

# American Rescue Plan Act (ARPA) Nevada County

## COMMUNITY RESILIENCY GRANTS PROGRAM GRANTEE REPORT GRANT RECIPIENT: TRUCKEE DOWNTOWN MERCHANTS 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: \$85,000 ARPA Funding Request: \$85,000

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.

Truckee Downtown Merchants 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 Covid safe Truckee Thursdays in 2022, an 11-week Summer Street Fair with over 120 different vendors participating each week, including artist, community organizations, food trucks and restaurants, commercial businesses, and sponsors. The event attracts over 55,000 visitors to Historic Downtown Truckee each summer and provides revenue for small businesses.

### 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:	02/08/2022
First quarter report received:	N/A
Second quarter report received:	07/10/2022
Third quarter report received:	10/10/2022
Project Completed:	10/21/2022

## BUDGET DETAIL

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

SBU	Ofc2	Account	Amount	Description
10902	272	532205	\$85,000	Community Benefits Grant Program

<b>Total</b>	<b>\$85,000</b>	<i>Note: Total should match ARPA Funding Request amount</i>
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## EXPENDITURE TRACKING/REPORTING

Total expenditures as of 9/30/2022: \$85,000.00

### Narrative Report:

First Quarter Report	April 2022	N/A
Second Quarter Report	July 2022	<p>The first two Truckee Thursdays was successful! To date we have 156 vendors in total signed up for Truckee Thursdays.</p> <p>Demographics of Truckee Thursdays Vendors: Truckee, CA (35%); Nevada County (8%); greater Lake Tahoe area (9%); Placer County (5%); Reno/Sparks/Carson City (12%). Truckee Thursdays served 209 vendors for 6/23 &amp; 6/30. Truckee Thursdays vendors served 13,500 visitors and locals during the first two weeks.</p>
Third Quarter Report	October 2022	<p>The Truckee Downtown Merchants Association's (TDMA) Truckee Thursdays 8-week Summer Street Fair successfully provided the opportunity for businesses from a variety of industry to increase their exposure and income. The metrics of success was measured by the # of vendors and their return rate satisfaction (one-on-one interviews) and # of attendees each week.</p> <p>2022 Truckee Thursdays vendor participation rate was the highest we have ever seen at a total of 190 vendors participating accumulatively of 1000 times (Artisan, Food, Commercial Business, Professional Services, Non-Profit, Government Agencies and Special Districts). Truckee Thursdays staff communicated with each vendor throughout the season which allowed us to gage their opinions on: event layout, financial success and challenges. The return rate of vendor participation is a testament to the economic success of Truckee Thursdays for vendors. Over 150 vendors verbal expressed desire to participate in the 2023 season. New this year was the "Day of Sponsor" discounted rate for Truckee Special Districts, Truckee Tahoe Unified School District and California Highway Patrol.</p> <p>Demographics of Truckee Thursdays Vendors: Truckee, CA (35%); Nevada County West side (8%); greater Lake Tahoe area (9%); Placer County (5%); Reno/Sparks/Carson City (12%). 23% of vendors were first time participants and 45% of Artisan &amp; Commercial Business vendors participated all 8 weeks.</p> <p>Over 60,000 people attended the 8-week series; this number is based on the observation of number of humans that fit in the events square footage. 80% were part-time residents from Truckee/Lake Tahoe and 20% visitors. TDMA was able to serve more vendors and attendees in a shorter summer series allowing for an end of summer recuperation for business and community members.</p> <p>Truckee Thursdays Summer Street Fair is a local favorite because it supports our community financially and socially. As Truckee's largest event, Truckee Thursdays brings community together as well as acts as an incubator for new business and Town of Truckee programs. graphics of Truckee Thursdays attendees: 80% full</p>

## PROJECT POINT OF CONTACT

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

### FOR CEO OFFICE ONLY:

Expense Item No:	ECON01.11
Final ARPA Category:	2.34
Approved:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No