



# How Main Street Helped Small Businesses Survive

*a comprehensive look at what the Louisiana Legislature  
and the Louisiana Treasury accomplished*





## A message from State Treasurer John M. Schroder

Small businesses are the backbone of Louisiana's economy, and the pandemic dealt a devastating blow to these economic engines. Understanding the enormous financial toll the pandemic would have on small businesses across the state, the Louisiana Legislature acted swiftly in passing Act 311, creating the Louisiana Main Street Recovery Program. The goal of the program was to provide financial assistance, through grants, to small businesses suffering a business interruption due to COVID 19.

Two of the top program goals were to help small businesses that received no prior federal or private funding and aid businesses owned by minorities, women, and veterans. Additional program goals included efforts to assist small businesses in every corner of the state across a broad range of industry sectors.

I am excited to share with you that the Louisiana Main Street Recovery Program exceeded those two program goals delivering \$262 million in grants to over 20,000 small businesses that needed the most help. All 64 parishes- both urban and rural - in Louisiana were positively impacted. A wide range of industries that make up Louisiana's economy benefited from the program. From fisherman to bars, to restaurants and retail shops, the extraordinary reach of the program was simply unparalleled.

The success of this program can largely be contributed to the partnerships and collaboration with legislators, chambers of commerce, professional associations, economic development organizations, and local governments statewide. Our outreach efforts focused on reaching businesses in diverse communities through webinars, town hall events, and business forums. We conducted this program with a constituent-centered approach focusing on providing a high level of responsiveness, communication, and transparency at every stage of the program.

As we look forward, we feel confident that this program has played a critical role in helping small businesses survive during this pandemic and will position them to rebound more quickly in the post pandemic recovery.

Our commitment to Louisiana's small businesses is unwavering. We are proud of what this program has been able to accomplish. This brochure will give you a summary of how well the program performed. If you want to dive into more information, all you need to do is visit our website, [www.latreasury.com](http://www.latreasury.com).

Thank you for your support and collaboration. Together, we made this program an extraordinary success!

# Together, we helped businesses survive the pandemic.

20,751

*grants awarded*

\$262 million

*in grants paid*

- We started taking applications on **July 28, 2020**.
- We processed **34,362** applications.
- We exceeded the goal of awarding **\$40 million** to businesses owned by minorities, women and veterans by over **\$120 million**.
- After **just 60 days**, we stopped taking applications on **Sept. 29**, after obligating all available funding.
- We worked hard to keep administrative costs low, which allowed us to use \$2.3 million in administrative funding to pay grants to **approximately 150 additional small businesses**.
- We issued our last original grant check on **Jan. 20, 2021**.
- The average grant award to Louisiana businesses was **\$12,648**.

## Main Street exceeded expectations:

**70% OF SMALL  
BUSINESSES  
RECEIVED THE  
MAXIMUM  
ALLOWABLE GRANT  
OF \$15,000**

**WE GAVE FOUR TIMES  
THE NUMBER OF  
REQUIRED GRANTS TO  
BUSINESSES OWNED  
BY MINORITIES,  
VETERANS OR WOMEN**

**43% OF BUSINESSES  
HELPED DIDN'T  
RECEIVE PRIOR  
FEDERAL FUNDING  
FOR COVID RELIEF**

# A positive and diverse impact.

We're proud of the Main Street Recovery Program's diverse success story. Grants went to urban AND rural areas. 75% of recipients were minorities. From fishermen to salon owners, this program helped Mom and Pop businesses survive an unprecedented economic shutdown.

MBE Designation	Count	Paid Amount
Woman-Owned Business	9,917	\$119,279,541
Minority-Owned Business	9,412	\$111,100,286
Veteran-Owned Business	1,565	\$19,677,538
<b>Total Applicants Listed as MBE</b>	<b>13,288</b>	<b>\$161,935,507</b>

MBE defined as LA R.S. 39:100.42 (13): "Minority business enterprise" means a small business organized for profit performing a commercially useful function which is at least fifty percent owned by one or more minority individuals, women, or veterans, who also control and operate the business. In addition to the requirements of this paragraph, if more than one person owns the enterprise, at least fifty percent of the owners must be resident citizens of the state. For the purposes of this Paragraph, "control" means exercising the power to make policy decisions and "operate" means being actively involved in the day-to-day management of the business.

*"So blessed. You guys don't know what this will do for my business. A true blessing. So grateful!!! Thank you, God, and thank you, Louisiana Main Street Recovery Program."*

**Tara E. Davis**





# We helped businesses in 64 parishes.

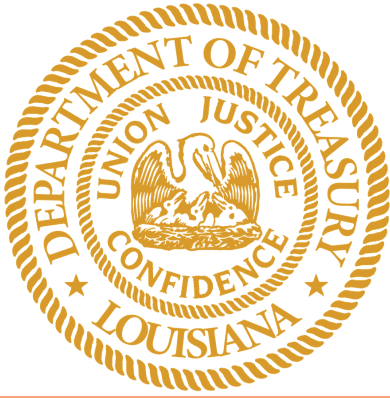
## Louisiana Main Street Recovery Program Parish Breakdown

as of 9:00 AM CT on January 28, 2020



	Paid	*Count of Total Applications	% of Total Applications	Paid Amount	% of Paid Amount
Acadia	182	349	0.85%	\$2,240,273.98	0.85%
Allen	63	114	0.28%	\$777,221.90	0.30%
Ascension	483	931	2.28%	\$6,285,347.46	2.39%
Assumption	62	136	0.33%	\$697,727.00	0.27%
Avoyelles	286	570	1.40%	\$3,797,148.78	1.45%
Beauregard	71	116	0.28%	\$960,048.04	0.37%
Bienville	39	81	0.20%	\$507,627.50	0.19%
Bossier	347	668	1.64%	\$4,581,999.78	1.75%
Caddo	1,108	2,136	5.23%	\$14,154,841.82	5.39%
Calcasieu	459	948	2.32%	\$6,067,347.72	2.31%
Caldwell	12	23	0.06%	\$150,273.75	0.06%
Cameron	15	20	0.05%	\$193,197.75	0.07%
Catahoula	61	93	0.23%	\$811,592.75	0.31%
Claiborne	24	42	0.10%	\$304,435.50	0.12%
Concordia	53	107	0.26%	\$706,908.63	0.27%
DeSoto	84	156	0.38%	\$1,105,937.50	0.42%
East Baton Rouge	2,416	5,063	12.40%	\$30,215,847.33	11.51%
East Carroll	14	30	0.07%	\$181,244.25	0.07%
East Feliciana	52	102	0.25%	\$609,191.00	0.23%
Evangeline	121	189	0.46%	\$1,546,017.97	0.59%
Franklin	48	106	0.26%	\$636,544.74	0.24%
Grant	19	44	0.11%	\$238,767.96	0.09%
Iberia	439	749	1.83%	\$5,521,088.09	2.10%
Iberville	124	266	0.65%	\$1,449,371.81	0.55%
Jackson	25	47	0.12%	\$309,121.07	0.12%
Jefferson	3,009	5,840	14.29%	\$37,432,288.82	14.26%
Jefferson Davis	50	89	0.22%	\$578,661.72	0.22%
La Salle	60	105	0.26%	\$768,665.18	0.29%
Lafayette	1,162	2,198	5.38%	\$15,010,007.13	5.72%
Lafourche	312	566	1.39%	\$4,011,866.13	1.53%
Lincoln	186	345	0.84%	\$2,515,698.80	0.96%
Livingston	326	614	1.50%	\$4,184,594.52	1.59%
Madison	20	49	0.12%	\$234,987.89	0.09%
Morehouse	58	153	0.37%	\$710,329.08	0.27%
N/A	0	38	0.09%	\$0.00	-
Natchitoches	104	204	0.50%	\$1,352,743.68	0.52%
Orleans	2,887	6,196	15.17%	\$35,514,703.33	13.53%
Ouachita	703	1,353	3.31%	\$9,126,068.93	3.48%
Plaquemines	255	443	1.08%	\$3,375,900.88	1.29%
Pointe Coupee	93	167	0.41%	\$1,121,288.05	0.43%
Rapides	347	720	1.76%	\$4,436,914.46	1.69%
Red River	23	42	0.10%	\$289,159.56	0.11%
Richland	77	144	0.35%	\$1,024,494.75	0.39%
Sabine	71	114	0.28%	\$786,315.00	0.30%
St. Bernard	189	407	1.00%	\$2,254,641.68	0.86%
St. Charles	155	309	0.76%	\$1,768,152.13	0.67%
St. Helena	51	102	0.25%	\$617,438.53	0.24%
St. James	55	129	0.32%	\$710,893.80	0.27%
St. John the Baptist	173	389	0.95%	\$1,999,618.41	0.76%
St. Landry	351	645	1.58%	\$4,555,045.03	1.74%
St. Martin	292	510	1.25%	\$3,784,259.16	1.44%
St. Mary	177	327	0.80%	\$2,159,799.11	0.82%
St. Tammany	1,230	2,219	5.43%	\$15,981,254.79	6.09%
Tangipahoa	461	949	2.32%	\$5,872,769.18	2.24%
Tensas	17	32	0.08%	\$204,315.73	0.08%
Terrebonne	491	960	2.35%	\$6,335,861.84	2.41%
Union	100	225	0.55%	\$1,414,459.75	0.54%
Vermilion	191	332	0.81%	\$2,337,688.38	0.89%
Vernon	68	116	0.28%	\$919,963.36	0.35%
Washington	100	191	0.47%	\$1,164,741.05	0.44%
Webster	72	146	0.36%	\$967,864.50	0.37%
West Baton Rouge	128	225	0.55%	\$1,535,591.90	0.59%
West Carroll	25	36	0.09%	\$308,434.11	0.12%
West Feliciana	53	82	0.20%	\$722,992.25	0.28%
Winn	22	53	0.13%	\$310,389.48	0.12%
Total:	20,751	40,850	100%	\$262,449,986.16	100%

# We administered a transparent program.



At [www.latreasury.com](http://www.latreasury.com), you'll find:

- The name of every business awarded.
- Awards by parish.
- Average time to disperse an award.

# We rooted out fraud.

- We referred 108 businesses for review by the Inspector General's Office.
- We demanded the return of \$1.5 million in grants after newly available records revealed likely fraud.
- We denied 792 grants because we could not verify the tax records.
- 6,114 applicants were denied because they did not meet the program's eligibility requirements.

# Here are the top reasons businesses were denied a grant:

1. Businesses did not file their taxes.
2. Businesses weren't in good standing with the Secretary of State.

# Together, we helped a lot of industries and employed Louisiana workers.

Sector Name	Count of Total Applications	Paid Amount \$	Percent of Total Paid
<b>Other Services (except Public Administration)</b> <ul style="list-style-type: none"> <li>Barber Shops and Beauty Salons</li> <li>Repair and Maintenance Shops</li> </ul>	2,808	\$32,155,377.67	12.25%
<b>Retail Trade</b> <ul style="list-style-type: none"> <li>Department and Grocery Stores</li> <li>Florists</li> </ul>	2,412	\$30,130,240.40	11.48%
<b>Accommodation and Food Services</b> <ul style="list-style-type: none"> <li>Hotels and Bed-and-Breakfast Inns</li> <li>Bars and Restaurants</li> </ul>	1,875	\$25,938,850.42	9.88%
<b>Health Care and Social Assistance</b> <ul style="list-style-type: none"> <li>Health Practitioners</li> <li>Child Care Services</li> </ul>	1,732	\$22,526,916.82	8.58%
<b>Transportation and Warehousing</b> <ul style="list-style-type: none"> <li>Taxi and Limousine Service</li> <li>Freight, Warehousing and Storage</li> </ul>	1,706	\$21,202,470.19	8.08%
<b>Construction</b> <ul style="list-style-type: none"> <li>Residential and Commercial Construction</li> <li>Building Contractors</li> </ul>	1,305	\$17,790,029.32	6.78%
<b>Real Estate Rental and Leasing</b> <ul style="list-style-type: none"> <li>Real Estate Agents or Brokers</li> <li>Automotive Equipment Rental</li> </ul>	1,256	\$16,110,230.23	6.14%
<b>Agriculture, Forestry, Fishing and Hunting</b> <ul style="list-style-type: none"> <li>Fisherman</li> <li>Crop or Grain Farming</li> </ul>	969	\$13,254,011.85	5.05%
<b>Manufacturing</b> <ul style="list-style-type: none"> <li>Assemblers and Fabricators</li> <li>Bakeries</li> </ul>	784	\$10,056,442.37	3.83%
<b>Arts, Entertainment and Recreation</b> <ul style="list-style-type: none"> <li>Fitness, Performing Arts and Recreation Centers</li> <li>Bowling Centers and Marinas</li> </ul>	816	\$9,859,198.70	3.76%
<b>Wholesale Trade</b> <ul style="list-style-type: none"> <li>Seafood and Restaurant Wholesaler</li> <li>Lumber and Material Wholesaler</li> </ul>	365	\$4,904,027.72	1.87%
<b>Educational Services</b> <ul style="list-style-type: none"> <li>Art Institute or Beauty Academy</li> <li>Dance Studio or Academy</li> </ul>	359	\$3,945,149.67	1.50%
<b>Mining</b> <ul style="list-style-type: none"> <li>Oil and Gas Consulting</li> <li>Industrial Contracting</li> </ul>	172	\$2,431,203.56	0.93%



**The program employed  
more than 200 Louisiana workers!**

# Together, we helped small businesses survive and thrive.



“

Thank you so much to all the people at the LA Dept. of Treasury who worked so hard to make this happen. We are beyond grateful! This will help us keep our 96-year-old family business open until we reach 100.

Jill Saia

”



“

For me, the process from the date of application to receiving the check in hand took me 15 days! That, to me, was phenomenal!

Yolanda T. Chevalier

”



*"I can't thank you enough and express enough appreciation for all you have done to help small businesses. Without the grant program, I am not sure if we could have sustained the strain from the closure earlier this year."*

**Al Bye, co-owner of Theatre Antiques in Denham Springs**



# Thank you to our partners. Together, we made this a success.

Postlethwaite & Netterville

MLCWorks

GNO, Inc. Louisiana

New Orleans Regional Black Chamber of Commerce

Louisiana Association of Chamber of Commerce Executives

Jefferson Chamber Young Professionals

Northshore Home Builders Association

St. Bernard Economic Development Foundation

Childcare Association of Louisiana

Baton Rouge Area Chamber

Louisiana Department of Education

Department of Veterans Affairs

Junior League of NOLA

West Monroe Chamber of Commerce

Louisiana Restaurant Association

Louisiana Dental Association

Louisiana Realtors Association

Society of Louisiana Certified Public Accountants

Together Baton Rouge

North Rapides Business & Industry Alliance

Jefferson Chamber of Commerce

American Business Women's Association

Westbank Business & Industry Association

Public Affairs Research Council

Louisiana Municipal Association

National Federation of Independent Business

Louisiana Small Business Development Center

Louisiana Board of Cosmetology

**And a special thanks to our advisory  
committee members, especially our chairs:  
Michael Hecht, president & CEO of GNO, Inc.,  
and Kelisha Garrett, vice president & C.O.O.  
Government Affairs of the Louisiana  
Chamber of Commerce Foundation**

Troy Wayman, CEO, One Acadiana

Scott Martinez, President, North Louisiana Economic Partnership

George Swift, President & CEO, Southwest Louisiana Economic  
Development

Jim Clinton, CEO, Central Louisiana Economic Development Alliance

Tana Trichel, President & CEO, Northeast Louisiana Economic Alliance

Gregg Gothreaux, CEO, Lafayette Economic Development Authority

Adam Knapp, President & CEO, BRAC

Vic Lafont, President & CEO, South Louisiana Economic Council

Mayra E. Pineda, President & CEO, Hispanic Chamber of  
Commerce of Louisiana

Christine Changho Bruneau, Asian Chamber of Commerce

Alvin-o Williams, Southern Region Minority Supplier  
Development Council

Phala Mire, President & CEO, Women's Business Enterprise  
Council South