



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: NANCY KERRY, TOWN MANAGER
RE: RESOLUTION OF THE TOWN OF FRISCO, COLORADO EXTENDING ECONOMIC RELIEF PROGRAMS AND DIRECTING THE IMMEDIATE IMPLEMENTATION OF THE PROGRAMS IN RESPONSE TO THE COVID-19 PUBLIC HEALTH EMERGENCY, AND AUTHORIZING THE EXPENDITURE OF FUNDS FOR THE PROGRAMS

DATE: FEBRUARY 9, 2021

Summary and Background:

At a Special Town Council meeting on December 21, 2020, the Frisco Town Council adopted Resolution 20-31, which re-established economic relief programs for local businesses providing grants to qualifying businesses. Resolution 20-31 included a deadline to submit applications by January 31, 2021 and authorized up to \$500,000 in business relief funds.

During the Town Council's January 9th and January 26th meetings, the Council discussed and thereafter directed, staff to bring forward options to extend and amend the economic relief programs authorized through Resolution 20-31.

Analysis:

This item is before the Town Council to consider options to extend and amend its economic relief programs for local businesses as previously authorized by Resolution 20-31.

Grant application period. The Town Council expressed interest in extending the grant application period. The attached resolution for consideration by the Town Council extends the period through March 31, 2021; however, the Town Council at its sole discretion may extend the deadline to apply to any date it so chooses.

Grants for new businesses. Some members of the Town Council expressed an interest in possibly offering grants to businesses that opened in 2020, which would preclude them from qualifying for a grant under the previous programs because Resolution 20-31 requires businesses

to demonstrate a comparative loss in revenue by specific percentages between 2019 and 2020. The attached resolution for consideration by the Town Council provides one example of a grant for new businesses based on their gross revenues in 2020 between the date their business opened and December 31, 2020.

Grants for businesses not otherwise qualified. Some members of the Town Council have also expressed an interest in possibly offering grants to businesses not otherwise qualified under the current or proposed amendments. If the Council so chooses to include businesses not otherwise qualified, staff recommends utilizing a similar award as defined under the “new business” grant (Section 2 of the attached resolution). However, it should be noted there are hundreds of businesses located within the Town of Frisco that might “otherwise qualify” if the grants were expanded to include all other businesses.

Also, it should be noted, staff managing the business relief programs have received inquiries of less than a handful of businesses who do not qualify under the programs. There is not therefore a high demand for assistance from businesses who don’t otherwise qualify. There are many businesses that performed well during the pandemic and others that were not substantially harmed.

The current programs were intended to direct financial assistance to those businesses suffering the greatest harm as a direct result of public health orders prohibiting customers from entering their establishments. The programs have achieved their intended goal. However, as with all government grant programs, it is understood there are always a few potential recipients that might not meet the criteria as defined by a program. That is a long-standing difficulty in government programs that must establish measurable criteria by which all applications may be evaluated in the same manner. Government resources must be distributed on a basis that allows for similarly situated applicants to receive an equitable evaluation and opportunity for assistance.

Financial Impact:

The attached resolution, if approved, does not further impact the Town’s budget because it does not authorize any additional monies to the program beyond what was previously authorized by Resolution 20-31.

Alignment with Strategic Plan:

As a result of the pandemic, and the ensuing Public Health Orders directing some businesses to close, and when reopened to reduce occupancy, many businesses have suffered significant financial losses. Providing financial assistance to sustain local businesses directly aligns with the Town Council’s strategic plan to maintain a thriving economy.

Environmental Sustainability:

There is a positive, albeit indirect, impact to the environment by supporting local businesses who in turn maintain their properties, reinvest in the local economy, employ local community members, reuse and recycle products, and contribute to the Town’s financial resources.

Staff Recommendation:

Staff recommends extending the deadline to apply as the Town did receive several applications after January 31, 2021. Amending the program is at the sole discretion of the Town Council.

Approved By:

This report was written by Town Manager, Nancy Kerry

Attachments:

Attachment 1 - Resolution for Consideration of Adoption