

2020 Florida Redevelopment Association Roy F. Kenzie Awards

Award Entry Category: Out of The Box

HBCRA Coronavirus/COVID-19 Rapid Response Initiatives

Award Application Summary

In response to the COVID-19 pandemic, the HBCRA has developed an innovative and aggressive approach to providing relief for businesses and families. These programs include the creation of the Business Rapid Response program, a \$500,000 small business stimulus fund, a \$300,000 Residential Rental and Mortgage Assistance Program, a \$30,000 Senior Rental/Utility Assistance Program, the Order-In promotional campaign for local restaurants, aggressive marketing of financial resources and information to the community, strategic partnerships with SCORE, the Urban League of Broward County, and the Hallandale Beach Chamber of Commerce, and the creation of a Banking and Lending Consortium to name a few.

Project Links

[Powerpoint Presentation](#)
[Coronavirus Landing Page](#)

Media Coverage Links

\$500k Stimulus News Links

[Caribbean Weekly](#)
[South Florida Business Journal](#)
[Florida Redevelopment Association](#)

ULBC Partnership

[South Florida Business Journal](#)

