

Greater
Florence
Area

Business Quarterly



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

Oregon RAIN (Regional Accelerator and Innovation Network) is thrilled to announce that it has been awarded an 18-month SPRINT Challenge grant award 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 programs," EDA stated. The SPRINT Challenge 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. RAIN will use the EDA SPRINT funding to:

- Serve as a recovery and resiliency hub for startups and small businesses im-



acted by the pandemic in Oregon's Lane, Linn, Benton and Grant counties.

- Launch several accelerator programs to help start-ups and businesses increase their digital marketing footprint and increase their financial literacy.
- Launch a fundraising platform to address urgent capital needs entrepreneurs and startups are facing due to the pandemic.

Oregon RAIN and other EDA partners will deliver the following CEDS-aligned, just-in-time, technology-based, free programs that are de-

signed in response to the pandemic.

- RAINmaker Accelerators: Pivot business models to address anticipated conditions, learn new digital 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 Program: 1:1 mentoring to implement "Entrepreneur Resiliency Kits." Entrepreneurs will learn how to rapidly convert to online sales, extend cash runways, and get matched with experts (digital marketing, bookkeepers/accountants, lawyers).

If you would like to serve as a mentor and share your expertise with entrepreneurs and small business owners, contact RAIN at www.oregonrain.org.

Jewelry, antique store reopens



Florence Antiques & Coast Jewelers has a large collection of high-end, vintage and estate jewelry, along with newer pieces and other antiques.

Florence Antiques & Coast Jewelers, 1220 Bay St. #100 in Historic Old Town Florence, reopened to the public on April 1. "What a great opening week," said owners Rich and Tom. "We loved see-

ing old friends and making new." There is also a sale going on throughout the month. The pair have begun posting trends and tips about jewelry on their Facebook page, www.facebook.com/FlorenceAntiquesCoastJewelers.

The store's hours are noon to 5 p.m. Wednesday through Sunday each week. People can also call to schedule private appointments at 541-997-8104.

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 Security Act (CARES Act) and are being used to prevent, prepare for, and respond to the coronavirus pandemic 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 hardest 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

continue to be actionable 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 critical services to those at the margins." A total of 58 applications were received from providers across the state. Applicants were required to meet the federal funding definitions and comply 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 provided 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

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 homelessness and addressing the disproportionate effects of COVID-19 on communities of color and other at-risk populations. The complete list of ESG-CV2 awardees is available below. Oregonians in need of assistance can contact 2-1-1 to be connected with local service providers.

INVITES YOU TO A
Beneath the Surface
conversation with
BECKY OLSON

A mom, a grandmother, a wife, a friend, an author and an inspiration for many, Becky shares her struggles with cancer. It has returned for the 6th times and has spread.

Monday April 5th at 7.00pm
Monday April 11th at 4pm

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APRIL FOOD SPECIALS

BONFIRE

THURSDAY - SUNDAY
4PM to 9PM

APPETIZER
Duck Kabob - \$13

ENTREE
Pork Tenderloin - \$29

DESSERT
BONFIRE S'mores - \$10

Eggs Florence-tine - \$13

Great White Buffalo - \$15

Salisbury Steak - \$18

Death by Chocolate Cake - \$8

ULTIMATE PIZZA BURGER - \$10
Our 1/3 pound patty topped with pepperoni, Canadian bacon, mozzarella cheese and smoked tomato pizza sauce.

ULTIMATE CHEESEBURGER PIZZA - \$11
Seasoned ground beef, lettuce, tomato, onion, and cheddar cheese. Drizzled with our special burger sauce.

Get hoppin' with a **FUZZY RABBIT - \$5**
Espresso, steamed milk, white chocolate and hazelnut

Riverside FOOD COURT
APRIL SPECIALS

Mamma Mia!
A TASTE OF ITALY IN FLORENCE

Coastal ROASTERS
COFFEE & SWEETS

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CASINO RESORT

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