



# BRACE

## Media Fact sheet and FAQ

### What is BRACE?

The Business Recovery Assistance and Collaborative Engagement (BRACE) program is a free service available to small businesses in the seven-county Orlando region. A communications and case management platform, BRACE will provide outreach to connect small businesses to the resources they need most, not the least of which will come in the form of crisis recovery funding from the Small Business Association and State of Florida.

### How does BRACE work?

BRACE works by connecting business owners with resources that will be the most beneficial to them through the State of Florida and the Small Business Administration as they navigate this unprecedented COVID-19 pandemic.

- 1) Business owners fill out their BRACE form by going to [BRACEOrlando.org](https://BRACEOrlando.org)
- 2) Once a form is completed and submitted, a Partnership “ambassador” will contact the business utilizing basic information provided by the business in the form
- 3) Ambassadors will walk businesses through the variety of options available and connect the business with the appropriate agency

### Is BRACE free?

Yes, BRACE is a free service provided by the Orlando Economic Partnership

### Why is the Orlando Economic Partnership offering this service?

In the wake of the COVID-19 pandemic, local businesses are laying off employees and closing their doors even as assistance becomes available through a variety of state and federal emergency relief programs. Many businesses are simply not aware of the assistance or have had difficulty accessing it. This information is critical for business owners to know what they can/should be doing to stay in business and keep the economy going.

The Partnership can inform businesses owners and connect companies with the programs they need to save their companies.

### How long will BRACE be available?

The program will be available as long as it's needed, and as emergency relief programs are available.



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### **Who are BRACE Ambassadors?**

BRACE Ambassadors are trained members of the Partnership staff who follow up directly with businesses in need and provide guidance, resources and referrals.

### **Who will referrals be made to?**

Referrals will be made to the appropriate BRACE partners to provide technical assistance for needed steps to obtaining available emergency relief from the federal and state government.

### **Who are BRACE Partners?**

Partners include banks, lenders, fintech companies, accountants and lawyers who have the expertise to provide technical assistance corresponding to the evolving array of response and recovery resources. Partners also include various organizations and chambers of commerce throughout the Orlando region.

### **What support options will BRACE identify and help with?**

BRACE Ambassadors will help small businesses understand the support options available, including the Paycheck Protection Program, Economic Injury Disaster Loan, EIDL Emergency Grants and Small Business Debt Relief. Business owners will receive guidance on which option is best for their individual business situation and be connected with an appropriate partner to help them take advantage of the identified program.