Increasing Congressional Support for Preservation During the Pandemic

MAY 28, 2020
Pam Bowman
Director of Public Lands Policy
National Trust for Historic Preservation
History of Coronavirus Relief Legislation

• Congress worked on five legislative packages so far; four already signed into law

• Coronavirus Preparedness and Response Supplemental Appropriations Act (H.R. 266): Signed into law on March 6
  – Approximately $8 billion in spending
  – Provisions included emergency funding for federal agencies, domestic, and international response to the pandemic

• Families First Coronavirus Response Act (H.R. 6201): Signed into law on March 18
  – Approximately $192 billion in spending
  – Included provisions for paid sick leave, expanded unemployment benefits, nutrition assistance, and COVID-19 testing
History of Coronavirus Relief Legislation

• **CARES Act (H.R. 748):** Signed into law on March 27
  – Approximately $2 trillion in spending
  – Select provisions:
    • Above-the-line deduction for charitable contributions
    • Funding for the arts and humanities
      – $75 million for the National Endowment for the Arts
      – $75 million for the National Endowment for the Humanities
      – $50 million for the Institute of Museum and Library Services
    • Paycheck Protection Program (PPP) Loans - $350 billion
    • Funding for Economic Injury Disaster Loans and the Community Development Block Grant Program
History of Coronavirus Relief Legislation

• **Paycheck Protection Program and Health Care Enhancement Act** (H.R. 266): Signed into law on April 24
  – Approximately $480 billion in spending
  – Provisions included funding for hospitals, medical testing, and other health-related priorities
  – Bulk of the money ($320 billion) replenished the Paycheck Protection Program

• **Health and Economic Recovery Omnibus Emergency Solutions Act** (H.R. 6800): Passed by the House on May 15
  -- Proposes approximately $3 trillion in spending
Tom Cassidy
Vice President of Government Relations
National Trust for Historic Preservation
What’s Next? Plan for the stimulus bill!

- Congress has passed historic legislation to respond to the pandemic, fund health care and stabilize the economy.
- Congress is expected to do more – but what and when remain uncertain.
- Our April 30 letter signed by 380 organizations identifies policy and funding proposals to include in the stimulus bill, catalyze economic recovery and protect cultural and historic resources.
Policy and Funding Proposals in the Letter

• Enhance federal historic tax credit
• Supplemental funding of $420 million for the HPF
  – Includes $120 million SHPO, THPO and CLG funding
  – Includes $300 million for civil rights, HBCUs, SAT, and Bruhn competitive grants
• Great American Outdoors Act
  – $9.5 bill over 5 years for deferred maintenance needs of the National Park Service and other federal agencies
  – $900 million permanent funding for the Land and Water Conservation Fund
• Enhance charitable giving provisions included in the CARES Act
• Additional funding for the NEA, NEH and IMLS
• Oppose legislative exemptions from NHPA, including Section 106, or NEPA
Looking Forward – Advocate!

- Goal: Ensure that our various priorities are included in legislation this year
- Strategy: Grassroots and coalition advocacy targeted on key Members, including Appropriators for funding and Finance / Ways & Means for tax
- UPDATE: Senate vote on Great American Outdoors Act (S. 3422) expected week of June 8
  - Multi-year advocacy campaign led to Presidential tweet of support and now 59 Senate supporters
  - Contact your Senators in support of this historic legislation
Main Street America
Main Street America – COVID-19 Response

• Immediate transition to crisis support for Main Streets
• COVID-19 Resource Center
• Partnered to support advocacy campaigns for small businesses
• Grills Grants – Inspiring Examples of Innovation
Main Street Small Business Survey

- Conducted March 25 – April 6, 2020
- Surveyed 5,850 small businesses
- 91% of respondents had fewer than 20 employees
- Found that 7.5 million businesses in danger of closure

<table>
<thead>
<tr>
<th>How Soon Will Your Business Be at Risk of Closing Permanently?</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Less Than One Month</td>
<td>5.63%</td>
</tr>
<tr>
<td>1-2 Months</td>
<td>26.28%</td>
</tr>
<tr>
<td>3-5 Months</td>
<td>34.07%</td>
</tr>
<tr>
<td>More Than 5 Months</td>
<td>17.62%</td>
</tr>
<tr>
<td>Not a Concern</td>
<td>16.39%</td>
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</tbody>
</table>
Main Street America – Network Response Examples

**DRIVE-THRU MARKET**
SATURDAYS starting MAY 30
8AM - NOON
ABUNDANT LIFE CHURCH | 304 SW Persels Rd.
downtownLS.org/market

**ROSLINDALE VILLAGE**
MINI-GRANTS

**BRICKS AND CLICKS: SMALL BUSINESS RECOVERY PROGRAM**
Applications are now open!
Main Street Forward

• Recovery planning resources for Main Street Communities
• Continuation of research on small businesses and Main Street programs
• Advocacy resources for local programs and federal proposal
Main Street Community Recovery and Revitalization Program

$100 million dollar proposal to support Main Street communities:

- $75 million to direct support Main Street America coordinating programs and provide grants and technical assistance to local Main Street programs
- $25 million to support Main Street small businesses to assist with transition of operations due to COVID-19 (e-commerce and social distancing)
Speak up for Main Street

Join us: mainstreet.org/speakupformainstreet
Follow us: @NatlMainStreet on Twitter

Contact us:
Patrice Frey
President and CEO
pfrey@savingplaces.org
Chris Moore
Executive Director
Washington Trust for Historic Preservation
**Washington State Heritage Caucus**

- Meets at 7am every Wednesday morning during legislative session
- Co-chaired by a member of the House and a member of the Senate
- Convenes legislators, agency officials, and the general public interested in issues related to heritage

**HERITAGE CAUCUS BILL REPORT – March 11, 2020**

Glenda Carino | glenda.carino@arts.wa.gov | 360.586.8093

**BILLS OF INTEREST TO HERITAGE CAUCUS THAT HAVE PASSED THE LEGISLATURE**

- **SB 5792** (Saloman) – Cultural Access programs, same requirements for all counties
  Mar 6  House Floor - Third reading, passed; yea, 80; nay, 17; absent, 0; excused, 1 with amendments.
  Mar 9  Senate concurred in House amendments - Passed final passage; yea, 46; nay, 2; absent, 0; excused, 1

- **HB 2405** (Duerr) – Commercial property assessed clean energy and resilience
  Mar 7  House concurred in Senate amendments. Passed final passage; yea, 93; nay, 4; absent, 0; excused, 1.
  Mar 9  Speaker signed.

- **HB 2837** (Boehnke) – Expanding powers granted to state historical societies
  Mar 3  Senate passed, 49; nay, 0; absent, 0; excused, 0. (View Roll Calls)
  Mar 6  Speaker signed.
  Mar 7  President signed.
  Mar 9  Delivered to Governor.
Main Street Advocacy Day

• Main Street Directors from 34 communities across the state convene in Olympia
• Presentation to Heritage Caucus
• Spend the day meeting with members
Centralized Information

Take Action!

From museums and non-profit organizations managing historic sites, to small businesses operating out of buildings in downtown historic districts, the economic impact of the COVID-19 pandemic is already proving to be crippling. We know you are committed to saving Places That Matter. Together, we have worked to achieve more and more success stories each year, building stronger, more rooted communities. But with the breadth of the coronavirus impact, we need policymakers to play a significant role to ensure future successes as well.

- **Ask Congress to include preservation priorities in recovery packages.** The Washington Trust, in partnership with the National Trust for Historic Preservation and advocates from across the country, has identified several critical national policies that will help activate the power of preservation to support our communities in their social, civic, and economic recovery efforts. Learn more about these proposals and find details for contacting your congressional representatives [here](#).

- **Ask Governor Inslee to increase funding for small business grants.** Washington State has dedicated $5 million to the Working Washington Emergency Grant for small businesses. We support this measure but know it is nowhere near enough funding to meet the urgent needs of small businesses in our state. Please join the Washington Trust and the National Federation of Independent Business in asking Governor Inslee to increase this pool of funding to $50 million.

Tools to help you make your case: a copy of the letter we sent to Governor Inslee, a letter template (can be modified for nonprofits, small businesses, and general citizens), and a [shareable data sheet](#) about the crisis facing Main Street.

- Letters can be sent to the Governor via email from the following [webpage](#), and hard copies can be sent via US Mail to: Governor Jay Inslee
  Office of the Governor
  PO Box 40002
  Olympia, WA 98504-0002

Please note that all federal legislation in response to the COVID-19 virus can be tracked at: [GovTrack](#).

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**THE CRISIS FACING MAIN STREET**

The public health crisis and subsequent economic impact are taking a dramatic toll on the small businesses that support nearly half of our nation’s private workforce and make our communities unique and vital places. Washington Main Street, a program of the Department of Archaeology & Historic Preservation (DAHP), is working with the Washington Trust for Historic Preservation (WTHP) and our state and national partners to gather data and priorities related to small businesses and Main Street recovery.

**SMALL BUSINESS IMPACT SURVEY**

In early April 2020, National Main Street Center’s survey reached nearly 6,000 small businesses across the country. Major findings and policy implications include:

- Millions of small businesses are at risk of closing permanently if the crisis continues. Of the nation is approximately 50 million small businesses, nearly 7.5 million may close permanently over the coming five months, and 3.5 million are at risk of closure in the next two months.
- Approximately 35.7 million American employed by small businesses appear to be at risk of unemployment.
- While the CARES Act is being deployed, there remain critical omissions. Small businesses need immediate assistance, especially those with 20 or fewer employees.

“This is exactly the wrong time to decrease or cancel support for programs, like Main Street, that serve as critical connectors and supporters of small businesses. As we look ahead to a recovery, this data demonstrates that Main Street programs with a 40-year history of managing through crises and recovery from large economic transitions are needed more than ever.”

**Data from Washington State’s 237 respondents:**

- Over 75% said that employees are at risk of unemployment and/or layoff
- 91% reported lack of revenue and 36% reported added expenses to mitigate public health risks
- 54% reported that their business revenue has decreased by more than 75% since COVID-19 became a widespread concern in early March

When asked if business disruption continues at the current rates how soon will your business be at risk of closing permanently, approximately 1/3 answered 1-2 months and 1/3 answered 3-6 months

**Top concerns:**
- 68.4% Losing work (clients, projects, sales)
- 57% Paying their mortgage/renting
- 52.9% Employee’s financial well-being
- 49.4% Customer traffic
- 46.8% Accessing government support related to COVID-19
Coordinated Correspondence

• Maintain email lists segmented by interest
• Easy to follow outreach/instructions
• Inclusion of sample text
• Contact info for the delegation
Find Alignment and Partner!

- SHPOs/THPOs
- Main Street
- National Federation of Independent Business (WA Chapter)
- Washington Museum Association
- Inspire WA (Arts & Heritage Coalition)
Kelly Lizarraga
Advocacy Coordinator
Coalition for American Heritage
Amplify Your Advocacy

Ensure that preservation investments are included in a future stimulus bill
Emails, phone calls, and letters can sway policy

“Nothing is more eloquent to a member of Congress than the voices of his or her own constituents.” - Speaker Nancy Pelosi
Follow your elected officials on social media:

- Campaign and official accounts
- Sign up for newsletters
- Participate in on-line events
- Leave (only) positive comments
Create Your Own Campaign!

- Make a sign
- Take a picture
- Share on your social media
- Send to your elected
- Add data and details
- INCLUDE YOUR ASK!
Amplify Your Message

• Ask your friends and followers to contact Congress too
• Equip them with information
• Provide wording of the request
• Include phone numbers or email addresses
• Thank them for their help
Keep Going…

- Use eye-catching photos
- Share the story of how you’ve adapted (video tours, on-line offerings)
- Ask Congress for more, so that you can do more
Invite Your Member of Congress…

- Invite your elected official, or a staff person to your meeting or site
- MAKE YOUR ASK CLEAR
- Take and share photos!
Share Your Photos

• Send to your elected official
• Email me a copy – info@heritagecoalition.org
QUESTION AND ANSWER

Use the chat box on the bottom right to ask questions of the speakers.
Staying Up-To-Date

- The National Trust will continue sharing resources and federal advocacy opportunities as they become available.
- Visit our website at forum.savingplaces.org and our social media channels.
- Engage with our monthly Advocacy Newsletter – subscribe here.
- Additional webinars forthcoming – subscribe here.

Hill Watch

Final Action Within Reach for FY 2020 Appropriations, Setting New Record for HPF Funding

On Tuesday, the House of Representatives passed consolidated appropriations bills to fund the federal government for FY 2020. The final spending agreement includes many significant funding and policy accomplishments for historic preservation. Of note: The Historic Preservation Fund receives record funding for the third year in a row (detailed below).
Thank you!

Visit Our Website: forum.savingplaces.org
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