

**Lovettsville COVID-19 Business Assistance
Budget Numbers for Preliminary Initiatives
April 13, 2020**

FOR DISCUSSION PURPOSES ONLY

Initiative	Businesses	Budget Impact
1. Utilizing the remaining advertising budget on a newspaper, Facebook, and 2 banners along Rt. 287 to advertise that Lovettsville is still open for business and to continue encouraging shopping local	Restaurants/food service/ Possibly all Businesses	\$2,950 from Tourism/Branding/Marketing
2. Authorizing a temporary meals tax holiday to increase possible consumer spend in restaurants the 3% we usually collect in meals tax.	Restaurants/food service	We have received over the annual budgeted amount of \$140K. Would not impact the current estimated amount in FY 2020 budget.
3. Pushing BPOL (business licensing) to 30 days after the new IRS filing date. This would move the expenditures of renewing business licenses until August 15th.	All Businesses	Would impact the current FY 2020 budget by - \$29,000