

## Item G-2

Receive and discuss a report from the COVID-19 Economic Impact Task Force, and consider a resolution approving a COVID-19 Recovery Forgivable Loan Program, pursuant to Chapter 380 of the Texas Local Government Code, and pursuant to the city's economic development policy, for all eligible businesses in Keller, Texas; and authorizing the city manager to execute said documents on behalf of the City of Keller, Texas.

# COVID-19 Task Force

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.

Beckie Paquin, Task Force Chair and City Councilwoman

Chris Whatley, City Councilman

Trina Zais, Director of Public Services and Economic Development

Mary Meier, Economic Development Coordinator

JoAnn Malone, Chamber of Commerce President

Brad Trapnell, What's On Tap Owner

Clint McPhail, Jason's Deli Owner

Candace Shoepflin, Out On A Limb Boutique Owner

Lisa Murphree, Terrace on the Creek Salon Owner

Jeff Mildenstein, Victrii Fitness Owner

Rob Patterson, Keystone Church Pastor

# KELLER



# BEYOND the mask

The Task Force proposes that a **Forgivable Loan Program** be established in which businesses can apply for additional assistance that would, after remaining in business for 12 full consecutive months, be completely forgiven.

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, and asks the City of Keller to earmark \$100,000 in matching funds for the effort. Upon City Council approval, fundraising will begin immediately by the Task Force.

# COVID-19 Task Force Recommendations

## 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 nonprofit that will collect and hold the funds through the fundraising event and then turn them over to the city for distribution. The Golden Triangle Rotary has agreed to serve in this capacity.

These temporary naming rights (6-12 months) will be for large items such as Bear Creek Park to smaller items such as trees. There is also the opportunity for more permanent fixtures like pavers in Old Town Keller.

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.

# COVID-19 Task Force Recommendations

## **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 wish 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.



# COVID-19 Task Force Recommendations

## **Tell Our Story Initiative**

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 be 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.

# COVID-19 Economic Recovery Forgivable Loan Criteria

- Must be a business within the city limits of the City of Keller
- Must have been economically injured due to the measures enacted in response to the COVID-19 pandemic (documented loss statement)
- Must have a valid Certificate of Occupancy issued by the City of Keller
- Applicant does not have any negative environmental impacts on the community (e.g. significant pollution, excessive water usage or hazardous waste).
- The degree to which the specified business meets the purposes and objectives of the city, the relative impact economic injury will be used to determine the total value and duration of the forgivable loan provided to any applicant.
- Any loans awarded are forgivable so long as a business remains in operation for a period of at least 12 months from the award date of the loan
- Applications will be accepted from May 6, 2020 through June 3, 2020

# COVID-19 Economic Recovery Forgivable Loan Criteria

In order for the economic development incentives application to be considered the following must be addressed in written format by the applicant using “City of Keller Application for COVID-19 Economic Recovery Forgivable Loan” attached to this policy as Exhibit B:

- Number of jobs in Keller that existed on February 1, 2020 and number that will be maintained by the business
- Average salary detailed by skilled, unskilled and management positions
- Number of years operating in Keller
- Whether operations ceased after March 13, 2020 as a direct result of Executive Order
- Projected annual sales tax that will be directly generated by the business for a time period of 1 year and 3 years.
- Whether the business is a franchise, expansion, relocation/consolidation from elsewhere, or the start-up of a new operation



# COVID-19 Economic Recovery Forgivable Loan

## Value Of Economic Development Loan Provided

The objective criteria in Section II will be used in determining whether it is in the best interests of the city to provide economic development incentives for a particular business. Specific considerations will include the degree to which the individual project furthers the goals and objectives of the community, as well as the relative impact of the project.

The maximum loan available for any business will be \$5,000

## Non-Profit Partner – Golden Triangle Rotary

The Golden Triangle Rotary Club has agreed to be the holder of the funds until the end of the fundraising period (anticipated to be May 6, 2020-June 3, 2020). Once the funds are raised by the community, they will be delivered to the city in one lump sum for dispersment along with the matching city funds.



**Questions?  
Beckie Paquin**

or

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