



# New River/Mount Rogers Workforce Development Board

Rapid Response Lay-off Aversion Funds



# General Guidance

Designed to mitigate or minimize potential job losses, the most important aspect of a proposed layoff aversion project is that it is intentional. That is, it includes a deliberate, planned strategy with expected outcomes.

Since funds are limited, priority must be given to layoff aversion projects that :

- Support a local area's targeted sectors, and, where possible,
- Make use of other funding sources and leveraged resources.



# General Guidance continued....

Examples of layoff aversion projects that use innovative strategies to address COVID-19-related effects on small businesses (250 or fewer employees) and workers include:

- A small business needs their employees to be at work, on site, but cannot afford frequent deep cleaning to help prevent potential exposure to COVID-19. **Layoff aversion funds could be used to pay for a cleaning/sanitization service.**
- A small business whose employees use specific software or computer applications asks their employees to work from home/remotely in order to support social distancing and limit potential exposure to COVID-19. **Layoff aversion funding could be used to purchase the software/programs that the employee would need to use from home to support their work.**



# Requirements

- These funds are for small businesses (250 employees and less)\*
- Business must have approval and a signed “contract/agreement” with the local WDB prior to purchases.
- Funds cannot be used for the purchase of “equipment” (the purchase of a \$600 computer with \$1,000 of software is not equipment, they are using the IRS definition of \$5,000 and more).
- Funds cannot be used the pay wages.
- Funds are only available as “reimbursement” only.

*\* if a company’s local size is 250 and less, but their “enterprise” size is greater, the locality can request assistance, if this company/industry is important to that locality.*



# Local Process

- Identify the company you feel could use these funds (quickly)
- Contact Marty Holliday ([marty.holliday@vcwnrnr.com](mailto:marty.holliday@vcwnrnr.com)) and Kimber Simmons ([Kimber.simmons@vcwnrnr.com](mailto:Kimber.simmons@vcwnrnr.com) or 540-357-1651).
- Kimber will work with you and/or the company on the agreement (ensuring all Federal and State requirements are met)
- Marty will sign approval and process for payment.



# Local Notes

- The region only has \$61,260 to serve 13 localities.
- Maximum request is \$4,700 (we will serve more companies if the request are less)
- Marty will ensure that each locality can serve at least one business

TIME IS OF THE ESSENCE!!!!!!



**(540) 633-6764**

**[www.VCWNNewRiverMtRogers.com](http://www.VCWNNewRiverMtRogers.com)**