



# SDA STIMULUS PROGRAM

The Southland Development Authority (SDA) is a non-profit business organization designed to recover and grow the economy of the Southland. Launched in 2019 by business, civic and political leaders across the Southland, the SDA brings the resources and capacity necessary to achieve transformative and inclusive economic growth for our region.

The Southland is home to nearly 700,000 people, over 42,000 businesses and produces over \$51B in economic output. It is also an area that has experienced severe disinvestment and declines in jobs and household incomes in the last several decades and that is being hit disproportionately hard by the pandemic. In response, the SDA, with its Small Business Development Center (Illinois SBDC @SSEGI), launched the [\*Equitable Recovery Stimulus Program\*](#) (“Stimulus Program”) – including two components:

## OUTREACH AND CLEARINGHOUSE

The SDA is continually inventorying organizations offering recovery services (e.g., small business, employment, housing, etc.) in the Southland – and is conducting extensive outreach to residents and businesses to connect them to these services. Through addressing this “last mile” challenge, the SDA facilitates the equitable delivery of recovery resources in a coordinated, focused fashion.

## SMALL BUSINESS TECHNICAL AND FINANCIAL ASSISTANCE

The Stimulus Program, through an extensive network of collaborators, provides targeted, industry-specific, technical and financial assistance to Southland businesses. It targets any business impacted by the pandemic – prioritizing manufacturing, TD&L, key retail and other amenities, and firms owned by people of color. The Stimulus Program’s goal is to save and grow as many businesses as possible in ways which drive long-term inclusive economic growth.

Business assistance is delivered by leading-edge mentors and specialists, who are paired with a business depending on its unique needs. The scope of services delivered to each business is highly tailored, but in general falls into one of three categories:

- **Emergency relief funding** – Helping business owners apply for emergency financial assistance (e.g., PPP, EIDL).
- **Reopening Services** – Helping businesses address general health and safety guidance, industry-specific health guidance, rent/insurance adjustments, financial assistance for physical space re-configuration, defining new immediate services, etc.
- **New Business Plans** – Assistance identifying new product and market acquisition to new growth opportunities, connecting to new procurement opportunities, migrating to e-commerce or technology platforms, creating new long-term business plans, identifying new financial support needed to implement new business plans, securing longer-term financing, etc.

To access recovery resources and apply for business assistance, visit [www.southlanddevelopment.org](http://www.southlanddevelopment.org).