

For Release Monday 3/8/2021

County of Berks / COVID-19 Leadership Team Press Alert

Commissioners' Update program will highlight COVID-19 Hospitality Industry Recovery Program

Reading, PA— 3/8/2021 — The Berks County Commissioners will host a Media and Public Update program on **Wednesday, March 10, 2020 at 3:30 PM** on Microsoft Teams Live Event. Click [here](#) to find the link to this meeting. This week's update program will focus on the new COVID-19 Hospitality Industry Recovery Program (CHIRP) from the County of Berks and the Greater Reading Chamber Alliance (GRCA). The CHIRP program will provide funding to help support businesses in the hospitality sector to alleviate revenue losses and eligible operating expenses from the COVID-19 pandemic. Berks County has received \$4,770,257 to support this program and grants will be awarded in increments of \$5,000 up to \$50,000, per eligible application. The application period will open at noon on Monday, March 15, 2021 at www.rebuildberks.com/funding. This Press Event will also be streamed Live to the Berks County [Facebook](#) page and BCTV.

Welcome – Commissioner Christian Leinbach

Comments – Commissioner Kevin Barnhardt

Comments – Commissioner Michael Rivera

Introduction of the Panel – Commissioner Rivera

- **Deb Millman** – Vice President of Development, GRCA
- **Aaron Gantz** – Senior Director, Economic Development, GRCA
- **John Stetler** – Director, Kutztown University Small Business Development Center
- **Angel F. Figueroa** – Berks County Latino Chamber of Commerce
- **Crystal Seitz** – President, Pennsylvania's Americana Region

The Panel will address the following topics:

- 1) Overview presentation of the CHIRP program: What is the CHIRP program, who is it designed to help, how much money is available, etc.
- 2) Review of the online application
- 3) Resources and assistance that will be available through the Kutztown University Small Business Development Center
- 4) Bilingual services and troubleshooting for applicants offered through the Berks Latino Chamber
- 5) PA Americana: How will this program help businesses in the hospitality industry?
- 6) **Questions and Answers** – Facilitated by Commissioner Rivera