



AGENDA ITEM: Appropriating American Rescue Plan Act – Local Fiscal Recovery Funds for the Main Street Oakland County Placemaking and Public Spaces Program

DEPARTMENT: Economic Development

MEETING: Finance Committee

DATE: Wednesday, November 29, 2023 11:00 AM - [Click to View Agenda](#)

ITEM SUMMARY SHEET

COMMITTEE REPORT TO BOARD

Resolution #2023-3615 _

Motion to adopt the attached suggested resolution.

ITEM CATEGORY

SPONSORED BY

Budget Amendment

Gwen Markham

INTRODUCTION AND BACKGROUND

COVID-19 impacted downtown businesses particularly hard. During the pandemic, the Main Street Oakland County (MSOC) downtowns and communities witnessed the decline in small business sales and visitation to their respective districts by local residents, diners, shoppers and visiting tourists. The lack of adequate public gathering spaces that allowed for ample social distancing, and the cancellation of events and farmers markets and festivals amplified the decline in revenue to small businesses. In addition, many of the Main Street Oakland County downtowns contain a multitude of dining establishments adversely impacted by the COVID shutdown and the elimination of events and festivals in the downtown areas in which they depended for revenue. Downtown businesses thrive when the downtown functions as a public, social and economic gathering place, where people live, work, shop and socialize.

The Economic Development Department’s Strategic Plan has identified Placemaking as a strategic priority in the department’s efforts to attract and retain businesses, employees and residents. Increasingly, the economic development community is focused on quality of place—a more holistic conception of a community’s attractiveness and livability that integrates physical space, cultural amenities, and social experiences. Quality of place is essential to creating dynamic and vibrant communities, and placemaking is the process of creating quality places. The Department through its MSOC and Design Assistance Programs supports community placemaking efforts.

The Main Street Oakland County Placemaking and Public Spaces Program will partner with designated MSOC communities, leveraging local funds, to create dynamic and accessible new and improved public spaces that will attract visitors, investment, and business. The program will fund transformative improvements that will add positive financial value to the community and local businesses. Finally, the placemaking and public spaces program will provide adequate gathering spaces should social distancing be required again in the future. Program communities receiving grant funding will be required to submit to the county detailed project information including: budget, project description, letters of support, committed funding, design plans, impact on adjacent

properties, project management experience, proposed programmed use of the space, and future maintenance plans. Goals and measurable outcomes that will be reported annually include:

- An increased number of visitors and residents who utilize the newly created public spaces on an annual basis during special events and functions in the district.
- Increased activities and functions that take place in the public space in the district to draw foot traffic, users and tourists to the district
- The number and dollar value of private sector partner contributions to the completion of the public space in the district.
- Number of new businesses, or business expansions in the district following the completion of public space in the district.

The funds being requested from Oakland County ARPA will leverage multiple local sources. Participating communities must identify funding from their local CVT, downtown management organization, or other public and private sector sources. Local sources of funding will compose a minimum of 60% of the total project costs. Total community project costs are estimated to be approximately \$12.5 million. The county's funding support through ARPA dollars would be the final gap of financing needed to move the projects forward.

The establishment of the Main Street Oakland County Placemaking and Public Spaces Program will allow for the implementation of quality placemaking projects that reinforce the county's strategic priorities of thriving and inclusive economies, healthy communities, and support of downtown development and small business. The following types of projects will be undertaken:

- Social District Improvements
- Plazas, Parks, Play Areas and Green Infrastructure
- Public Pavilions and Market Sheds
- Lighting, Landscaping, and Streetscape Improvements
- ADA, Alley and Parking Improvements
- Public Art, Planters, Seating, and Trash Receptacles

BUDGET AMENDMENT REQUIRED: Yes

Committee members can contact Mike Keys, Fiscal Policy Analyst at 586.925.9797 or keys@m@oakgov.com, or the department contact persons listed for additional information.

CONTACT

Bret Rasegan, Manager Planning
John Bry, Administrator Local Business Development

ITEM REVIEW TRACKING

Bret Rasegan, Economic Development	Created/Initiated - 11/16/2023
Michael Keys, Board of Commissioners	Approved - 11/16/2023
Michael Andrews, Board of Commissioners	Approved - 11/16/2023
Gwen Markham, Board of Commissioners	Final Approval - 11/17/2023

AGENDA DEADLINE: 11/15/2023 4:30 PM

ATTACHMENTS

1. Schedule A - Budget Amendment - updated

COMMITTEE TRACKING

2023-11-29 Finance - Recommend to Board

2023-12-07 Full Board

Motioned by: Commissioner Philip Weipert

Seconded by: Commissioner Ajay Raman

Yes: Christine Long, Robert Hoffman, Philip Weipert, Gwen Markham, Angela Powell, Charles Cavell, Ajay Raman (7)

No: None (0)

Abstain: None (0)

Absent: (0)

Passed



November 29, 2023

RESOLUTION #2023-3615 _

Sponsored By: Gwen Markham

Economic Development - Appropriating American Rescue Plan Act – Local Fiscal Recovery Funds for the Main Street Oakland County Placemaking and Public Spaces Program

Chair and Members of the Board:

WHEREAS the United States Treasury allocated Oakland County \$244,270,949 of Local Fiscal Recovery Funds (LFRF) established under the American Rescue Plan Act (ARPA) of 2021; and

WHEREAS under the guidance of the Department of Treasury’s Final Rule, the County may use these funds at their discretion to support eligible investments in public health expenditures, address negative economic impacts caused by the public health emergency; replace lost public sector revenue; provide premium pay for essential workers; and invest in water, sewer, and broadband infrastructure; and

WHEREAS COVID-19 and the resulting mitigation measures have highlighted the essential role that downtown centers have in supporting the economic viability of the county and local communities. The Economic Development Department’s Strategic Plan identifies Placemaking as a priority to attract and retain businesses, employees and residents.

WHEREAS Placemaking is the process of creating quality places essential to dynamic and vibrant communities; and

WHEREAS the proposed Main Street Oakland County Placemaking and Public Spaces Program will use American Rescue Plan Act -Local Fiscal Recovery Funds to provide funding to combat the negative economic impacts still lingering in our communities as a result of the COVID-19 pandemic.

NOW THEREFORE BE IT RESOLVED that the Oakland County Board of Commissioners authorizes an appropriation in the amount of \$5,000,000 from American Rescue Plan Act – Local Fiscal Recovery Funds for the Main Street Oakland County Placemaking and Public Spaces Program.

BE IT FURTHER RESOLVED the Economic Development Department shall submit annual reports to the Economic Development and Infrastructure Committee detailing progress, completion of deliverables, scope, accounting of expenses, and any other relevant information associated with the Placemaking Grant Program.

BE IT FURTHER RESOLVED that the programs shall be administered in conformance with federal, state, and local legal requirements, Oakland County policies and procedures, and Department of Treasury guidelines for the eligible expenditure of American Rescue Plan Act – Local Fiscal Recovery Funds.

BE IT FURTHER RESOLVED that approval of the appropriations of American Rescue Plan Act – Local Fiscal Recovery Funds for programs and services by Oakland County shall not obligate a commitment of the General Fund unless authorized by action of the Board of Commissioners.

BE IT FURTHER RESOLVED that the FY 2024 budget shall be amended as reflected in the attached Schedule A – Budget Amendment.

Chair, the following Commissioners are sponsoring the foregoing Resolution: **Gwen Markham**.

COMMITTEE TRACKING

2023-11-29 Finance - Recommend to Board

2023-12-07 Full Board

Motioned by: Commissioner Philip Weipert

Seconded by: Commissioner Ajay Raman

Yes: Christine Long, Robert Hoffman, Philip Weipert, Gwen Markham, Angela Powell, Charles Cavell, Ajay Raman (7)

No: None (0)

Abstain: None (0)

Absent: (0)

Passed

ATTACHMENTS

1. Schedule A - Budget Amendment - updated

Oakland County, Michigan

ECONOMIC DEVELOPMENT - APPROPRIATION OF AMERICAN RESCUE PLAN ACT - LOCAL FISCAL RECOVERY FUNDS TO MAIN STREET OAKLAND COUNTY PLACEMAKING PROGRAM

Schedule "A" DETAIL

R/E	Fund Name	Division Name	Fund # (FND)	Cost Center (CCN) #	Account # (RC/SC)	Program # (PRG)	Grant ID (GRN) #	Project ID (PROJ) #	Region (REG)	Budget Fund Affiliate (BFA)	Ledger Account Summary	Account Title	FY 2024 Amendment	FY 2025 Amendment	FY 2026 Amendment
R	ARP Local Fiscal Recovery Fund	Non-Departmental	FND21285	CCN9010101	RC610313	PRG133095	GRN-1004139				610000	Federal Operating Grants Total Revenues	\$ 5,000,000 \$ 5,000,000	\$ - \$ -	\$ - \$ -
E	ARP Local Fiscal Recovery Fund	Planning and Local Business	FND21285	CCN1090205	SC788001	PRG133095	GRN-1004139			BFA10100	788001	Transfer Out Total Expenditures	\$ 5,000,000 \$ 5,000,000	\$ - \$ -	\$ - \$ -
R	General Fund - Grants	Planning and Local Business	FND10101	CCN1090205	RC695500	PRG133095	GRN-1004139			BFA21285	695500	Transfers In Total Revenue	\$ 5,000,000 \$ 5,000,000	\$ - \$ -	\$ - \$ -
E	General Fund - Grants	Planning and Local Business	FND10101	CCN1090205	SC731598	PRG133095	GRN-1004139				730000	Regranting Program Total Expenditures	\$ 5,000,000 \$ 5,000,000	\$ - \$ -	\$ - \$ -