

ARPA Funded ED Programs

program development updates

March 8, 2022

ECONOMIC DEVELOPMENT SUBCOMMITTEE
Item 3.1

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Small Business Support – \$1,000,000

PROGRAM ELEMENTS

1. Qualified Census Tract Focused Business Tenant and Façade Improvement Program
2. Mercadito relocation
3. Parklet Build Out



Tenant & Façade Improvement Program

- 1 grant application for either or both programs.
- Eligibility determined by location in QCT area.
- Proposed TI max \$10k, plus façade art option
- Façade Program managed under contract with a nonprofit art organization. Includes facilitation, design, and installation services.
- Targeted English and Spanish marketing and outreach to identify potential applicants.
- **Proposed budget: \$500-800k
(scale based on other needs)**



QUESTIONS:

- matching requirements
- priority focus area(s)



Mercadito Relocation

- Funds to relocate merchants, ideally with room to incubate additional businesses
 - Set aside to address tenant improvements and potential lease needs
 - Seeking fiscal sponsor/community partner
- **Proposed budget: \$100-250k**



Parklet Build-Out



Mortarr.com



Heartland-Gardening.com

- Grants to offset costs of year 1 Parklet Program Fees.
- Proposed 50-75% of total fees, determined by design elements including public art.
- The Public Art Program will contract with artists to artwork design, and installation services for participating projects.
- **Proposed budget: \$100-250k**



CHILDCARE SUPPORT PROGRAM

Facility Fund– \$2,900,000

The Fund provides financial support through grants for buildout of new childcare/early learning facilities included in new housing or business construction, as well as rehabilitation, renovation and repair of existing childcare and early learning facilities. Funds can be used for:

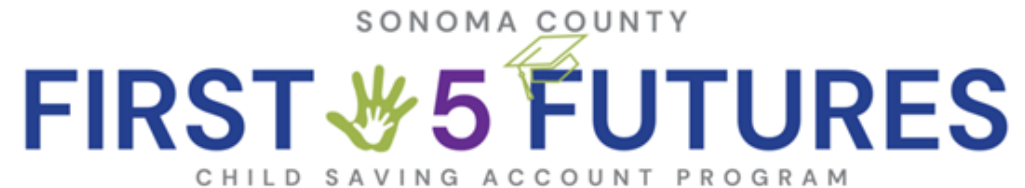
- Construction costs
- Mechanical, electrical & plumbing
- Fees for permits and inspection
- Cost of architectural design
- Engineering & site development costs
- Fixtures, finishes & Equipment
 - Required for childcare facility licensing
 - To enhance the environment to increase program quality and outcomes
 - To increase accessibility to children with special needs
 - Outdoor play equipment and functional landscaping



CHILDCARE SUPPORT PROGRAM

Child Savings Account– \$1,575,000

This CSA will be administered through the existing First 5 Futures program a First 5 Sonoma County program that provides a free College Savings Account to eligible children aged 2 to their 5th birthday.



- First 5 Sonoma County makes an initial deposit of \$200 for every eligible child.
- Families participating in this program have the opportunity to receive up to an additional \$300 in incentives
- Funds will be invested on behalf of the child.
- Funds are available for withdrawal after the child graduates from a high school and enrolls in a college or career education program.
- **Accounts set up with ScholarShare529**



ARPA Funded Programs

administered by the Economic Development Division

\$1,000,000	Small Business Tenant & Placemaking Façade Improvement Program
\$2,900,000	Childcare Support Program – Facility Fund
\$1,575,000	Child Savings Account
<u>\$1,000,000</u>	Guaranteed Basic Income

\$6,474,000 TOTAL ARPA FUNDED PROGRAMS