

# For Immediate Release

October 13, 2020  
Haymarket, Virginia

## **Helping Haymarket: Town Program Will Use Cares Act Funds to Assist People and Businesses**

The Town of Haymarket has released its plan for assisting residents, businesses and not-for-profit groups who have suffered from Covid-19 impacts. Funds that the federal government authorized under the Cares Act, which the state then passed on to counties, cities and towns, will allow Haymarket to address several key stakeholders in their efforts to rebound and flourish since the emergency caused by the virus and the resulting shutdowns. The new program will be known as “Helping Haymarket”.

Under the new program, the Town plans to provide financial support in several forms: Vouchers will be issued to every family that can be used as discount coupons for purchases at local businesses; there will also be small grants directly to Haymarket businesses; and funds will be contributed to several local not-for-profit agencies that help our residents cope with essentials like food and shelter.

The plan is to send every residential property within the Town of Haymarket, four (4) vouchers of \$25 each to spend freely at local establishments like restaurants, gas stations, and retail stores. This infusion of funds will have a double impact, benefitting both consumers and businesses alike. Residents will be able to use the vouchers like cash; businesses will then turn them into the Town for reimbursement. All businesses who volunteer to participate will be listed on the Town website. **\*Any businesses wishing to participate please contact Chris Coon, Town Manager at the email below.**

Businesses will also be able to compete for grants of up to \$2,000 from a pool established by the Town, which will fund as many qualified applicants as possible with limited funds. Businesses must be located in the Town of Haymarket, must have been in business here prior to March 1, 2020 and must be current on all local taxes and fees. If there are more eligible applicants than can be served, the grantees will be selected by lottery. Applications are available at Town Hall.

Funding selected not-for-profits is viewed as an efficient way to get additional aid to Haymarket residents with their mortgages, rent, food or utility bills. A handful of agencies are targeted who address these and related issues for many Haymarket residents already.

In every case, all of the Cares Act funds must be accounted for and traced directly to helping people or businesses to recover and thrive following the constraints caused by the Covid-19 pandemic and the measures taken to ameliorate the spread of the disease. Funds must be spent by December 31, 2020.

Mayor Ken Luersen said of the program, “It is our intention to begin getting funds to the public and businesses as quickly as possible and to boost the rebound of our remarkable Town from a tough start to 2020.”

Helping Haymarket programs have been approved unanimously by the Town Council and will be administered through the office of Town Manager, Chris Coon.

For more information, contact Chris Coon, Town Manager at [Ccoon@TownofHaymarket.org](mailto:Ccoon@TownofHaymarket.org) or Miles Friedman, Economic Development Consultant at [MFriedman@TownofHaymarket.org](mailto:MFriedman@TownofHaymarket.org)