



**STAFF REPORT**  
**10/9/2024**

**TO:** Honorable Mayor and City Council Members

**FROM:** Dr. Gabriel Martin, City Manager  
Bethany Aguiar, Student Intern

**SUBJECT:** Adopt Resolution No. 2024-57 Approve American Rescue Plan Act Funds (ARPA) for the State and Local Fiscal Recovery Fund (SLFRF) Program for the Business Management Program with the University of California, Riverside Extension (UCRX) in the amount of \$287,220.

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**STAFF RECOMMENDATION:**

That the City Council adopt Resolution No. 2024-57 (Exhibit “A”), authorizing the appropriation of American Rescue Plan Act funds from the State and Local Fiscal Recovery Fund program for the Business Management Program with the University of California, Riverside Extension (UCRX) in the amount of two hundred eighty-seven thousand two hundred twenty dollars (\$287,220) and authorize the City Manager to execute the Agreement for Administration and Distribution of ARPA funds (Exhibit “B”).

**BACKGROUND:**

President Biden signed the American Rescue Plan Act (ARPA) into law on March 11, 2021. The legislation provides \$1.9 trillion in economic stimulus funds to assist in the recovery from the COVID-19 pandemic. One component of the legislation is the Coronavirus State and Local Fiscal Recovery Funds (SLFRF) program, which provides funds directly to local jurisdictions to respond to the economic and public health impacts of COVID-19. The City of Coachella expects to receive \$10.94 million in total SLFRF due to its size and demographics.

City Staff identified a list of projects (Exhibit “C”) to implement utilizing ARPA funding with the input gathered through community outreach and the City Council, indicated below:

- Study Session I – August 25, 2021
- Study Session II – November 15, 2021
- Public Survey/Community Outreach – November 2021

ARPA program guidelines under “2022 Final Rule” was then released by the U.S. Department of the Treasury on January 6, 2022 and took effect on April 1, 2022, which provided substantial flexibility for local jurisdictions within the four separate eligible use categories identified below:

- Replace lost public sector revenue
- Support the COVID-19 public health and economic response
- Provide premium pay for eligible workers performing essential work
- Invest in water, sewer, and broadband infrastructure

On August 2023, the U.S. Department of the Treasury released additional guidelines and amendments to the SLFRP program under the 2023 Interim Final Rule, which are indicated below:

- Emergency Relief from Natural Disasters
- Surface Transportation Projects
- Title 1 Projects (projects that are eligible under the CDBG program)

Under the SLFRF program, funds must be obligated by December 31, 2024 and must be expended by December 31, 2026. On the April 26, 2024, UCRX provided the City with the proposal of the Business Management Program (Exhibit “D”).

### **DISCUSSION/ANALYSIS:**

The Business Management Program is designed specifically for business professionals and entrepreneurs who are seeking to start their own business or those who currently own a business. There will be a well-established bilingual Business Readiness program for those who are starting out in business and a MicroMBA for those learners who need more advanced business concepts. The Business Readiness program will run for 6 weeks; the MicroMBA will run for 12 weeks; the Business English 1 and 2 will run for 4 weeks.

#### ***Business Management Program Details:***

- MGT 898.13 - Business Readiness (2 units, non-credit, Spanish bilingual instruction provided): 6 weeks via online/hybrid modules
- MGT X493.46 – Micro MBA (4 units) Specialized Certificate: one 12-week quarter for a total of 40 hours
- Business English: ENGL 900.10 Business English 1 (2 units), ENGL 990.BE Business English 2 (2 units): twice a week for 4 weeks
- Scholarship: Those who complete the for-credit Micro MBA program will be eligible for a \$4,000 scholarship if they apply to and are accepted into the MBA program at the UCR School of Business.
- Bilingual Course Offerings: The Business Readiness program offers business courses in both English and Spanish. Optional Business English courses may be offered in conjunction with this proposed program.
- Flexible Learning Options: Offers courses in-person, online, or via webcast such as Zoom. The Business Readiness Program is offered only online at this time.

- Program Cost: The program offers free courses to students who reside or work in Coachella. Program fees will be paid by the City of Coachella for this customized cohort offering. The total cost is \$287,220.00.
- The UCRX Will be responsible for the instructors’ compensation and any miscellaneous structural expenses.
- UCR verification of completion fee (\$75) and textbooks and materials (varies).

Staff recommends that the City Council adopt Resolution No. 2024-57 and authorize the City Manager to execute the Agreement for the Administration and Distribution of the ARPA funds with UCRX.

***Proposed Budget:***

<b>Program Line Item:</b>	<b>Quantity:</b>	<b>Cost:</b>	<b>Total:</b>
<b>Flat Rate Custom Section Fee</b>	6 sections	\$5,000	\$30,000
<b>Business Readiness</b>	30 Students	\$550	\$16,500
<b>MicroMBA</b>	30 Students	\$2,995	\$89,850
<b>Business English (concurrent with either program)</b>	30 Students	\$900	\$27,000
<b>Direct Business Grant for Business Readiness or MicroMBA Completers</b>	38 Students	\$2,000	\$76,000
<b>Marketing Fee (minimum 20% of program(s) selected)</b>	n/a	n/a	\$47,870
<b><i>GRAND TOTAL:</i></b>			<b><i>\$287,220</i></b>

**ALTERNATIVE(s):**

1. Not adopt Resolution No. 2024-57 and approve the Agreement for Administration and Distribution of ARPA funds for the UCRX Business Management Program and provide Staff with new direction.

**FISCAL IMPACT:**

There will be a two hundred eighty-seven thousand two hundred twenty dollars (\$287,220) cost that will be funded by the American Rescue Plan Act State and Local Fiscal Recovery Fund. All unused ARPA funds hereby shall return to the City in order to be utilized for other eligible project or programs under the SLFRF Program.

**EXHIBIT(S):**

- A. Resolution No. 2024-57
- B. Agreement for Administration and Distribution of ARPA Funds with CVUSD
- C. City of Coachella ARPA Project List
- D. UCRX Program Proposal