

RESOLUTION NO. 2021-130R


A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING THE ALLOCATION OF \$9,050,741 IN FUNDS RECEIVED BY THE CITY OF SAN MARCOS ON JUNE 1, 2021 UNDER THE AMERICAN RESCUE PLAN; AND DECLARING AN EFFECTIVE DATE.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS:


PART 1. The recommended allocation of funds received by the City of San Marcos on June 1, 2021 in the sum of \$9,050,741 under the American Rescue Plan set forth in the exhibit attached to this resolution is hereby approved.

PART 2. This resolution shall be in full force and effect immediately from and after its passage.

ADOPTED on August 3, 2021.


Jane Hughson
Mayor

Attest:


Tammy K. Cook
Interim City Clerk

City of San Marcos					
ARP Funding					
	Description	Amount Approved @ 8-3 Meeting	8-23-21 Adjustment	New Recommended Amount	
	Funding for BIG Grant with additional focus on touchless and air filtration improvements	150,000		150,000	
	Provide commercial grade HEPA Air Disinfecting Systems for assembly and meeting facility locations	367,680		367,680	
	Briarwood & River Ridge Stormwater Imp Project funding. Benefits LMI county residents and industrial/commercial city properties. Identified for DR funding but was not able to be included due to funding constraints.	1,278,085	(200,000)	1,078,085	
	Install stormwater improvements at older city facilities to separate stormwater and sanitary sewer discharges	656,250	(100,000)	556,250	
	Eliminate flooding at the intersection of Hull/Grove St by installing stormsewer infratrucure along Hull to the existing inlets on Comanche Street.	250,000	(100,000)	150,000	
	2022 operating budget personnel and operating costs associated with pandemic	500,000		500,000	
	Pay for temporary grant specialist	115,000		115,000	
	KZSM radio	25,000		25,000	
	Small Business Counseling Program	500,000	(100,000)	400,000	
	Business Retention and Expansion Program development, including new CRM s/w to track health of businesses served	18,000		18,000	
	Funding for downtown events which drive visitor traffic and generate sales tax + heads in beds	15,000		15,000	

City of San Marcos

ARP Funding

	Description	Amount Approved @ 8-3 Meeting	8-23-21 Adjustment	New Recommended Amount
	Funding for downtown events which drive visitor traffic and generate sales tax + heads in beds	30,000		30,000
	Training and Professional Development on small business development strategies, covid recovery, etc.	15,000		15,000
	Minority Small business stabilization	100,000		100,000
	Emergency funding for Christus Santa Rosa Hospital	-	500,000	500,000
	Mermaid Festival	25,000		25,000
	Implementation of an owner occupied housing rehabilitation program in future years, including 5% for administration of the program.	863,761		863,761
	Provide vocational instruction to improve workforce salaries. Classes would include HVAC, Welding, Information Security, Vmware, and Microsoft Certification. This would be a partnership with Community Action and Workforce Solutions. We would provide location and they would pay for the students that qualify for their programs. We would assist students that did not qualify for the other funding. Library staff would also provide assistance with applications and FAFSA support.	25,000		25,000

City of San Marcos

ARP Funding

	Description	Amount Approved @ 8-3 Meeting	8-23-21 Adjustment	New Recommended Amount
	Hire two part-time temporary Social Workers to provide case management services homeless coalition: Social Workers would participate and prioritize City Council initiatives. They would also provide assistance during and after any disasters (examples flood, COVID, cold weather). Further direction would be provided when the results of the Needs Assessment are available.	60,000		60,000
	Additional \$150,000 allocated for HSAB COVID response programs	150,000		150,000
	Central Texas Addressing Cancer Together	271,915		271,915
	Translation services w/ outreach	250,000		250,000
	Transitional housing (Together for a Cause)	100,000		100,000
	Shelter/transitional housing	400,000		400,000
	Nosotros La Gente	25,000		25,000
	Increase to current contract - Marketing to increase travel industry interest and revenue; Utilize expertly selected keywords relevant to your destination to give your prospective travelers the right information at the right time through paid search ads.	22,000		22,000
	Increase to current contract - Marketing to increase travel industry revenue with market spend data; Digital and display ads served based on traveler intent. Includes economic impact report following each campaign	100,000		100,000

City of San Marcos

ARP Funding

	Description	Amount Approved @ 8-3 Meeting	8-23-21 Adjustment	New Recommended Amount
	Increase to budget - Marketing to increase travel industry revenue; Filming of annual events/seasonal activities for updated tourism videos	50,000		50,000
	Increase to current contract - Marketing to increase travel industry revenue ; Digital ads served to meeting planners and on LinkedIn	30,000		30,000
	Increase to current contract - Marketing to increase travel industry revenue; Audio ads served on music subscription services	15,000		15,000
	New: Measures and communicates the impact of marketing campaigns with actionable insights to effectively use and adjust the marketing budget. Daily updated reports include 12 months of historical data at sign up + quarterly analysis during Quarterly Business Review Meetings	35,000		35,000
	New: Get in front of an engaged audience interested in travel or experiences found in your destination, such as shopping, dining, or outdoor adventure.	15,000		15,000
	New: Facebook, Pinterest and Instagram leads to use in upcoming ads and email campaigns	15,000		15,000
	New: Email management and campaign platform	15,000		15,000
	Marketing Grant for Digital Campaigns to indicate open for business	53,000		53,000
	Chatbot function for City website to provide better user experience for the public. Recurring Annual Expense Quote specified automated from information on website; no staff person needed ;	7,500		7,500

City of San Marcos					
ARP Funding					
			Amount Approved @ 8-3 Meeting	8-23-21 Adjustment	New Recommended Amount
		Description			
		Enhance security hardware for critical systems (network equipment) at each city facility, and city wifi)	1,000,550		1,000,550
		Priority # - PD Internet Connection - We are looking to upgrade and provide a more reliable, diverse, and usable internet connection at the PD.	50,000		50,000
		Priority # Telephone license that would allow a user using a virtual desktop to answer & make a call. The licenses (150) will provide flexibility answer /make calls while in the officer or teleworking. This will provide a level of customer experience that the city is expecting. One time cost is \$11,251.50 and reoccurring cost of \$5,400.	11,500		11,500
		Priority # Telephone virtual desktop annual support cost;	5,500		5,500
		New CAD/RMS system to support police, fire and EMS. Suggestion to use ARP dollars to fund public safety salaries and divert supplanted GF dollars to this project. (recurring annual cost - would replace current recurring costs); County would share in cost, \$800k is worst case scenario.	800,000		800,000
		LEICA RTC360 system - crime scene digital laser mapping system. Suggestion to use ARP dollars to fund public safety salaries and divert supplanted GF dollars to this project.	135,000		135,000
		Public Wi-fi Expansion (Parks & Library)	500,000		500,000
		Total	9,050,741	-	9,050,741