

# American Rescue Plan Act (ARPA) Nevada County

## COMMUNITY RESILIENCY GRANTS PROGRAM GRANTEE REPORT GRANT RECIPIENT: PENN VALLEY COMMUNITY RODEO ASSOCIATION

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: \$25,000 ARPA Funding Request: \$25,000

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

Other Funding Source: \_\_\_\_\_ Other Source Amount: \_\_\_\_\_  
Other Funding Source: \_\_\_\_\_ Other Source Amount: \_\_\_\_\_

### 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.

Penn Valley Community Rodeo Association 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 fund maintenance and needed improvements to the rodeo facility and grounds including arena grooming, bleacher repairs, sky bridge repairs, tractor repair; cover costs for rent, insurance, taxes, and utilities; and provide youth scholarships

### 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:	01/28/2022
First quarter report received:	04/06/2022
Second quarter report received:	07/20/2022
Third quarter report received:	10/21/2022
Project Completed:	1/10/2023

## BUDGET DETAIL

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

SBU	Ofc2	Account	Amount	Description
10902	272	532205	\$25,000	Community Benefits Grant Program
<b>Total</b>			<b>\$25,000</b>	<i>Note: Total should match ARPA Funding Request amount</i>

## EXPENDITURE TRACKING/REPORTING

Total expenditures as of 9/30/2022: \$25,000.00

### Narrative Report:

First Quarter Report	April 2022	Our largest annual event, The Penn Valley Rodeo, will not occur until May 20 and 21, 2022. This grant gave us the ability to repair vital portions of our grounds directly related to this huge annual event that benefits our community as a whole by bringing several thousand spectators and participants to our small town bringing with them dollars that are spent in our town's businesses, GV motels and businesses and many non-profit organizations as noted above. Other expenses that this will cover this next quarter include rent and insurance which have been a struggle for us to pay. Gratefully, our landlord reduced our payments during the 2 years of COVID.
Second Quarter Report	July 2022	This quarter we paid our largest expenses including rent and insurance. Additionally, we repaired and prepped for our largest event, the Penn Valley Rodeo in May 2022. We had a very successful event that reenergized all of Penn Valley and beyond with sold out crowds for both days. All of our non-profit vendors profited as well as businesses in Penn Valley. Our nonprofits supported by our event include 4 H, Krisis Care Nursery, Knights of Columbus, Ready Springs School and Union Football Boosters. Special mention needs to include Robinson Enterprises, who came to our rescue when power went off Saturday. They provided a generator and manpower to allow our show to go on and our nonprofits to earn their needed monies. We would have had a disastrous result without their help.
Third Quarter Report	October 2022	<p>The Penn Valley Community Rodeo Association was the recipient of a \$25000 dollar grant from Nevada County. These funds were used to facilitate a tremendous amount of economic activity in our community:</p> <ol style="list-style-type: none"> <li>1) We are pleased to report that we were able to pay the Penn Valley Fire Protection District for the rent we pay annually which helps the fire district to balance its budget.</li> <li>2) We were able to rebuild the Bridge at the rodeo grounds to ensure safety for talent, competitors, staff, and board members when accessing the crow's nest and the area behind the bucking chutes.</li> <li>3) We were able to make critically important safety repairs the bucking chutes themselves</li> <li>4) We were able to make critically important safety repairs to the Bleachers and picnic tables.</li> <li>5) We were able to fund an annual Paramedic/EMT scholarship to the Penn Valley Fire Protection District for a critical program that assist Fire Fighters in gaining the necessary training to operate the ambulance at our local station.</li> <li>6) We were able to fund a high school graduation scholarship.</li> <li>7) We were able to afford critical insurance necessary to hold the rodeo this year.</li> </ol>

		<p>8) All building materials were purchased locally.</p> <p>9) We hosted a successful Chamber of Commerce Mixer and a volunteer appreciation event.</p> <p>10) We have been able to keep the arena groomed more frequently which allows the members a Penn Valley location to ride in an arena.</p> <p>11) We have successfully hosted a Summer Fun Gymkhana Series that has seen many riders from 6 years old to senior citizens enjoying the Penn Valley Rodeo Grounds Facilities and enhanced the community access to the grounds as well as supporting our great Western Heritage in Nevada County.</p> <p>12) We hosted a SOLD-OUT Penn Valley Rodeo Crowd in May of 2022!</p> <p>13) We hosted a free Hometown Fall Festival, providing affordable vendor spaces, low-cost fun for the community including inexpensive pumpkins and FREE booths for non-profit organizations.</p> <p>14) Local Businesses have benefitted greatly from all the events, the exposure, the Rodeo Parade.</p> <p>15) We are now able to plan for the 2023 Penn Valley Rodeo and will continue to improve the safety of the Penn Valley Rodeo Grounds by upgrading infrastructure soon.</p> <p>16) We have announced a Thank you to Nevada County at each event we have held in 2022!</p>
Completed Report	January 2023	This quarter we hosted 1 gymkhana, which require arena prep and always new rippers on our arena drag. We had our Fall Fest as well in October, which was well received by the community and will expand next year as it grows. We stayed small due to first year back after covid years. Having gymkhanas continues our mission to provide equestrian type events that bring young people to our arena and business to our town, gas and food purchases. Having our Fall Fest engages our community, continuing our Western Heritage commitment.

## PROJECT POINT OF CONTACT

Name and title: Ariel Lovett, Project Administrator, County Executive Office

### FOR CEO OFFICE ONLY:

Expense Item No:	ECON01.13
Final ARPA Category:	2.34
Approved:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No