

American Rescue Plan Act (ARPA) Nevada County

COMMUNITY RESILIENCY GRANTS PROGRAM GRANTEE REPORT GRANT RECIPIENT: NEVADA CITY CHAMBER OF COMMERCE

Operational Priority: 1: Essential
 2: High-Impact
 3: Nice to Have

Timing Priority: 1: Urgent
 2: 6 months – 1 year
 3: 1 – 2 years
 4: Long-term

Total Project Budget: \$50,000 ARPA Funding Request: \$50,000

Yes No Is there FEMA, State or other Direct or Grant Funding available? If Yes, please Specify below

Other Funding Source: _____ Other Source Amount: _____

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OTHER FUNDING INFORMATION

N/A

PROJECT DESCRIPTION

The “Community Benefit Grants Program” will support community-serving institutions and organizations with macro-grants up to \$100,000. Entities that serve families, seniors, or the community at large would be eligible to apply.

Nevada City Chamber of Commerce Community Resiliency Grant General Purpose, Focus, and Outcomes Report

- Mitigate financial hardship, such as declines in revenues due impacts of periods of business closures, and/or suspended business activities such as revenue generating fund raisers due to social distancing requirements or other public health orders;
- Support for normal operating costs, including payroll and benefit costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs;
- Support for programmatic services that assist in addressing the economic hardship experienced by the Grant Recipient and/or the negative economic impacts experienced by its customers; and
- Implementation of COVID-19 prevention or mitigation tactics, such as physical plant changes to enable social distancing, enhanced cleaning efforts, barriers, or partitions, etc.

To build capacity by hiring staff to allow the new executive director to focus on generating new revenue stream such as forming a Tourism-based Improvement District (TBID) and develop a business support program to retain businesses and fill vacant storefronts.

NEXUS TO ARPA GUIDELINES

ARPA Reporting Category (from US Treasury Reporting Guidance, Appendix 1 – see pages 3-5 below):

- 1 – Public Health
- 2 – Negative Economic Impacts
- 3 – Public Health – Negative Impact: Public Sector Capacity
- 5 – Infrastructure

6 – Provision of Government Services (Revenue Replacement) 7 – Administrative

Sub-Category (from US Treasury Reporting Guidance, Appendix 1 – see pages 3-5 below):

Please provide one Sub-Category designation: 34

This grant is intended to support organizations and institutions that provide services/ programs for the community. Locally, these entities tend to be nonprofits though some are also for-profit businesses. ARPA funds may be used to assist small businesses and nonprofits as they respond to the negative impacts of the pandemic and/or rebound from the downturn.

NEXUS TO BOARD OBJECTIVES & COUNTY PRIORITIES / COMMUNITY IMPACT

Board Objectives (select any that apply)

Fiscal Stability/Core Svcs. Emergency Prep. Economic Dev Broadband
 Cannabis Housing Homelessness Recreation

County Priorities (select any that apply)

Costs related to COVID-19 response Encourage economic recovery Provide long-term benefits to County

This project intersects with the Board's Economic Development Objective. Our small businesses and nonprofits have been hard hit by the pandemic and need resources to resume operations to pre-pandemic levels.

OPERATIONAL IMPACT

Will the funds be used to pay for a direct county cost or cost incurred by others? County Cost Other Cost

PROJECT TIMELINE / READINESS

Grant award agreement executed:	01/31/2022
First quarter report received:	04/05/2022
Second quarter report received:	07/11/2022
Third quarter report received:	10/14/2022
Project Completed:	

BUDGET DETAIL

In what SBU/Office 2/Account(s) will ARPA-funded project activity be incurred?

SBU	Ofc2	Account	Amount	Description
10902	272	532205	\$50,000	Community Benefits Grant Program
Total			\$50,000	<i>Note: Total should match ARPA Funding Request amount</i>

EXPENDITURE TRACKING/REPORTING

Total expenditures as of 9/30/2022: \$45,000

Narrative Report:

<p>First Quarter Report</p>	<p>April 2022</p>	<p>We have hired Lynn Skrukrud at the Events Manager in late November. She proceeded to coordinate a very successful Victorian Christmas and Mardi Gras. For both events we saw more people attend than we had ever seen before (a lot likely due to post-pandemic demand). Actual numbers are difficult to calculate at large events. She is coordinating the annual Town Spring Cleaning event. She also assisted the Director in the marketing of the monthly lunch and learns, which was part of the grant application. Lynn is currently in the process of organizing Earth Fest on April 30th, a new event for the Chamber. She has also taken over the social media coordination for the Chamber. Lastly, she consolidated three storage units for Chamber event supplies into a single large unit— This also required 5 trips to the transfer station and 3 trips to Goodwill. Another aspect of the grant was business development work. Working in partnership with Sierra Commons, we initiated a month Lunch and Learn series that started in March and will go for one year. Our first event on how local businesses can become active in crypto currency has 16 attendees (8 live and 8 online). We also began the organization process of merchants in the Seven Hills Business District. We have a team of current merchants coordinating outreach and will have our first Business Meet Up on April 26th at 9AM. The process for creating a Tourism Business Improvement District was delayed because of the delay in Page 3 of 3 hiring the new City Manager. Now that Sean Grayson is in place he and the Chamber Director have had two meeting to discuss this, among other topics. We are also waiting to see whether we mount an independent process for a Nevada City TBID or we do this jointly with Grass Valley. We will likely go solo but we need to make sure that we communicate this and not decide without offering input from GV.</p>
<p>Second Quarter Report</p>	<p>July 2022</p>	<p>With our new events manager, Lynn Skrukrud, we continued to produce events including the new Earth Fest. The monthly Lunch and Learn series that we initiated in partnership with Sierra Commons continued through June. We made process in the organization process of merchants in the Seven Hills Business District. We have had monthly meetings with the group since April. We have had the NC City Manager involved in 3 of the 4 meetings and one or two City Councilmembers at each of the meetings. The process for creating a Tourism Business Improvement District was delayed because of the delay in hiring the new City Manager. We had our Chamber Strategic Planning Session on July 10 where Sean and I laid out the plan to begin the process of establishing the TBID. Our next step in August is to meet with the BID consultant Civitas on first steps.</p>
<p>Third Quarter Report</p>	<p>October 2022</p>	<p>With our events manager, Lynn Skrukrud, we continued to produce events including the Forth of July parade, Summer Nights, and</p>

	<p>Constitution Day. She also coordinated the Chamber Fair Booth. We doubled to expected revenue for Summer Nights and we have the best year ever for the Fair. Lynn was able to get a Square terminal donated to us for the Fair which allowed us to process orders more quickly and by doing so helped increase sales.</p> <p>The monthly Lunch and Learn series that we initiated in partnership with Sierra Commons was put on hold through the Summer and we had one event on social media in September.</p> <p>The new City Manager, Sean Grayson, and I met with the planned consultant (Civitas) regarding the formation of the Tourism Business Improvement District. I will be meeting with the board on October 17th to discuss next steps. Thank you again for this opportunity!</p>
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PROJECT POINT OF CONTACT

Name and title: Ariel Lovett, Projects Administrator, CEO's Office

FOR CEO OFFICE ONLY:

Expense Item No:	ECON01.27
Final ARPA Category:	2.34
Approved:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No