

# Priority Industries

DCEO has identified a set of “Priority Industries” that have experienced particular and prolonged hardship throughout the COVID-19 pandemic. Those industries are defined as follows. In determining whether an industry definition applies to them, nonprofits should not include revenue from donations in the calculation of revenue share derived from an activity.

1. Hotels
  - a. Businesses providing lodging on a short-term basis, including hotels, motels, inns, hostels, and bed and breakfasts.
  - b. This does not include vacation rentals.
2. Restaurants and bars that were eligible for but did not receive a [Restaurant Revitalization Fund](#) (RRF) grant
3. Arts organizations and businesses that include the following categories:
  - a. Live venue operators or promoters, theatrical producers, live performing arts organization operators, and talent representatives that were eligible for but did not receive a [Shuttered Venues Operating Grant](#) (SVOG)
  - b. Performing or presenting arts organizations
    - i. A business or organization that has as its primary mission or integral to its primary mission the performance or presentation of the arts to the public, including the artistic disciplines of dance, film, literary arts, media arts, music, theatre, and visual arts.
  - c. Arts education organization
    - i. A business or organization that has as its primary mission or integral to its primary mission the provision of arts learning, or has over 50% of its business activity related to providing arts education

- d. Service providers and organizations for the arts
        - i. Businesses that primarily provide services for the arts sector, including vendors in design, sound, equipment rental or preparation, casting, hair and makeup, talent management, booking, photography/videography, and printing; and service organizations for the arts sector that provide professional services, training, and technical assistance.
        - ii. Over 50% of earned revenue is derived from performing the activities listed above for the arts sector, including arts events, performances, and exhibits.
4. Clothing and electronics retail establishments (excluding e-commerce)
  - a. Business consists of at least one physical establishment that primarily provides goods for sale on-site to end users in the following industries:
    - i. Clothing and/or accessories
    - ii. Consumer electronics
  - b. Over 50% of revenue is derived from on-site (i.e. not via electronic order) retail sales of goods to end users.
5. Dry-cleaning and laundry services (excluding coin-operated)
  - a. A business or organization that primarily provide laundering, drycleaning, or specialty cleaning services for clothing and textiles.
  - b. This does not include businesses that primarily provide self-service, coin-operated laundry equipment for self-directed use by clients.
  - c. Over 50% of revenue must be derived from compensation for providing dry-cleaning and laundry services.

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## 6. Home health care services

- a. A business or organization that primarily provides health care services in a patient's home for illness or injury, including wound care, patient and caregiver education, intravenous or nutrition therapy, injections, and/or monitoring of serious illness and unstable health.
- b. Over 80% of revenue must be derived from compensation for providing health care services in a patient's home.

## 7. Child care providers

- a. Only includes child care providers that have not received and/or are not registered for [Child Care Restoration Grants](#), as providers that have received and/or are registered for Child Care Restoration Grants are not eligible for B2B grants.

## 8. Barbershop and salon services

- a. A business or organization that provides hair, nail, and other services related to the certifications below.
- b. Eligible businesses must hold an active certificate of registration as a barber, cosmetologist, esthetician, nail technician, hair braider, or hold an active certificate of registration to operate a barber shop or cosmetology, hair braiding, esthetics, or nail technology studio business pursuant to Article IIID of the Barber, Cosmetology, Esthetics, Hair Braiding, and Nail Technology Act of 1985.

## 9. Indoor recreation

- a. A business or organization that provides an indoor facility with usable indoor space designated for indoor play or fitness activities. This may include indoor bowling alleys, skating rinks, trampoline parks, indoor playgrounds, field houses, laser tag, arcades, and indoor sports facilities.
- b. Facility capacity must be greater than 100 people, except for trampoline parks and indoor playgrounds, which are all eligible regardless of capacity.
- c. Over 50% of revenue is from ticketing and fees to participate in indoor recreation activities and associated services, such as shoe rental.

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## 10. Gyms and fitness centers

- a. Business consists of at least one physical establishment that is open to members or the general public to participate in activities related to physical fitness on-site.
- b. Business has a current membership agreement or liability waiver required of all health and fitness centers open to the public.
- c. This does not include businesses that exclusively provide mobile or remote services and do not operate a physical establishment where members or the public engage in physical fitness activities on-site;
- d. Over 80% of revenue is derived from fees, including membership fees, to participate in fitness activities.
- e. Tourism and group transportation (excluding taxis, limos, or rideshare)
- f. Includes tourism promotion, campgrounds, agritourism, tourist guides, tour operators, travel agents, short-term vehicle rentals, charter buses, interurban and rural buses, and shuttle services.
- g. This does not include taxis, limos, ridesharing, or businesses that are located in areas that are frequented by tourists that do not participate in the tourism-related activities described above

## 11. Tourism and group transportation (excluding taxis, limos, or rideshare)

- a. Includes tourism promotion, campgrounds, agritourism, tourist guides, tour operators, travel agents, short-term vehicle rentals, charter buses, interurban and rural buses, and shuttle services.
- b. This does not include taxis, limos, ridesharing, or businesses that are located in areas that are frequented by tourists that do not participate in the tourism-related activities described above.

## 12. Spectator and social event services

- m. Businesses that provide services for events, including equipment rental or preparation, venue rental, hair and makeup, caterers, photographers/videographers, promoters, event planners, florists, and printers.
- n. Over 50% of revenue must be derived from performing the activities listed above for the purposes of an event

## 13. Museums that were eligible for but did not receive a [Shuttered Venues Operating Grant](#) (SVOG)

## 14. Movie theater operators that were eligible for but did not receive a [Shuttered Venues Operating Grant](#) (SVOG)