



Town of Johnstown

TOWN COUNCIL AGENDA COMMUNICATIONS WORK SESSION

AGENDA DATE: January 11, 2021

SUBJECT: Johnstown Cash Program

ATTACHMENTS: Conpoto Presentation

PRESENTED BY: Matt LeCerf, Town Manager

WORK SESSION OVERVIEW:

At a recent Town Council Meeting, Councilmember Amy Tallent brought up a program that is being implemented by the Town of Superior in effort to provide relief to small business owners in the community. The program called Superior Cash, allows for residents to receive up to \$20.00 that they can apply and spend at various pre-approved retailers in the Town of Superior. The funding of the program is provided by the Town. In their specific instance, they have been using CARES Act Funding.

If the Council desires to establish a similar program, there is nothing that prevents in our case, to utilize funds that were allocated in FY 2020 and appropriate those funds into FY2021 for a comparable program. Staff is requesting feedback from Council as to whether this is a program that they would like to see created and implemented in the Town of Johnstown.

Staff performed some initial exploratory work on this program and attended a webinar with Conpoto, a software platform designed to facilitate local commerce. Their program would allow us to generate gift certificates for Town residents to be redeemed at local small businesses. The amount for each certificate can be determined by the Town (\$20, \$25, etc). Staff would have access to monitor certificates that have been issued, redeemed, still in circulation, and payments owed to merchants. For more detailed information, we have included a presentation and frequently asked questions for you to review. The Town currently has 5,346 residential meters in the Town. A portion of the residential accounts are multi-family master meters housing multiple residential units. We have estimated the number of additional units accordingly. If each residential unit were to receive a single certificate, costs may be as shown below. This does not

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include the administrative and startup costs which are estimated at \$8,000 which includes certificate generation, financial tracking, and mailing/delivery costs of the certificate to each resident.

Residential Units (estimated)	Value for Each Certificate	Total Cost
5,850	\$20.00	\$117,000
5,850	\$25.00	\$146,250

*Does not include administrative costs.

As previously mentioned, Staff is requesting feedback from Council on how to proceed with this potential/possible program.

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