



American Rental Association

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[ARARental.org](http://ARARental.org)

February 3, 2021

Mr. Brian Deese  
Director  
National Economic Council  
The White House  
1600 Pennsylvania Avenue NW  
Washington, DC 20500

Dear Mr. Deese:

First, I would like to congratulate you on your appointment as Director of the National Economic Council. I am writing on behalf of the 4,500 U.S.-based members of the American Rental Association (ARA). ARA members rent equipment that is used for construction as well as for events. These include everything from family celebrations to large sporting and cultural events that are attended by thousands of people. The coronavirus pandemic has devastated ARA event rental members with many reporting revenue losses for 2020 exceeding 80 percent. The Biden Administration has recently proposed the American Rescue Act, a comprehensive plan to crush the coronavirus pandemic and rebuild the U.S. economy. A summary of the Administration's plan calls for leveraging \$35 billion in government funds into \$175 billion in additional small business lending and assistance. We propose that this additional assistance come in the form of long-term, low-interest capital loans for small businesses.

The vast majority of ARA event rental members have received loans under PPP as well as grants under the Emergency Injury Disaster Loan (EIDL) program. Many of these businesses are currently applying for second draws of PPP funds. While this funding has been critical for these businesses to survive, we do not believe it will sustain them until enough people are vaccinated and willing to attend events once again.

Event rental businesses, like those in other industries with a long runway ahead and waiting for social and cultural activities to return to normal, are going to need more financial assistance to survive. The Administration is now engaged in serious discussions aimed at enacting the next coronavirus relief package. That is why we ask that you consider establishing and implementing a new small business loan program that provides long-term, low-interest capital loans with forgiveness provisions as part of that package.

The U.S. economy needs small businesses that have lost much of their revenues because of the restrictions they faced either through government actions or simply people's reluctance to gather. When these businesses return, the jobs they provided will also return. The event rental industry is an integral part of the larger hospitality industry and deserves the same level of economic assistance that other segments of the hospitality industry receive. We urge you to support additional financial relief for all small businesses that have been negatively impacted by the coronavirus pandemic, without picking winners and losers, until Americans are ready to gather again.

We appreciate your consideration of this issue. If you have any questions you may contact me at [tony.conant@ararental.org](mailto:tony.conant@ararental.org) or contact John McClelland, ARA vice president for government affairs and chief economist at [john.mcclelland@ararental.org](mailto:john.mcclelland@ararental.org) or 202-306-0769.

Sincerely,

A handwritten signature in black ink that reads "Tony J. Conant".

CEO

