



**Time:** 2:45 p.m. - 3:45 p.m.  
**Session:** Market Recovery Funds: Can We Buy Our Way to Market Recovery?  
**Speaker:** Michael Gaffney  
**Room:** Sabal E

Market Recovery Funds (aka “target” or “equality” funds) are used not only to subsidize bids, but in many other ways to support market recovery efforts. The objective of this session is to review the manner in which these funds are being used and to examine their degree of effectiveness.

***Things to think about before you come and which will be discussed in the session:***

- \*Subsidizing Projects
  - \*Permanent vs. one-time subsidies?
  - \*Subsidize sector, geographic area, or individual project merits?
  - \*Cost/benefit analyses of project subsidies?
  - \*How to obtain/retain membership support?
  - \*How to make process quick, easy, yet fair?
- \*Subsidizing Contractors
  - \*Loans or grants?
  - \*Cost/benefit analyses?
  - \*Achieving membership support?
  - \*How to make process fair?

**Featured Partnerships:**

- New England (Robert Butler, BM LU17)
- St. Louis (David Zimmerman, President and BM LU36)
- W. Washington (Tim Carter)