



Report to House Subcommittee on the Economic Recovery of Minority, Female and Veteran Owned Enterprises  
Monday, August 10, 2020



## Highlights of the program through August 7, 2020

- 90,000 + visits to the website.
- More than 12,000 have successfully submitted their application via the web portal.
- We are on budget and on track to meet our MBE goal of awarding \$40M to minority, women, and veteran owned businesses in the first 60 days. As of August 7, 2020, the Main Street Recovery Program has received 9,429 active applications from individuals who have identified as being either a minority, woman, or veteran owned business. Of those:
  - 79% are minority owned
  - 76% are women owned
  - 14% are veteran owned
- Of the more than 12,000 applicants, 59% have not received prior funding.



# Stakeholder Engagement

The program has engaged a variety of Stakeholders to support strategic and operational components of the Program:

1. Advisory Committees chaired by Michael Hecht (of GNO, Inc.) and Kelisha Garrett (of the NOBCC) comprised of economic development and chambers of commerce were identified and engaged in Program messaging and Outreach strategies
2. Several Elected Officials engaged in Applicant Assistance and Program Outreach strategies and events
3. Trade and Community Associations are engaged in Program Awareness and Applicant Assistance activities
4. 140+ Treasurer led webinars or in person events have been held since late June to promote the program.



## Program Marketing – Statewide Media Placement and Results

In an effort to reach all 64 parishes as well as targeting minority, woman and veteran-owned businesses, we have a well constructed and strategically planned media mix. Below are the July 31<sup>st</sup> ad actuals:

- **Television** – Ads ran for 3 days on 16 broadcast channels in 8 media markets.
- **Radio** – Ads ran for 3 days on 49 stations in 7 media markets
- **Social Media Outreach** – Pushing program to 152 small business groups with over 300K business members.
- **Digital Advertising**- With staggered run dates, ads are running across 6 platforms reaching a combined 37 audiences.
  - Social Media – Ads running for 7 days, serving 54,272 impressions
  - Google Search- Ads ran for 11 days, serving 20,168 impressions
  - Google Display and Video – Ads ran for 4 days and served 2,670,419 impressions
  - Geofencing – Ads ran for 3 days and served 673,181 impressions
- Print Ads in 65 publications across the State are scheduled to run starting in August

