



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 06/07/2022

ITEM NO: 7

DATE: June 1, 2022
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Authorize the Town Manager to Execute a New Agreement with the Chamber of Commerce to Extend the Term of the Destination Marketing American Rescue Plan Act Grant

RECOMMENDATION:

Authorize the Town Manager to execute a new agreement with the Chamber of Commerce to extend the term of the destination marketing American Rescue Plan Act (ARPA) grant.

BACKGROUND:

On May 4, 2021, the Town Council appropriated \$55,000 in funds from the American Rescue Plan Act (ARPA) to the Chamber of Commerce for Emergency Destination Marketing Services to promote and encourage residents and visitors to shop, dine, stay and patronize Los Gatos businesses to support economic recovery efforts. The original term of the agreement is from June 30, 2021 to December 31, 2021 (Attachment 1).

DISCUSSION:

The Los Gatos Chamber of Commerce has requested an extension of the agreement due to unforeseen implementation challenges related to ongoing variants and other issues. To address these issues, the Chamber appropriately scaled down their initial plan and to date has committed or expended \$47,673 of the original grant. Staff recommends entering into a new agreement, with substantially the same terms, with a twelve-month extension of the agreement to December 31, 2022 to allow the Chamber sufficient time to expend the remaining grant funds prudently.

PREPARED BY: Arn Andrews
Assistant Town Manager

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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SUBJECT: Extension of the Chamber's ARPA Grant Agreement

DATE: June 1, 2022

CONCLUSION:

Authorize the Town Manager to execute a new agreement with the Chamber of Commerce to extend the term of the destination marketing American Rescue Plan Act (ARPA) grant agreement to December 31, 2022.

COORDINATION:

This staff report was coordinated with the Town Manager, Town Attorney, and interim Finance Director.

FISCAL IMPACT:

None

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachment:

1. Chamber ARPA Grant Agreement (redline)