

City Council Regular Meeting

Meeting Date: 08/03/2020

Recommended by: Larry Rains, City Manager

Prepared by: Larry Rains, City Manager

Finance Director: Angele Ozoemelam

City Attorney: Brett Wallace

Review: City Attorney Review:

Approved by: Larry Rains Date Submitted: 07/30/2020

Type of Action: Resolution

Requested:

SUBJECT:

Consideration of a Resolution approving the City of Casa Grande proposed Community Relief Fund Plan, authorizing funding and budget allocation for the Business and Non-Profit, as well as the Residential Assistance programs, and authorizing the City Manager to negotiate and execute any and all documents and approve all actions necessary to establish and implement the direction and intent of the Plan.

RECOMMENDATION:

It is recommended the Mayor and City Council approve the proposed Community Relief Fund Plan, authorize the allocation and budget authority to each program, and authorize the City Manager to negotiate and execute any and all documents and approve all actions necessary to establish and implement the direction and intent of the Plan.

DISCUSSION:

On May 27, 2020, Governor Ducey announced a plan to release CARES Act funds to local cities, towns, and counties. The allocation to the City of Casa Grande was \$6,731,338. The parameters of the Governor's plan allocated the CARES Act funding specifically to be used by local jurisdictions for the salaries and employee-related expenses for public safety (Police/Fire/911 Communications) from March 1, 2020 - December 31, 2020. Local jurisdictions could make use of the capacity created through the reduction of these expenses to the General Fund.

In June, public feedback was requested related to the potential use of this newly created capacity. Based on the response received, as well as evaluating the needs of the organization and community, staff developed a proposed plan for Mayor and City Council discussions. Two (2) Council Study Sessions were held to obtain reactions and comments from the elected body. The collective dialogue and input have facilitated the recommendations outlined in the proposed Community Relief Fund Plan and this Request for Council Action. Please note that these are recommendations for your consideration, and you have the final amounts listed in each category. An overview of the recommendation to fund two (2) of the three (3) categories in the plan is outlined below:

**Business and Non-Profit Assistance - \$535,350.00**

Small Business Assistance Grant - \$500,000.00

In an effort to assist the City's Business and Non-Profit community with economic relief during COVID-19 health emergency, the City would establish and implement a grant program that will assist local small businesses located at a physical address in the City and hold a valid Casa Grande business license who have recognized a loss of income during this emergency and did not receive assistance through other federal funding, as well as assist local non-profits located at a physical address in the City, hold a letter of determination as a qualified non-profit by the Internal Revenue Service, and have implemented new or expanded existing programs that benefit the community during this COVID-19 emergency.

This grant program would require entities to complete and submit an application to the City. If the entity qualifies for assistance, reimbursements would be made in an amount equal to expenses incurred for rent, utilities, purchase of personal protective equipment for personnel or customers, as well as enhanced sanitation efforts or physical barriers. The grant would be limited to a reimbursement of up to \$10,000. For non-profit entities, an application would be required outlining new costs associated with the expansion of existing services or the creation of new services to assist the community and residents with complications as a result of the COVID-19 pandemic. The grant applications would be assessed and evaluated by a group of five (5) individuals consisting of three (3) staff members and two (2) Council members. The program would be open for applications for a 30-day period, would have \$500,000 allocated to this program, and would be distributed on a first-come, first-serve basis.

Casa Grande Chamber of Commerce Community Marketing Plan - \$35,350.00

A direct allocation to the Casa Grande Chamber of Commerce to implement a Community Marketing Plan. This program would immediately implement various components of community marketing. This would include four (4) specific elements. 1. Website design and content. 2. LoveLocalCG Passport program. 3. Establish a social media campaign built on the platform of the marketing of the community which was previously presented to the Mayor and City Council. 4. Establishment of the "HOWND" program, which would be created to assist local businesses provide near-term and long-term revenue producing foot-traffic-generation. A complete outline of the proposal is included in the Plan.

**Residential Assistance - \$464,000.00**

The various programs would allocate specific funding to local non-profits, through service agreements, for programming for local Casa Grande residents. The various programs include:

1. Utility/Rent/Temporary Housing Assistance - \$125,000.00
2. Direct funding to food banks and entities distributing food - \$25,000.00
3. Child Care Programs - \$50,000.00
4. Internet Access for Students - \$250,000.00
5. AARP Experience Corp. 3rd Grade Reading Program - \$14,000.00

While staff had conversations with several local non-profits who currently provide services and programs in this space and have the capacity to administer these funds, the City would issue a Request for Proposal asking other non-profits to submit proposals for consideration. The City Manager's Office will accept, evaluate, and enter into agreements to distribute these funds to the local residents. The maximum threshold that could be distributed to anyone (1) non-profit would be \$50,000, excluding the program for Internet Service. The Resolution would allow the City Manager the authority to award the School Districts the full allocation requested in the Plan.

As you will see, the third category of the Plan is focused on City Programming. The recommendation made in this RCA is to follow the City's standard procurement procedures and to bring those items that exceed the thresholds to the Mayor and Council for your consideration once procurement has been completed. The elements included in the City Programming include:

- 25% Match to DEMA/LEMA Expenses
- Purchase of body cameras and related expenses
- Restoring Partnership funding levels
- Information Technology/Remote Access
- Beautification Project - Union Pacific Bridge and Crossing Project
- Reservation of Funds
- Budget Stabilization Funds

It is important to note, staff's recommendation allocates \$999,350.00 in this initial distribution of Community Relief Funds. Staff has established a cost estimate of \$1,200,000.00 for the City projects outlined above and has reserved \$3,350,000.00 as requested by the Mayor and City Council. This provides the Mayor and City Council with approximately \$1,150,000.00 additional distribution into the community if warranted. In that case, staff would develop a second request for consideration.

FISCAL IMPACT:

Approval of the Resolution will distribute \$999,350.00 of General Fund resources to the Community Relief Funding Plan.

ALTERNATIVES:

1. The Mayor and City Council may modify the recommended allocation amount to each category.
2. The Mayor and City Council may modify the proposed elements and allocation in each category.
3. The Mayor and City Council may reject the plan.

Attachments

Res. 5253

Proposal Community Relief Fund