



STAFF REPORT
10/14/2020

TO: Honorable Mayor and City Council Members

FROM: Gabriel Martin, Economic Development Director

SUBJECT: Resolution No. 2020-65 Authorizing the Coronavirus Relief Fund Request for Proposals for Additional Small Business Assistance

STAFF RECOMMENDATION:

Staff is requesting the City Council consider adopting Resolution No. 2020-65 authorizing the Coronavirus Relief Fund Request for Proposal (RFP) for additional Small Business Assistance.

BACKGROUND:

On July 22, 2020, the City Council discussed a Coronavirus Relief Fund (CRF) framework and established funding priorities. During the discussion, Council expressed overall interest in funding programs and projects that provide rent relief, small business assistance, offer opportunities for youth enrichment, and mental health/emotional well-being. The deadline for expending CRF funds is December 30, 2020. Given this short time frame, the City Council requested that staff develop an implementation RFP process for immediate CRF funding. On August 7, 2020, the City Council adopted Resolution No. 2020-46, which authorized the Coronavirus Relief Fund Request for Proposals process framework and funding priorities.

The City Council appropriated the full \$582,612 CRF allocation. \$152,612 was appropriated for direct COVID 19 related costs such as public noticing, PPE and legal services. Resolution No. 2020-46, designating \$230,000 of the City's \$582,612 Coronavirus Relief Funds to be granted through a competitive RFP process. The RFP and application for this grant program was available beginning August 10, 2020 and applicants may submit their responses electronically through August 20, 2020. The following were the approved funding priorities and categories:

- Behavioral Health and Emotional Well-Being: \$80,000
- Small Business Assistance: \$50,000
- Youth Enrichment Nonprofit Assistance: \$100,000

Of the total appropriations, the \$230,000 designated to the economic assistance grant program have fully awarded. The \$152,612 appropriated for direct COVID 19 related costs has not been fully expended.

DISCUSSION/ANALYSIS:

City Staff is requesting an additional designation of \$50,000 from the unspent portion of the \$152,000 appropriated for direct City costs be re-allocated to the Small Business Assistance through a competitive Request for Proposal (RFP) process. The RFP and application for this grant program will be available beginning October 12, 2020 and applicants may submit their responses electronically through October 29, 2020.

Due to its high demand, The City of Coachella’s Small Business Assistance Coronavirus Relief Fund will be focusing on support for small businesses, especially restaurants, to help restaurants expand their outdoor seating capacity. The funds will also support small businesses in implementing the necessary public health measures required to reopen safely (i.e. sneeze guards, plexiglass, signage, sign boards, fencing, seating for outdoor use, etc.).

Small Business Assistance Coronavirus Relief Fund RFP Timeline:

- October 12 – October 29, 2020 RFP Available
- October 29, 2020 RFP Proposal Submission Due
- November 2 – November 5, 2020 Proposal Review Period
- November 9, 2020 Disbursement of Grant Funds

ALTERNATIVES:

1. Resolution No. 2020-65 Authorizing the Coronavirus Relief Fund Request for Proposal Process Framework and Funding Priorities
2. Not Adopt Resolution No. 2020-65 Authorizing the Coronavirus Relief Fund Request for Proposal Process Framework and Funding priorities

FISCAL IMPACT:

The City has not spent all of the \$152,612 in CRF funds allocated to direct COVID 19 costs. The initial allocation was based on estimated costs and the City has sufficient funding to cover currently incurred costs and still has \$50,000 available for reallocation to the proposed small business relief program. It is possible that additional direct COVID 19 costs will arise, but City staff does not anticipate significant additional costs at this time.

ATTACHMENT(S):

1. Resolution No. 2020-65
2. 2020 Coronavirus Relief Fund Request for Proposals
3. City of Coachella Outdoor Dining Program Application Packet