



Fayetteville, North Carolina



Keys to Economic Recovery from COVID-19

This case study was developed by NCGrowth and the ncIMPACT Initiative as part of the Testing the Keys for Economic Recovery project supported by the North Carolina Policy Collaboratory at the University of North Carolina at Chapel Hill with funding from the North Carolina Coronavirus Relief Fund established and appropriated by the North Carolina General Assembly. Learn more about project findings, upcoming webinars, case studies and resources at <https://go.unc.edu/KeystoRecovery>.

Synopsis

The City of Fayetteville, NC expanded on an existing small business loan program to fund emergency grants intended

to keep businesses from shutting down in the area. Through a dense network of partnerships, the City was able to target assistance to the businesses that needed it most.

Points of Interest	County Data
Population (2019)	211,657
Municipal budget (2019)	\$215,369,370
Per capita income (2019)	\$23,853
Median household income (2018)	\$46,679
Poverty rate (2017)	19%
Minority population (2019)	52%
Proximity to urban center:	0 miles to Fayetteville, NC
Proximity to interstate highway:	7.5 miles to I-95

Introduction

The City of Fayetteville is located in central North Carolina, adjacent to the Fort Bragg military base. Fayetteville's economy is generally stable due to the military's presence, however the unique nature of the COVID-19 pandemic put local businesses in danger of closing despite this economic anchor. The City quickly addressed this concern, building on an existing small business grant program to create an emergency grant program for area businesses, funded by the City's General Fund.

In developing the program the City was particularly concerned about minority and women-owned businesses and ensuring they received funding to stay afloat. The Center for Economic Empowerment and Development (CEED) advocated for this targeting. They work with individuals to prepare them for the job market and with businesses to prepare them for customers in the area. The City, the Chamber, and CEED conducted targeted outreach to minority and women-owned businesses to discuss the funding opportunities.

The Community and its History

The City of Fayetteville's economy is dominated by the service industry and anchored by the military base, Fort Bragg. Before COVID-19 the economy was strong, with many residents drawn to the area because of the military presence. This military presence provided a degree of economic stability during COVID-19, as many people have continuing employment on the base and still spend money locally. Delays with government funding coming from federal and state programs created some hardships during this time, but the local grant and loan programs improved conditions by acting as a "bridge" between payments for local businesses.

The City of Fayetteville, NC expanded on an existing small business loan program to fund emergency grants intended to keep businesses from shutting down in the area.

The Strategy

After businesses began to temporarily close and unemployment increased, it became clear that the pandemic would have an immediate impact on the local economy in Fayetteville. The City's Economic and Community Development Department began to work with the Chamber of Commerce and the Center for Economic Empowerment and Development (CEED), a local nonprofit, to find a solution. This partnership network paved the way for providing bridge funding for businesses.

The City provided \$250,000 for local micro loans. Additionally, an existing local small business retention grant expanded and the match funding requirement was removed. These changes made the funding more accessible for grants up to \$10,000. Funds for the grant program are still available seven months into the pandemic. After the grant and loan programs were introduced for COVID relief, local officials prepared to answer questions from the community about them. Reports were shared with the city council multiple times a week about how the funds had been utilized, as well as selection criteria and requirements.

The grant and loan programs leveraged a partnership among the City, the Chamber, and CEED to improve the local economy. Many organizations came together to share the resources and information with other businesses, as well as gather input from businesses on how to make the program more accessible. After some local businesses completed the process they began to educate others on how to do so by phone and email. Organizers quickly realized that the credit score requirement was too stringent, so CEED advocated for a change and the credit score requirement was lowered.

Due to the dense network of partners involved and existing relationships, these programs have been particularly successful in targeting minority- and women-owned businesses. Among the recipients, 96% are minority-owned businesses in Fayetteville, and 60% are women-owned as well. In the early stages of the pandemic many of these private businesses said they may not be able to weather the COVID-19 pandemic, but have been able to remain open because of these programs.

The Outcomes

- Strong community effort to keep small businesses afloat.
- Funds from the grant and loan programs acted like a “bridge” that made way for more businesses to open and remain open.
- As of writing, only one local business has closed during the pandemic.
- 44 businesses received funding through the program. \$360,000 has been distributed, and the funds have helped to retain 162 jobs.
- Local businesses that received funds stated that the funding helped them to stay open.
- Small business owners helped each other with applications.
- Expansion of several businesses because the loan helped them improve their space and delivery. For example, vendors in the area opened online stores so that they could sell to more customers.

How and Why the Strategy is Working

The City of Fayetteville met multiple needs by providing both grants and loans. By including grants and loans the program meets a variety of business needs and pairs well with other funding opportunities at the state and federal levels.

Dense partnerships between the City and local organizations ensure that business needs are met. By bringing together local government, the private sector, and nonprofits, the City was able to be responsive to the needs of businesses and get the word out to businesses that needed it most.

The response was quick and well-timed. The City was able to move quickly by expanding an existing program. A solution was found early-on to address one of the main issues during COVID-19. Without skipping a beat, the City expanded their existing grant programs for local businesses. They also immediately created the micro loan program.

The community of Fayetteville worked together to keep firms in business. Businesses, nonprofits, and government worked together to support businesses and ensure they could thrive during the COVID-19 pandemic. Partnerships proved essential for the grant and loan programs.

The strategy offered flexibility. Organizers modified credit score criteria to remove barriers for many vulnerable firms and populations.

Lessons Learned from the Story

Prepare elected officials for these changes. Many residents had questions for the City Council about this program and the economic development department briefed council on the program so they were prepared to answer. The department kept City Council informed by sharing multiple updates with them each week, and by sending consistent reports about funding and acceptance rates.

Funding is not enough, a successful program also needs ample staffing capacity to market and administer. Fayetteville had the staff capacity to implement these projects, without which it would have been very difficult to launch the programs. Grant and loan programs can be complex to administer; beyond the presence of funding there must also be sufficient capacity to market the program, guide applicants through the process, and follow up with them after funds are received. While Fayetteville had much of this capacity in house, through partnerships they were also able to enhance their marketing and technical assistance to potential applicants making the program more sucessful.

Leverage existing networks to market the program and assist potential applicants through the process. Local resources from CEED and the Chamber made it possible to push these programs out quickly, as they already had relationships with the target businesses. Additionally they were able to help business owners with the application process, ensuring a higher rate of success for applicants.

CONTACT INFORMATION

Michelle Haire

Economic Development
Administrator
City of Fayetteville
Fayetteville, NC
910-433-1596
mhaire@ci.fay.nc.us

Suzy Hrabovsky

Executive Director
Center for Economic
Empowerment and
Development
Fayetteville, NC
910-323-3377 ext. 24
shrabovsky@ncceed.org

Chris Cauley

Acting Economic and
Community Development
Department Director
Fayetteville, NC
910-433-1561
ccauley@ci.fay.nc.us



HOME GROWN TOOLS

for ECONOMIC DEVELOPMENT

homegrowntools.unc.edu

Homegrown Tools tells the story of small towns that have successfully stimulated private investment and job creation. The tool is meant to connect public officials, practitioners, and researchers to successful small town economic development strategies and inspire small towns to leverage their unique assets. Homegrown Tools is managed by NCGrowth, an EDA University Center at UNC Chapel Hill, in partnership with the UNC School of Government, the Federal Reserve Bank of Richmond, the NC Rural Center, and the UNC Department of City and Regional Planning.