



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: April 26, 2022

Reference: Presentation of Business Support Program

Introduction:

Numerous businesses in Coppel are struggling to recover to full operation levels after COVID-19. To assist the businesses that have suffered financial hardship, staff has prepared two proposed grant programs to assist eligible businesses to stay in operation. These programs were presented to City Council in Work Session on March 8, 2022, and City Council requested additional research from staff before proceeding. Staff has compiled the data that was available and is prepared to present it to City Council for consideration. Once again, staff is seeking input and direction from City Council on the proposed programs before proceeding.

BUSINESS RENT/MORTGAGE ASSISTANCE GRANTS:

The first proposed program is designed to assist small businesses with rent/mortgage as they continue to rebuild their businesses. This program is similar to the program that was offered using CARES Funds in 2020 and 2021. After researching programs offered by other cities and counties, most programs do require criteria to qualify for a grant. The criteria range is anywhere from any loss of revenue to a loss of 25% of revenue.

The program is designed as follows:

The Business Rent/Mortgage Assistance Grant Program is designed to assist small businesses who have endured financial distress. This business assistance program is designed to aid small businesses with their rent/mortgage. All eligible Coppel small businesses, as defined by the SBA, are eligible to apply for the grant, and the maximum grant amount for this program will be \$10,000. The business must meet the following specific criteria to qualify for the grant:

- Must be located within the city limits of Coppel;
- Must be in current compliance with the City of Coppel Code of Ordinances, including all applicable zoning and land use ordinances;

- Must not be in any litigation with the City of Coppell or the County in which they are located;
- Must have a physical store front in the City of Coppell;
- Must have a current utility bill showing a Coppell address for the business

This program would award a one-time grant of \$10,000 to eligible businesses that apply. Grants will be awarded to eligible businesses on a first-come, first-served basis once applications are available, and there will be a continuous call for applications until all funds have been distributed. Staff is proposing to utilize funds provided through the American Rescue Plan Act (ARPA) for this grant program. The proposal is to dedicate \$650,000 in funds for the program.

REVENUE RECOVERY ASSISTANCE GRANTS:

The second proposed program is designed to assist businesses impacted by the reconstruction of S. Belt Line Road. While this program will be offered to businesses located in the construction zone, it will also be extended to identified retail, restaurant and personal service businesses that are impacted by traffic detours off of Denton Tap Road. The proposal is to dedicate \$100,000 in funds for the program from the American Rescue Plan Act (ARPA). The program is designed as follows:

The Revenue Recovery Assistance Grant Program is designed to assist all retail, restaurant and personal service businesses that will be negatively impacted by the road construction on S. Belt Line Road. All eligible retail, restaurants and personal service businesses identified will be eligible for a one-time grant of \$5,000 for revenue recovery. The list of eligible businesses will be available at the time the application is released. The businesses must meet the following specific criteria to qualify for the grant:

- Must be identified as an eligible business that is located on S. Denton Tap Road/S. Belt Line Road, south of Sandy Lake Road;
- Must be in current compliance with the City of Coppell Code of Ordinances, including all applicable zoning and land use ordinances;
- Must not be in any litigation with the City of Coppell or the County in which they are located;
- Must be open and operational at the time of grant application and award.

This program would award a one-time grant of \$5,000 to eligible businesses that apply and are approved. Grants will be awarded on a first-come, first-served basis once applications are available, and there will be a continuous call for applications until all funds have been distributed.

The city will also design and promote shopping campaigns for retail businesses negatively impacted by the road construction throughout the duration of the project.

Analysis:

Businesses identified as eligible for the Revenue Recovery Assistance Grants are eligible to receive both proposed grants.

If City Council would like to proceed with these programs, staff will bring forward a Resolution for consideration and approval in April. The grant applications will be made available shortly thereafter. Applications will be reviewed on a weekly basis and will be awarded to all eligible businesses until all funds have been distributed.

Legal Review:

N/A

Fiscal Impact:

Funding for the Business Rent/Mortgage Assistance Grant Program grant programs is being provided by the Federal Government through ARPA funds. Funding for the Revenue Recovery Assistance Grant Program is being provided by the Federal Government through ARPA funds.

Recommendation:

Staff is seeking input and direction from City Council on the proposed programs.