

CATTARAUGUS COUNTY IDA

A Message from Corey Wiktor, Executive Director of the Cattaraugus County IDA for the week of June 15, 2020:

Well, things are really starting to look-up as the regional metrics to monitor our progress against the coronavirus continue to trend in a positive downward direction. These trends are also occurring as we really start to enjoy the tremendous weather of late as we get ready to roll into summer this weekend!

The region is also in the full throes of Phase 3 of the re-opening of the regional economy. Our friends at Cattaraugus County Economic Development have everything you need to know about protocols for those businesses that are expanding their operations as part of [Phase 3](#) and for others who now can open.

Congressman Tom Reed shared with us information regarding borrower-friendly revisions to the Paycheck Protection Program (PPP) loan forgiveness application as a result of the PPP Flexibility Act of 2020 recently signed into law by President Trump.

The [EZ Forgiveness Application](#) requires fewer calculations and less documentation for eligible borrowers while the [Full Forgiveness Application](#) requires much more detailed information. These changes will result in a more efficient process and make it easier for businesses to realize full forgiveness of their PPP loan.

With the economy basically shut down for 3 months everyone is anxious to get moving full speed ahead. We still have a long way to go and there are still going to be many challenges. That is why so many business and trade groups and organizations are doing everything possible to create access to information to help us meet these challenges so we can keep moving forward.

On Wednesday, June 24th from 10 a.m. to 11 a.m. the Buffalo Niagara Partnership is hosting a webinar to help companies develop strategic sales plans to get their sales back on track. You can register [here](#) and learn ways to understand the current concerns of your customers; effective strategies for assessing your sales team; creating a plan-ahead sales strategy checklist and much more.

We are fortunate to be located in a bi-national region as many businesses have pipelines to the Canadian marketplace, but as we all know, with the border closed until July 21st at the earliest, businesses on both sides of the border will continue to face significant challenges.

World Trade Center Buffalo Niagara is conducting a webinar on Tuesday, June 23rd from 2 p.m. to 3 p.m. that will feature an expert panel who will discuss various options for businesses during the shutdown as well as forecast how business and trade will look post-lockdown. You can register for the webinar [here](#).

Finally, the U.S. Small Business Administration has reopened the [Economic Injury Disaster Loan \(EIDL\) and EIDL Advance program portal](#) as businesses continue to confront the economic impacts as a result of COVID-19. These emergency grants do not have to be repaid. To learn more, [click here](#).

Remember to stay positive, stay healthy and stay safe!

Corey