



Manchester Business Newsletter

Winter 2021, Issue 1

WHAT IS YOUR 2020 STORY?

Dear business owners,

Last year was terribly difficult for all businesses, more so, for those of you that are small businesses. There are few words to describe the challenges you faced navigating through Y2020. As staff and I watched last year, we regularly asked ourselves, "How will our businesses survive?" A twin statement of concern was, "And, has the City done everything we can do to help them?" I think the City has done a solid job of offering information, support and connectedness. I hope you feel the same way.

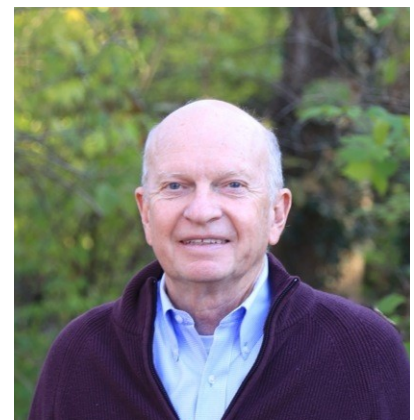
In the closing months of 2020, I was regularly touched by examples of humanness that I heard and saw unfolding here in Manchester. The work of delivering kindness crossed all strata of stakeholders: families, neighborhoods, businesses, schools and churches. The COVID virus did not temper our need to help others. As a Manchester business owner, what have you seen or felt this year? Do you have a story that you want to tell?

Last summer, several of us started a facilitated book study based on the Peter Block book, *Community, the Structure of Belonging*. This study is helping the City see ways that we can build a better, stronger community. Looking back at last year, I hope you felt like you belonged in this community and that we, in local government, claimed you as a partner. Most importantly, despite all the year's anxiety and fear, I hope your year 2020 business experience offered you a view where you saw and knew that kindness was at work here.

If you felt the warmth of this community, please share your story(ies) with staff and me. I'd like to believe that we have journeyed together. Did you feel kindness? Did you shed tears, then felt hope? Did you hear critical encouragement that said, "Push on?"

Tell your story in regular mail or e-mail to . . .

Mike Clement
mclement1310@gmail.com
1310 Mautenne Drive
Manchester, MO 63021



PAYCHECK PROTECTION PROGRAM (PPP): ROUND 2

Congress agreed to approve a \$900 billion COVID-19 relief package as part of the Consolidated Appropriations Act, 2021. Included in that amount is \$284 billion for a second round of the Paycheck Protection Program (PPP).

While based on similar principles as the first round of PPP funding under the CARES Act, the second round of PPP (the "Second Draw") has some key differences that are summarized below.

Limited Eligibility for Second Draw PPP Loans: The Second Draw of PPP loans are available to borrowers that previously received a PPP loan. Second Draw PPP loans are limited to businesses that (1) employ no more than 300 employees (down from 500) or meet an alternative size standard; (2) have used the entire amount of their first PPP loan or will use such amounts, and (3) had gross receipts during Q1, Q2 or Q3 2020 that were at least 25 percent less than the gross receipts from the same quarter in 2019 (applicants may use Q4 2020 if they apply after January 1, 2021). If the business was not in operation for a portion of 2019, then the comparable quarters may be different. The limitations put in place for Second Draw loan eligibility, as explained in this section, do not apply to first-time borrowers.

Maximum Loan Amount: Borrowers of a Second Draw PPP loan have an option to calculate the maximum loan amount by multiplying the borrower's average total monthly payroll in (a) the one-year period prior to the date on which the loan is made, or (b) calendar year 2019, by 2.5x. The maximum loan amount has been reduced from \$10 million in the first round to \$2 million. Like the first round, seasonal employers calculate their maximum loan amount differently. Note that the \$2 million cap does not apply to first-time borrowers, that cap remains at \$10 million.

Use of PPP Funds: Congress expanded the types of expenses for which all PPP loans can be used, which applies to existing PPP loans (except in the event forgiveness has already been obtained) and new loans. In addition to payroll, rent, covered mortgage interest and utilities, the PPP now allows proceeds to be used for:

- Covered Operations Expenditures
- Covered Property Damage Costs
- Covered Supplier Costs
- Covered Worker Protection Expenditures

Additional guidelines and the application will be available at <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program>.

If you have any questions, please contact City Clerk Justin Klocke at 636-227-1385, ext. 106. He will direct you to the appropriate agency for assistance.



New Businesses

Bar Nails (new ownership)
14214 Manchester Road

Club Car Wash
110 Enchanted Parkway

Fuller Hairworks LLC
121 Old Meramec Station Rd

BUSINESS LICENSE RENEWAL SCHEDULE MAY 1, 2021–APRIL 30, 2022

March 1, 2021 City staff mails out renewal notices and instructions to businesses
April 15, 2021 Due date of business license renewal
May 3, 2021 (Monday) Current license expires

If you have questions you can email the City at businesslicense@manchestermo.gov or Contact Director of Finance Don Yucuis at 636 207-2807.

PLEASE RESERVE THESE DATES AND TIMES

City staff and I feel it's vital for City government to stay in conversation with its businesses. Since becoming Mayor, I've regularly met with small business owners. City staff always joins me to update business owners/managers on what is new in Manchester and we listen to hear business concerns, too. That practice will continue.

Through last year, and the start of this year, "staying connected" has been a primary goal of City staff. I believe that the outreach and connectedness between City Hall staff and businesses has been positive and beneficial for both parties. For the City to be truly successful in its business support, business owners have to be engaged and active in the communication process. Please don't be complacent. Please show up! Please speak up!



FOR THIS YEAR...

We have scheduled two dates to meet and share dialogue with business owners. Please add these dates and times to your schedule. I believe that we'll be able to meet in person. We'll meet at the City Parks Office, 359 Old Meramec Station Road. We'll spend an hour with business owners to share City news and ask for your feedback and questions. A light lunch will be provided. Dates to calendar are:

WEDNESDAY, APR 21 AT NOON

WEDNESDAY, OCT 13 AT NOON

Please, please let me hear from you with any concerns or ideas for help. I am proud to be your mayor.

Mike Clement
Mclement1310@gmail.com
314-680-9278

GET INVOLVED WITH MANCHESTER PARKS, RECREATION & ARTS

The Parks, Recreation, & Arts Department is always looking to partner with local businesses to provide quality events and programs throughout the year. If you are interested in working with us and/or sponsoring an event or program (concerts, movies, sports...), please contact us at Parks@manchestermo.gov or call 636-391-6326 x400.

In 2021 the Parks, Recreation, & Arts Department will again offer scavenger hunts and games throughout the city. If your business is interested in being a part of this, please contact Stephanie at shardesty@manchestermo.gov or call 636-391-6326 x401.

CALENDAR OF EVENTS

Board of Aldermen—7:00 pm

January 4, 18
February 1, 16 (Tuesday)
March 1, 15

Planning & Zoning Commission—7:00 pm

January 11, 25
February 8, 22
March 8, 22

Board of Adjustment—6:30 pm

January 14 (cancelled)
February 11
March 11

City Office Closures

February 15—Presidents' Day

Check the City of Manchester's calendar [here](#) to stay up to date with City events and closures.

ELECTED OFFICIALS

Mayor
[Mike Clement](#)
314-680-9278

Ward I
[Paul C. Hamill](#)
636-225-0950

[Nelson Nolte](#)
314-452-1211

Ward II
[Megan Huether](#)
314-323-4524

[Marilyn Ottenad](#)
636-256-3109

Ward III
[Rich Baumann](#)
636-443-3322

[Ben Toben](#)
314-518-2398

CITY HALL INFORMATION

14318 Manchester Rd.
Manchester, MO 63011
Monday - Friday
8:00 am - 4:30 pm
636-227-1385

City Administrator
[Larry Perney](#)
Extension 110

City Clerk
[Justin Klocke](#)
Extension 106

Code Enforcement
Extension 111

Finance Department
Extension 103

Parks, Recreation & Arts
Extension 400

Planning & Zoning
Extension 118

Public Works
Extension 104

Police Department
636-227-1410

Non-Emergency Police Dispatch
636-527-9200

Police Tip Line
636-207-2823

STAYING CONNECTED

As the New Year begins, City staff and I hope you have found the necessary resilience, toughness and attitude that brought your business the essential strength to ensure its survival. The New Year does bring with its start, a hope that a successful vaccine will bring relief from COVID's staggering health and economic effects.

I am very proud of our City staff and their great work to keep you aware of an ever-changing set of rules/requirements and funding opportunities that were sporadic and never easy to understand or apply for. We regularly updated our City's website to keep our residents aware of your services; i.e. who was open and what services were being offered.

At the last closure of indoor dining facilities, the City launched a robust social media effort to encourage residents to shop and dine local. From social media reposts and "shares," we know it was successful.

Last year, I joined other mayors, multiple times, in seeking County Executive Dr. Page to reverse the Stay Home Order as well as reverse the restrictive dining policies of his Safer at Home Order. In the last two weeks of December, the Metro Mayors Group sent a joint letter asking the County Health Department to share the data that implicates restaurants as a source of enhanced infection of the coronavirus. So far, there has not been a response to our query. The City and I will continue to monitor daily the changing health regulations and their impact on your business. We will keep you informed.

Q: How do you face the continued challenges? A: Stay connected and informed!

- **Please stay in touch with me!** Call or e-mail me with your frustration or questions. I'm here to listen. I will advocate for your business to County, State or Federal Government officials. My contact information is at the bottom of this message.

- **Stay in touch with City government.** If you have City questions about any topic, please call Mr. Justin Klocke, our City Clerk, at 636-227-1385, ext. 106. He will answer your questions, or direct you to the right City contact. Please take advantage of this voice on the other end of the phone!

Thank you for doing business in Manchester! Tell us what we can do to help.

Mike Clement
Mayor, City of Manchester
mclement@manchestermo.gov
314-680-9278

What's happening in Manchester?

