



May 5, 2020

DEALERSHIP INFORMATIONAL ADVISORY **COVID-19 UPDATE #21**

READY FOR BUSINESS GRANT UPDATES

Over the weekend, the Arkansas Legislature approved an additional \$40 million in available money for the Ready for Business Grant. As we have mentioned previously, this grant program is designed to assist companies in protecting their employees and visitors while establishing customer confidence by providing grants from \$1,000 to \$100,000, depending on the number of employees, to assist with COVID-19-related expenses, such as personal protective equipment (PPE), deep cleaning, signage, hand sanitizer dispensers, marketing and more.

The Governor announced the website to apply for these grants will open Tuesday, May 5, at 8 a.m. and close at 6 p.m. The site will reopen for applications on Wednesday, May 6, from 8 a.m. to 6 p.m. Those dealers that applied last week and got their application successfully submitted do not need to reapply.

Interested dealers can [APPLY HERE](#).

The application link will also provide dealers with additional program details. Apply as early as possible, as we expect this money to again go fast.

As a reminder, applications will be accepted starting Tuesday, May 5, and Wednesday, May 6, beginning at 8 AM.

THIS WEEK'S WEBINAR OPPORTUNITIES

CAR Webinar Thursday: COVID-19's Impact on Dealerships

The Center for Automotive Research (CAR) will host a webinar this Thursday, May 7, 1pm-2pm ET. Panelists include Patrick Manzi, NADA's chief economist, and Anthony R. Pordon, EVP of corporate development at Penske Automotive Group; they'll discuss customer expectations, virtual and remote operations, and more. [Register here](#).

NADA's Lifeline Series Tackles Today's Automotive Trends

NADA is working around the clock to make sure dealers have the information they need to combat COVID-19 disruptions. There's no such thing as too many good ideas, so register and tune in for this week's webinars:

[Digital Marketing Framework for Navigating Uncertain Times](#) (Tuesday, May 5, 1pm-2pm ET) Daniel Kim, CEO of Orbee Auto, and Mario Clementoni, NADA 20 Group consultant, will

highlight digital marketing strategies to turn dealer efforts into car sales. Learn how to manage market, store and purchase demand, and specific actions for dealerships during the pandemic.

[Accelerating Automotive Trends that Google is Seeing in Times of COVID-19](#) (Friday, May 8, 1pm-2pm ET) Lissette Gole, Google's head of Automotive Retail, will do a deep dive on today's faster industry cycle and how dealers can stay on top of new trends.

LAST CHANCE TO COMPLETE OUR AADA SURVEY

We wanted to give you one final opportunity to complete the AADA survey on the impact of COVID-19 on Arkansas dealerships.

The survey should take no more than 2 minutes, and you will remain anonymous in responding.

Click [AADA COVID-19 Survey #1](#) to link to the survey, and thank you in advance for your time.

ADDITIONAL AND HELPFUL LINKS

For additional information related to maintaining your dealership as safe, we would recommend monitoring updates from the CDC, [link](#), and OSHA, [link](#).

Please go to our website for links to information your dealership needs at [AADA coronavirus update](#).

AADA will work to keep you updated on this situation, but a firm commitment to maintaining a safe and clean work environment for your employees and customers will help you navigate this health crisis.

If you have any questions about this bulletin please don't hesitate to call, 501-372-2596, or email Greg Kirkpatrick greg@arkautodealers.com