

ARP Project First Round Funding as of 06/14/22

Project Name	Description	Allocated	Expended	Available	% Spent
Stormwater Impr-Older Facilities	Install stormwater improvements at older city facilities to separate stormwater and sanitary sewer discharges	556,250.00	32,845.25	523,404.75	6%
Hull/Grove St Stormwater Infra	Eliminate flooding at the intersection of Hull/Grove St by installing stormsewer infratrucure along Hull to the existing inlets on Comanche Street.	150,000.00	49,152.80	100,847.20	33%
Briarwood & River Ridge Improvements	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.	1,078,085.00	987,997.18	90,087.82	92%
HSAB Covid Response Programs	Additional \$150,000 allocated for HSAB COVID response programs	150,000.00	40,323.07	109,676.93	27%
Email Management & Campaign Platform		15,000.00	3,680.00	11,320.00	25%
Search Engine Marketing	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.	22,000.00	11,000.00	11,000.00	50%
Conversant Marketing	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	100,000.00	21,217.48	78,782.52	21%
Tourism Videos Marketing	Increase to budget - Marketing to increase travel industry revenue; Filming of annual events/seasonal activities for updated tourism videos	50,000.00	14,700.00	35,300.00	29%
Meeting Campaign	Increase to current contract - Marketing to increase travel industry revenue ; Digital ads served to meeting planners and on LinkedIn	30,000.00	5,950.00	24,050.00	20%
Audio Ads Marketing	Increase to current contract - Marketing to increase travel industry revenue; Audio ads served on music subscription services	15,000.00	15,000.00	-	100%
Vision Data & Management Dashboard	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	35,000.00	35,000.00	-	100%
Influencer Campaign	New: Get in front of an engaged audience interested in travel or experiences found in your destination, such as shopping, dining, or outdoor adventure.	15,000.00	775.87	14,224.13	5%

Social Media Lead Generation	New: Facebook, Pinterest and Instagram leads to use in upcoming ads and email campaigns	15,000.00	338.92	14,661.08	2%
Vocational Instruction Program	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.	25,000.00	-	25,000.00	0%
Mermaid Festival	Recipient provides support to the recovery of community and to reversing negative economic impacts in the City. Recipient will utilize these funds to provide continued services to the San Marcos community and promote economic development. These funds will support the Mermaid Society Festival (scheduled from Sep 11 - 25, 2021) and the recovery of the San Marcos community and economy.	25,000.00	25,000.00	-	100%
Nosotros La Gente	Recipient provides support to those in need, including senior citizens by providing meals, shoes, warm clothing, medical expenses, rent and utility assistance, funeral assistance as well as transportation assistance. CSLFR funds will allow recipient to expand the number of clients that their current programs can assist.	25,000.00	25,000.00	-	100%
Downtown Events	Funding for downtown events which drive visitor traffic and generate sales tax + heads in beds	45,000.00	36,900.28	8,099.72	82%
Digital Campaigns/Marketing	Marketing Grant for Digital Campaigns to indicate open for business	53,000.00	3,000.00	50,000.00	6%
BIG Grant	Funding for BIG Grant with additional focus on touchless and air filtration improvements	150,000.00	5,845.20	144,154.80	4%
Small Business Counseling Program		400,000.00	-	400,000.00	0%
Business Retention & Expansion	Business Retention and Expansion Program development, including new CRM s/w to track health of businesses served	18,000.00	8,856.00	9,144.00	49%
Professional Development & Training	Training and Professional Development on small business development strategies, covid recovery, etc.	15,000.00	2,856.49	12,143.51	19%
Minority Small Business Stabilization		100,000.00	-	100,000.00	0%
Owner Occupied Housing Rehab Program	Implementation of an owner occupied housing rehabilitation program in future years, including 5% for administration of the program.	863,761.00	-	863,761.00	0%
Shelter/Transitional Housing	Spending to be determined after completion/presentation of Homeless Needs Assessment.	400,000.00	-	400,000.00	0%

Central TX Addressing Cancer Together	Recipient provides aid and support to uninsured, low-income women at risk of breast cancer. Recipient shall utilize funds to address health disparities specifically related to breast cancer among uninsured, low-income women at risk of breast cancer.	271,915.00	-	271,915.00	0%
Pay for Two Part-Time Social Workers	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.	60,000.00	-	60,000.00	0%
Translation Services/Outreach		250,000.00	-	250,000.00	0%
Together for a Cause	Transitional housing	100,000.00	100,000.00	-	100%
Critical Systems/Security Hardware Upgrades	Enhance security hardware for critical systems (network equipment) at each city facility, and city wifi)	1,000,550.00	-	1,000,550.00	0%
Public Wi-Fi Expansion (Parks & Library)	Public Wi-fi Expansion (Parks & Library)	500,000.00	-	500,000.00	0%
Christus Santa Rosa Hospital	Recipient provides medical and hospital services in Hays, County Texas and has been adversely impacted by the pandemic regarding the ability to retain and hire medical staff including nursing staff. Recipient will utilize these funds to provide continued medical services by retention and hiring of hospital medical staff in order to provide care for patients hospitalized for treatment of COVID-19 during the current surge in cases in San Marcos, and within Hays County.	500,000.00	500,000.00	-	100%
KZSM Radio	Recipient provides support to the San Marcos community and wider central Texas area by providing live-streaming internet radio transmission, which provides public health information and promotes city-wide events and activities. Use of funds by the recipient will allow for expanded outreach through additional news programming and public service announcements by providing crucial information about the pandemic and other emergencies.	25,000.00	25,000.00	-	100%
Facilities Air Improvements	Provide commercial grade HEPA Air Disinfecting Systems for assembly and meeting facility locations	367,680.00	344,467.03	23,212.97	94%
Chatbot	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	7,500.00	-	7,500.00	0%
PD Internet Connection Improvements	We are looking to upgrade and provide a more reliable, diverse, and usable internet connection at the PD.	50,000.00	-	50,000.00	0%

Tyler Public Safety Software	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.	800,000.00	453,201.13	346,798.87	57%
Telephone Licenses/Support	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.	17,000.00	16,651.50	348.50	98%
FARO 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.	135,000.00	91,690.50	43,309.50	68%
Pay for Temporary Grant Specialist		115,000.00	-	115,000.00	0%
2022 Personnel & Operating Costs	2022 operating budget personnel and operating costs associated with pandemic; final guidance has broadened general eligible uses	500,000.00	-	500,000.00	0%
		9,050,741.00	2,856,448.70	6,194,292.30	32%