

American Rescue Plan Expenditure Program

According to the final numbers, Clintonville will receive \$459,599.62 as part of the American Rescue Plan. These funds will be received in two installments. The first half was received at the end of June and the second half will be received roughly 12 months later (end of June 2022). Treasury released its 151-page guidance on the ARPA funds and it will require more management/monitoring than originally believed but those costs can be covered by ARPA funds. Treasury guidance has stipulated municipalities will be required to certify both need for and use of the funds. There will also be some additional reporting and tracking of expenses. The law requires that the funds be fully expended by December 31, 2024 and any remaining funds will be returned to the federal government. This does require monitoring to ensure funds are spent but three years should be sufficient time to expend all funds. This plan aims to provide assistance directly to those most affected by the COVID pandemic and to cover as many sectors of the community as possible. This plan and these funds cannot and will not alleviate all issues but it will make a difference.

COVID/ARPA Expenses – This would entail covering any COVID-related expenses incurred since March 3, 2021 as well as premium pay for the election workers (which can go back to the March of last year). COVID-related expenses could include things such as PPE, COVID sick leave, and vaccine incentives, as well as staff time responding to COVID and managing ARPA. *Allocation is \$25,000.*

Additional COVID Mitigation Measures – This would include projects or expenses not yet incurred. It is recommended that the City improve its remote meeting capabilities for the Council by improving technology at the community center and procuring laptops for all council members and the Mayor. In addition, funds would be used to cover the cost of the installation of exercise stations from Pigeon Lake Wayside to Picnic Point along the trail, which meets Treasury guidance by providing outdoor recreational activities that provide a method of staying healthy through exercise while limiting the risk of COVID and other airborne viruses. *Allocation is \$40,000.*

Utility Bill Assistance – This would involve the utility payment assistance to residential utility account holders with past due balances as of close of business 4/8/21. This would include final billed accounts that are prepped to go on the tax roll, the majority of which are for rentals. This would assist landlords who would otherwise have to pay these fees and may be struggling financially due to the moratorium on evictions for non-payment of rent. *Allocation is \$60,000.* This program meets Treasury guidance by delivering assistance to individuals and families negatively impacted by COVID.

- Implementation – Stacy has generated a report with a list of all accounts and their past due balances as of COB 4/8/2021. Only accounts that were past due as of 4/8/21 would be eligible for the financial assistance. For example, if an account was past due \$100 as of 4/8 but the cycle closed out before these funds are transferred and is past due \$150 when the transfer is done, the account would only receive \$100. However, if an account is past due \$100 but then a payment is made of \$25, the account would still be allocated \$100 leaving the account holder with a credit.

- Financial assistance would be limited to either the amount of the past due balance as of 4/8/21 or \$750, whichever is less. Final billed accounts are limited to the past due balance on the date the application is processed.
- Eligible applicants would be notified by mail that they may be eligible for utility assistance if they suffered an economic loss or hardship as a result of COVID. A form would be included in the notice regarding the amount of the financial assistance available to that account holder along with a statement they would sign and return to City Hall that certifies they suffered an economic loss or financial hardship as a result of COVID.
- As those are returned, Stacy would generate an invoice to the City (at least once a month but could be weekly depending on quantity received) for the total due. Those invoices along with the signed forms would be scanned into the system for tracking/payment and the City Administrator is authorized to issue payments out of cycle.

Business License Grant – This would entail the grant to cover all license fees listed in Appendix A for 2021 for commercial businesses with a storefront except those licenses with a state minimum will only be refunded to the state minimum. Estimated cost is \$11,000. In order to track expenditures, there would be a simple application that businesses would have to submit. Businesses with multiple licenses would only need to submit one application, which can be seen in Appendix B. Related fees, such as late fees or delivery fees, will not be eligible for the grant. The application would require these businesses to attest to having experienced a negative economic impact as a result of COVID. Entities must have been in existence on February 1, 2020 to be eligible. This program meets Treasury guidance by covering operating costs of businesses that experienced a negative economic impact due to COVID.

E-Commerce Grant – This grant would involve reimbursing 75% of the cost for a business in Clintonville to participate in the Waupaca County Economic Development Corporation’s E-Commerce program that is aimed at assisting businesses with establishing an e-commerce platform. Reimbursement would occur once the applicant has completed the program and applicants would not be required to participate in all phases to be eligible but must participate in the phase that allows the business to take orders online. See appendix C for a summary of the program and phases. These funds would be expended on a first-come first-serve basis and applicants must submit a signed agreement with the WCEDC to be eligible to apply for these funds. *Recommended allocation is \$35,000 with up to \$25,000 expended in 2021 and the rest until depletion of funds or until program end date.* This program meets Treasury guidance by supporting small businesses’ efforts to mitigate the potential COVID spread by supporting economic activities for businesses so that they are not solely reliant on foot traffic and allows them to continue to operate without a need for patrons to come to the physical store.

- Implementation – The application period will begin July 1, 2021 and end December 31, 2023 and expenditure of funds for approved grants must be completed by June 30, 2024. Funds will either be disbursed directly to the applicant or the WCEDC, depending on whether the applicant pays for the program up front or utilizes the WCEDC e-commerce loan. Completion is defined as having completed all phases as stipulated in the applicant’s agreement with the WCEDC and will be confirmed with the WCEDC before payment is disbursed. The program enrollment agreement with the WCEDC and an email from the WCEDC Executive Director confirming the applicant has completed the program will be used for tracking/reporting.

- Eligibility Criteria – Business must have a storefront inside the municipal boundaries of Clintonville in order to be eligible. Businesses with open code violations (as determined by the building inspector) or unaddressed fire inspection violations (as determined by the Fire Chief) are not eligible to apply without a special exception from the City Administrator. Businesses would have to sign an attestation that they experienced an economic loss or hardship as a result of COVID. For the purposes of this grant, negative impact is assumed if the business was completely shut down under the State emergency orders at any point during the pandemic. Entities must have been in existence on February 1, 2020 to be eligible.

Tourism/Lodging Grant – This would entail small non-matching grants to tourism or lodging entities that suffered economic loss as a result of COVID-19 closures or travel restrictions. This grant would not be strictly competitive but level of economic loss would be considered when determining awards. There would be a defined application period and all applications would be evaluated at one time. Applicants would be required to provide proof of economic loss. See appendix D for application. *Allocation is \$8,000.* This program meets Treasury guidance of speeding the recovery of the tourism sector and supporting negatively impacted businesses.

- Implementation – The application period would run August 1, 2021 through September 30, 2021. Applicants would be required to show proof of economic loss by providing balance sheets for 2019 and 2020 that show a negative change in 2020 and a profit/loss statement for 2020. Preference will be given to distributing funds to multiple applicants but it is not required. Applicants must provide a statement regarding intended use of the funds. Funding of capital expenses is not permitted.
- Eligibility Criteria – Entities must be located inside the municipal boundaries of Clintonville in order to be eligible. Entities with open code violations (as determined by the building inspector) or unaddressed fire inspection violations (as determined by the Fire Chief) are not eligible to apply without a special exception from the City Administrator. Entities must have been in existence on February 1, 2020 to be eligible.

Cultural and Performing Arts Grant – This would be a non-matching grant established to provide funds to cultural and performing arts organizations that are located in Clintonville or, in the case of performing arts organizations, perform primarily in Clintonville, that have suffered economic loss as a result of COVID. This would be set up as a first-come first-serve grant and applicants would be required to provide evidence of revenue loss or financial impact due to COVID. See appendix D for application. *Allocation is \$20,000 with up to \$15,000 distributed in 2021 and the rest until depletion of funds or until June 30th, 2023.* This program meets Treasury guidance of providing assistance to non-profits negatively impacted by COVID.

- Implementation – The first round of applications would run August 1, 2021 through November 1, 2021 with the second round being accepted beginning June 1, 2022 and would remain open until funds have been expended or until June 30th, 2023. Applicants are limited to one award per year with a maximum of two awards with a cumulative award cap of \$6,000. Applicants must provide a statement regarding intended use of the funds. Funding of capital expenses is not permitted.
- Eligibility Criteria – Organization must be located in or perform primarily in the municipal boundaries of Clintonville. Proof of economic loss may include evidence of partial or full shut-down of operations due to COVID and/or a profit and loss statement

and/or 2019 and 2020 balance sheets showing a negative change in 2020. For the purposes of this grant, negative impact is assumed if the entity was completely shut down under the State emergency orders at any point during the pandemic. Entities must have been in existence on February 1, 2020 to be eligible.

Non-profit Grant – This would involve a non-matching grant to non-profits with 501(c)3 status that are not eligible for the Cultural and Performing Arts Grant. It would be a first-come first-serve grant and applicants would be required to provide evidence of revenue loss or financial impact due to COVID. Organizations that can clearly demonstrate that COVID has increased the client need and put pressure on resources even though revenue has not suffered may be eligible. See appendix D for application. *Recommended allocation is \$30,000 with up to \$20,000 distributed in 2021 and the rest until depletion of funds or until June 30th, 2023.* This program meets Treasury guidance of providing assistance to non-profits negatively impacted by COVID.

- Implementation - The first round of applications would be accepted beginning August 1, 2021 and would remain open until funds are depleted or until November 1, 2021 with the second round being accepted beginning June 1, 2022 and would remain open until funds have been expended or until June 30th, 2023. Applicants may be eligible for up to \$4,000 and are only eligible to receive one grant except that if funds remain on January 1, 2023, limit to one award can be waived. Applicants must provide a statement regarding intended use of the funds. Funding of capital expenses is not permitted.
- Eligibility - Organization must be located in the municipal boundaries of Clintonville and must be responding to a need exacerbated or caused by the COVID-19 pandemic. Proof of economic loss may include evidence of partial or full shut-down of operations due to COVID and/or a profit and loss statement and/or 2019 and 2020 balance sheets showing a negative change in 2020. If using increase in client need comparative to resources as justification, the organization is responsible for identifying and providing sufficient proof but the City may determine proof is insufficient. In such cases, the City will attempt to work with the organization to identify additional information that could be used as proof. For the purposes of this grant, negative impact is assumed if the entity was completely shut down under the State emergency orders at any point during the pandemic. Organizations must have been in existence on February 1, 2020 to be eligible for the first round of funding.
- Entities with open code violations (as determined by the building inspector) or unaddressed fire inspection violations (as determined by the Fire Chief) are not eligible to apply without a special exception from the City Administrator.

Building Improvement Grant Program – This would allocate funds to the Redevelopment Authority's BIGP to authorize a temporary change to the program that would increase the award limit to allow for and, more importantly, encourage larger projects. Currently, the program does allow for limited case-by-case basis increase to the \$2,000 award limit. That occurred on two awards in 2021 but it is not sustainable based on current funds without additional funding assistance. It is likely that we would look at using these funds on just one or two projects that are exceptionally beneficial to the programs goals of supporting businesses and improving the downtown area. *Allocation is \$30,000 to be distributed in 2022 or until funds are depleted but no later than December 31, 2023.* This program is responding to the COVID-19 pandemic by

preventing businesses from having to choose between sustaining and hiring staff and improving their facilities and falls under the category of providing assistance for operating costs.

- Implementation – This would be a deposit of funds into the Redevelopment Authority and designated for the BIGP program. Distribution of funds would occur through the regular grant process. Applicants who are applying for the Stimulus BIGP must attest to having experienced a financial loss or economic hardship due to COVID. If the applicant was closed for any period under a state order during the COVID pandemic, a negative impact is assumed.
- Entities with open code violations (as determined by the building inspector) or unaddressed fire inspection violations (as determined by the Fire Chief) are not eligible to apply without a special exception from the City Administrator.

Infrastructure Project – This would involve the use of \$100,000 to help fund the cost of the 2021 Major Reconstruction Project with \$50,000 each allocated to water and wastewater expenses. These funds would be expended in 2022.

If funds are not needed or desired to be used for COVID relief directly to the community, the Council could consider allocating funds in a partnership with the County on its broadband expansion program or as additional funding for the 2021 Major Reconstruction project. Assuming all other funds are allocated and expended as proposed, this would leave \$100,599.62 for infrastructure or some other eligible use, which would need to be expended before December 31, 2024 but should be allocated after a review of established programs and a determination is made that these funds do not need additional funding.

Allocation Summary

	2021	2022*
Revenue Allocation	\$459,599.62	
COVID Expenses	\$23,000	\$2,000
Add'l COVID Mitigation Measures	\$25,000	\$15,000
Utility Bill Assistance	\$60,000	\$0
Business License Grant	\$11,000	\$0
E-Commerce Grant	\$25,000	\$10,000
Cultural and Performing Arts Grant	\$15,000	\$5,000
Non-profit Grant	\$20,000	\$10,000
Tourism/Lodging Grant	\$8,000	\$0
BIGP	\$0	30,000
2021 Major Reconstruction		100,000
Unidentified Infrastructure Project		\$100,599.62
Total	\$187,000	\$272,599.62

*Note – Expenditure of funds would not occur until after the 2nd installment is received.

Additional Information

It is important to keep in mind that the Treasury guidance does not provide a firm list of eligible expenses but rather sets parameters for the intent of the funds and provides a non-exhaustive list of example expenditures as well as a couple prohibited uses (such as deposits to pension funds

and debt retirement). The Treasury guidance clearly states that local governments are able to determine the best use of those funds so long as that use can be justified using the parameters provided. This does give a significant amount of flexibility to the City.

All programs would require that entities certify that receipt of funds under these programs would not constitute double-dipping via receipt of grant/loan funds from any governmental or non-profit/foundation source.

In addition, the Council approved establishing the American Rescue Plan special revenue fund for the purposes of annual tracking of expenses/invoices for reporting purposes with those revenues.

Lastly, another consideration for excess funds would be a transfer to a special purpose unit of local government, which could include the Pigeon Lake Rehabilitation District or the school district, to offset costs of the storm water portion of the 2021 Major Reconstruction Project, or possibly to create premium pay grants for essential workers in generally lower paying jobs.

ARP Snapshot

- COVID Expenses - \$30,000 (City)
 - City Administrator determines/allocates
- Additional COVID Mitigation - \$30,000 (City)
 - City Administrator determines/approves
- Utility Bill Assistance - \$60,000 (Residents)
 - Eligible accounts based on past due balances as of 4/8/21
 - Utility Finance Director implements under guidance of City Administrator
- Business License Grant - \$11,000 (Businesses)
 - Amount of business license fees paid in 2021 (related fees such as late fees or deliver fees are excluded)
 - Only for commercial/for-profit entities (non-profits excluded)
 - Business must have a store-front in Clintonville
 - Must attest to financial hardship
 - Application required (not automatic)
 - City Administrator approves
- E-Commerce Grant - \$35,000 (Businesses)
 - Limited to \$25,000 year 1
 - First-come First-served w/ defined application period
 - Businesses must have a storefront in the City
 - Open code or fire inspection violations prohibit award without special exception from City Administrator
 - Payment made to business or WCEDC (depending on whether WCEDC loan program utilized) after completion of the program
 - City Administrator approves
- Tourism/Lodging - \$8,000 (Businesses and certain non-profits)
 - Defined application period
 - Must be located within the city limits
 - Open code or fire inspection violations prohibit award without special exception from City Administrator
 - Must have evidence of financial loss and provide certain documents
 - Must have been in existence on February 1, 2020 to be eligible
 - Open code or fire inspection violations prohibit award without special exception from City Administrator
 - City Administrator and Finance Committee Chair review/approve
- Cultural/Performing Arts - \$20,000
 - Defined application period

- Cultural organizations must be located in the City and performing arts organizations must primarily perform in the City
- First-come First-served
- One award per year, maximum of two awards, cumulative award cap of \$6,000
- Proof of economic loss or financial impact evidence required
- Must have been in existence on February 1, 2020 to be eligible in first year
- City Administrator and Finance Committee Chair review/approve
- Non-Profit - \$30,000
 - Limited to \$20,000 Year 1
 - Must have 501(c)3 status
 - Excludes entities eligible for cultural/performing arts grant
 - Defined application periods
 - First-come first-served
 - One grant per entity with max award of \$4,000
 - Must be located in the city
 - Must provide evidence of economic loss or a significant increase in client need as a result of COVID
 - Limited to entities in existence on February 1, 2020 but that requirement can be waived if funds remain on January 2, 2023
 - City Administrator and Finance Committee Chair review/approve
- Building Improvement Grant Program - \$30,000
 - Transfer to Redevelopment Authority for specific purpose of funding larger projects or significant projects beyond the 50%/\$2,000 limit
 - Open code or fire inspection violations prohibit award without special exception from City Administrator
- Infrastructure - \$100,000 allocated to 2021 Major Reconstruction
 - \$50,000 each for wastewater and water
- Remaining funds to be allocated in year 2 or later after a review of programs has been completed.

Council Approved: July 13th, 2021

APPENDIX A - LICENSES FOR 2021 BUSINESS GRANT						
ISSUED LICENSES						
July 1, 2020 - March 17, 2021						
	Number of Licenses Issued	City Fee	WI Maximum Allowed	WI Minimum Allowed	Revenue Decrease Based on 50% Reduction of City Fees	Revenue Decrease Based on 100% Reduction of State Minimums
Amusement Device ¹	16	25.00	*		200.00	400.00
Cigarette ²	9	25.00	*		112.50	225.00
Class A Beer	9	80.00	*		360.00	720.00
Class A Liquor	9	250.00	500.00	50.00	1,125.00	2,250.00
Class B Beer	17	100.00	100.00	-	850.00	1,700.00
Class B Liquor	16	300.00	500.00	50.00	2,400.00	4,000.00
Class C Wine	0	100.00	100.00	-		-
Reserve Class B Liquor License	2	500.00	500.00	50.00	500.00	900.00
TOTALS					5,547.50	10,195.00
¹ 1-retail; 1 restaurant; 1 gas station						
² No taverns sell cigarettes						

2021 Business License Grant Application

Business Name _____ Date of Application _____

Business Address _____

Contact Person _____

Mailing Address (if different) _____

Business License Type (select all applicable)

- Amusement Device
- Cigarette
- Class A Beer
- Class A Liquor
- Class B Beer
- Class B Liquor
- Class C Wine

By checking this box, I am stating that my businesses has been negatively impacted by the COVID-19 pandemic and that this economic loss has not been mitigated by any other government or non-profit/foundation source. In addition, these funds will be used to offset that economic impact of COVID by covering operating costs.

Applicant Signature _____ Date _____

City Use Only: _____	Date Received _____
Grant Amount _____	
Clerk Signature _____	
Administrator Signature _____	



Pick Which Steps Your Business Needs to Grow Online

Go beyond a website with the WCEDC's turnkey digital incubator program. A simple process puts your business online fast, connecting all the digital dots, attracting customers locally and growing sales online. Choose a single step or all four. Plus, the WCEDC has low interest financing available for those who need it. Interest free loans are available for businesses that sign up during the first 12 months of the Program.

1	2	3	4
Digital Footprint	Starter Website	E-Commerce Store	Customer Acquisition
Facebook Make Over <ul style="list-style-type: none">• Updated cover art• Update information• Google/Apple map listings Directory listings <ul style="list-style-type: none">• Specialty Directories• Yelp• Yahoo Local• BBB	Three Page Starter WebSite <ul style="list-style-type: none">• Custom URL (www.yourname.com)• Custom email (you@yourname.com)• Customized template with business images, contact info and basic copy description.	Five Product E-Commerce Store <ul style="list-style-type: none">• Web optimized product images.• Product descriptions.• Set up for commerce with services like (square, stripe and PayPal).	Drive Traffic to Website <ul style="list-style-type: none">• Set web banners featuring products or services for sale on website.• Monthly reports for review.• Monthly review and strategy session.
\$750	\$3200	\$1850	\$900
Completed in 30 days	Completed in 90 days	Completed in 60 days	Completed in 30 days

Contact: Davd Thiel • wcedc@charter.net • (920) 982-1582

2021 Tourism, Lodging, Cultural, Performing Arts, Non-profit Entity Grant

Entity Name _____ Date of Application _____

Entity Address _____

Contact Person _____

Mailing Address (if different) _____

Entity Type (select all applicable)

Tourism/Lodging
Cultural/Performing Arts
Non-Profit

By checking this box, I am stating that my businesses has been negatively impacted by the COVID-19 pandemic and that this economic loss has not been mitigated by any other government or non-profit/foundation source. In addition, these funds will be used to offset that economic impact of COVID by covering operating costs.

Attachments (select all applicable)

Balance Sheets
Proof of Closure
Profit and Loss Statement
Use of Funds Statement
Other (detail) _____

Requested Grant Amount _____

Applicant Signature _____ Date _____

City Use Only:	Date Received _____
Grant Amount _____	
Clerk Signature _____	
Administrator Signature _____	