great opening posting trends and tips week," said owners Rich about jewelry on their schedule private appointand Tom. "We loved see- Facebook page, www.face- ments at 541-997-8104.

Florence Antiques & ing old friends and making book.com/FlorenceAntiquesCoastJewelers.

> The store's hours are The pair have begun through Sunday each week. People can also call to

## **Grantees Announced for \$40 million in COVID-19 Emergency Solutions Grants**

SALEM—Oregon Housing and Community Services (OHCS) publicly announced awardees for the second round of Emergency Solution Grants-Coronavirus (ESG-CV2) at this month's Housing Stability Council meeting. Among these are Lane County, who will receive \$6,758,209.

The ESG-CV funds are part of the Coronavirus Aid, Relief and Economic and are being used to prevent, prepare for, and repandemic among individuals and families who are experiencing homelessness or at risk of falling into homelessness. This is the first time in state history OHCS allocated homeless response and prevention resources allocated by the U.S. Department of Housing and Urban Development through a competitive process. "We know that during

this crisis, too many Oregonians are falling into homelessness or living unsheltered," said OHCS Executive Director Margaret Salazar. "This funding is historic because it will help rebuild lives, and because we are partnering with an array of diverse service providers that have trusted relationships with Oregon's communities of color, so we can reach people hard-

est hit by the crisis." During the 2020 Special Session, given the magnitude of the ESG-CV resources and the demands of the COVID-19 pandemic, OHCS sought and received flexibility from the Oregon Legislature to allocate \$42 million of ESG-CV to providers who had not previously been eligible under the House Bill 4304 (2020 2nd Special Session). These funds will be distributed by geographic Continuum of Care (CoC) region to ensure that projects meeting the state goals and priorities are funded adequately

throughout the state. "In the midst of this public health crisis, we must

and strategic in deploying solutions to address and prevent homelessness," said OHCS Director of Housing Stabilization Andrea Bell. "Together with community partners we were able to be adaptive in leveraging dollars strategically for the greatest impact to provide ness and addressing the critical services to those at the margins."

A total of 58 applica-Security Act (CARES Act) tions were received from at-risk populations. The providers across the state. complete list of ESG-CV2 Applicants were required awardees is available bespond to the Coronavirus to meet the federal fund- low. Oregonians in need of ing definitions and com- assistance can contact 2-1ply with the ESG Federal Grant Requirements to receive funding. After a rigorous review process, 36 applicants were notified that OHCS intends to award funds. Applications encompassed proposals for serving multiple population groups, including communities of color, veterans, women and families, youth, and include both community-based organizations and state government/local jurisdiction entities. Several applications are considered culturally specific providers, and many others provide culturally-responsive services per the definitions provid-

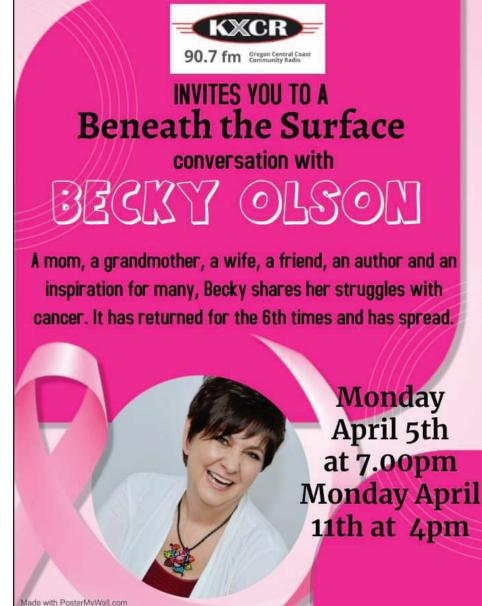
ed in the application. "Wonderful news!" said Melissa Erlbaum of Clackamas Women's Services. "Over the past year we've seen a drastic uptick in the need for lifesaving support services. Being able to participate in this funding opportunity will provide

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continue to be actionable critical resources for the individuals and families we serve escaping domestic and sexual violence."

These resources and partnerships will advance Oregon's Statewide Housing Plan in providing critical services for people experiencing homelessdisproportionate effects of COVID-19 on communities of color and other 1 to be connected with local service providers.



APRIL FOOD SPECIALS

Eggs Florence-tine - \$13

**Great White Buffalo - \$15** 









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