



MEMORANDUM

Meeting Date: May 5, 2020

Item No. G-2

To: Mayor and City Council

From: Beckie Paquin, Council Woman and COVID-19 Task Force Chair
Chris Whatley, Councilman and COVID-19 Task Force Member

Subject: **COVID-19 Task Force Economic Recovery Loan**

Background:

On March 13, 2020, Executive Orders from both the Texas State Governor and Tarrant County Judge restricted and shut down businesses to prevent the spread of COVID-19. In response on April 7, 2020, the City Council approved the formation of an ad hoc COVID-19 Task Force, appointing council members Becky Paquin (as Chair) and Chris Whatley to lead the charge. The Task Force members were identified and invited to serve, all of whom accepted.

Keller COVID-19 Task Force Members:
Beckie Paquin, Council Member and Chairperson
Chris Whatley, Council Member
Trina Zais, City of Keller Economic Development Director
Mary Meier, Economic Development Coordinator
JoAnn Malone, Chamber of Commerce
Clint McPhail, Jason's Deli
Lisa Murphree, Terrace on the Creek
Candace Shoepflin, Out on a Limb
Rob Patterson, Keystone Church
Brad Trapnell, What's on Tap
Jeff Mildenstein, Victrii Fitness

The Task Force began work on April 9, 2020 with Councilwoman Paquin, Councilman Whatley, and Trina Zais, Economic Development Director identifying the goals and task force members.

The goal of the Task Force is to engage a variety of Keller business owners and those closely tied to the business community to develop positive, proactive measures to assist Keller businesses survive and recover from the economic impact of COVID-19. All ideas are to be brought forth to Council for consideration and approval.

The Task Force met three times to:

- agree on the goal and brainstorm ideas;
- meet with others in each members' industry to seek input; and
- finalize ideas for presentation to the City Council

Analysis:

The Task Force proposes to establish the Economic Recovery Forgivable Loan fund. The overall campaign brand for this effort would be "***Keller- Beyond the Mask***". It is proposed that a Forgivable Loan be established in which businesses can apply for additional assistance and that would, after remaining in business for 12 full consecutive months, be completely forgiven. In the event that any recipient went out of business within the twelve month window, the funds would need to be repaid. Please see the attached exhibits for the proposed Guidelines and Criteria for the COVID-19 Economic Recovery Forgivable Loan for criteria and the application process.

In order to establish the fund, the Task Force will engage in several fundraising efforts to develop a pool from which the Forgivable Loans would be paid from and asks the City of Keller to earmark \$100,000 in matching funds for the pool. Upon Council approval, fundraising will begin immediately by the Task Force.

Fundraising Initiative #1

The initial campaign will include soliciting donations and temporary naming rights. Businesses and Individuals will be offered the opportunity to sponsor areas, structures, fixtures and trees throughout the City of Keller. Payments will be made payable to a non-profit that will collect and hold the funds through the fundraising event and then turn them over to the City for distribution. The Morning Rotary has agreed to serve in this capacity.

These temporary naming rights will be for large items such as Bear Creek Park to smaller items such as engraved bricks to be placed in one of our OTK CIP projects. The following is list of suggested items for temporary naming rights (may not be exhaustive):

- Parks themselves
 - Pavilions
 - Playgrounds
 - Water Fountains
 - Hand Sanitizer Stations
 - Poop Stations
 - Existing Benches*
 - Sports Courts
 - Parking Spots**
- The Keller Pointe itself
 - Playground
 - Parking Spots**
 - Water Park
 - Hand Sanitizer Stations
 - Trash Receptacles
 - Locker Rooms

- The Keller K-9 Dog Park itself
 - Poop Stations
 - Water Fountain
- Town Center Lane itself
 - Parking Spots**
 - Trees
 - Planters
 - Existing Benches*
- Bike Racks around Town (proposed & existing)
- Engraved Pavers for a CIP in OTK

Each of these naming opportunities would range in value from \$100 to \$20,000 with the ultimate fundraising goal of \$170,000 plus the city match of \$100,000 for a total pool of \$270,000.

Fundraising Initiative #2

A virtual 5K race that includes a “Quarantine to 5K” shirt, 30 day race prep plan and digital tracking. The race would be sponsored and entries would be \$30/adult or \$15/child. Everyone would start at the same time and post a picture of themselves and their running mate(s) in action and crossing the finish line to share on social media. Fundraising goal is \$6,000

Fundraising Initiative #3

Keller – Beyond the Mask Reusable Shopping Bag to be filled with coupons from Keller businesses to generate activity (or a coupon book). This initiative could blossom into several interactive shop local games with prizes. The bags would be sponsored and sold. Fundraising goal is \$20,000

Fundraising Initiative #4

Keller – Beyond the Mask Buttons for those that simply wished to donate cash. Similar to the “I voted” sticker, these buttons would signify community spirit, camaraderie and generosity. Fundraising goal is \$40,000.

Fundraising Initiative #5

Keller – Beyond the Mask Dinner Theater to provide an evening of dinner and entertainment at \$100/ticket for up to 200 guests. All event space and entertainment would be donated, event sponsored, with a goal of raising \$30,000.

Tell Our Story Initiative #1

Keller – Beyond the Mask video series going behind the scenes to talk with businesses in the community to share their back-story. Who they are, why they chose Keller, what makes them proud to part of this community, etc. The Keller Church community is pulling their A/V resources and expertise together with our own City talent to make this happen. While this has no direct dollar impact, it’s a valuable asset that we can share internally and externally to drive more traffic to those businesses, and just as importantly, establish connections within our community. Just one of the things that makes Keller great.

Current Regulation:

The current Economic Development Incentive policy, Resolution 2993, adopted September 21, 2010 and Resolution 3349, adopted April 2, 2013 does allow the proposed policy, but does not specifically cover the goals and objectives of the proposed Economic Recovery Loan.

Proposed Text Amendment:

This is a proposal for a new policy. See the attached Policy of Guidelines and Criteria for COVID-19 Economic Recovery Forgivable Loan.

Professional Analysis & Opinion: This proposal is presented by a Task Force of various profession. It is the opinion of those on the Task Force that Keller is a generous community of individuals looking for ways to help our business community that is a large part of our identity. This is an opportunity for those individuals to help in a meaningful way and therefore we recommend approval of the policy and request that the city pledge \$100,000 in matching funds from the Economic Development one-time budget.

Alternatives: None

City Council Action: The City Council has the following options:

- approve the as presented;
- approve with conditions or modifications;
- table the decision to a date certain; or
- deny