

State and Local Fiscal Recovery Funds  
Recovery Plan Performance Report

City of Oklahoma City  
**Recovery Plan**

**State and Local Fiscal Recovery Funds**  
2022 Report

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**2022 Recovery Plan**

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## GENERAL OVERVIEW

### **Executive Summary**

As part of the American Rescue Plan Act, the City of Oklahoma City received an allocation of \$122,507,590 from the Coronavirus State and Local Fiscal Recovery Funds. These funds were provided to assist government entities in recovering from the ongoing and lasting effects of the COVID-19 pandemic.

The City Council adopted a plan to allocate these funds on September 14, 2021, in the following broad categories:

- Revenue Replacement \$78,507,590
- Response to Negative Economic Impacts \$37,000,000
- Response to Public Health Emergency \$7,000,000

The following guiding principles were used in developing the plan for the use of Recovery Funds:

- Temporary Nature of Funds - Care should be taken to avoid creating new programs or add-ons to existing programs that require an ongoing financial commitment.
- Infrastructure Needs - Investment in critical infrastructure is particularly well-suited use of Fiscal Recovery Funds because it is a non-recurring expenditure that can be targeted to strategically important long- term assets that provide benefits over many years. However, care should be taken to assess any on-going operating costs that may be associated with the project.
- Coordination of Efforts -Try not duplicate efforts and be aware of potential enhancements available from state funding resources.
- Timing of Expenditures - Whenever possible, expenditures related to Fiscal Recovery Funds should be spread over the qualifying period (through December 31, 2024), but managed in a way to ensure projects are completed in the required timeframe (before December 31, 2026).

### **Uses of Funds**

The City's Plan for use of ARPA Funds was adopted by the City Council on September 14, 2021 (Council Item XI.Q). The Plan provides for programs/projects under broad categories which may fall under multiple ARPA identified categories. Funding for some programs/projects will be provided in phases based upon the availability of Fiscal Recovery Funds.

**1. REVENUE REPLACEMENT: RESTORING GOVERNMENT PROJECTS, INFRASTRUCTURE, AND SERVICES**  
**TOTAL ALLOCATION \$78,507,590**

CATEGORY DESCRIPTION

The Revenue Replacement category provides for the use of Fiscal Recovery Funds to replace City revenue lost due to COVID-19 to ensure that governments can continue to provide needed services. This category is intended to restore City projects, infrastructure and services. The projects under this category contain any of the services specifically authorized under the ARPA Revenue Loss category including, but are not limited to, modernization of IT department hardware and software, maintenance of or building new infrastructure (roads, drainage, and

sewer), and capital improvements. Per the formula provided by the Department of Treasury, the City's amount of authorized recovery exceeds the amount allocated and unused amounts from other categories may be reallocated to Revenue Replacement on or after June 1, 2024, for City projects.

On February 1, 2022, the City Council adopted a list of twelve projects to be funded under the revenue replacement (Council Item IX. BJ). That list was amended to add two additional projects on May 24, 2022 (Council Item IX. AZ). A description of the specific projects can be found in the Project Inventory section of the report.

**2. RESPONSE TO NEGATIVE ECONOMIC IMPACTS**

**TOTAL ALLOCATION** **\$37,000,000**

ESTIMATED SUBCATEGORY ALLOCATIONS

HOUSING	\$8,250,000
SMALL BUSINESS/NON-PROFIT ASST.	\$15,750,000
MINORITY/DISADVANTAGED BUSINESS TECHNICAL ASST.	\$2,500,000
JOB TRAINING	\$4,000,000
TOURISM RECOVERY	\$5,000,000
PROGRAM ADMINISTRATION	\$1,500,000

CATEGORY DESCRIPTION

The Response to Negative Economic Impacts category allows for the use of Fiscal Recovery Funds for programs and projects to directly address a negative economic impact of the COVID-19 public health emergency. Assistance is available the areas of housing, small businesses, non-profits, and individual job training, as well as payment of administration costs of such programs. Examples of these programs/projects include, but are not limited to, workforce and affordable housing, job training and placement, small business technical assistance and retrofits, minority business assistance, and non-profit assistance.

**3. RESPONSE TO PUBLIC HEALTH EMERGENCY**

**TOTAL ALLOCATION** **\$7,000,000**

CATEGORY DESCRIPTION

The Response to Public Health Emergency category allows for the use of Fiscal Recovery Funds to provide programs related to COVID-19 vaccinations, testing, tracing, and covid case monitoring, as well as payment of administration costs of such programs. This category may include, but is not limited to, vaccine promotion, public health facility construction and infrastructure, testing and vaccine equipment and supplies, and sewage monitoring.

One of the guiding principles for the City plan was to coordinate efforts to avoid duplication. As such, the City plan does not include rental assistance. The City received an allocation of about \$19 million in Emergency Rental Assistance Program funds and about \$15 million in Emergency Rental Assistance Program 2 that was included as part of the American Rescue Plan Act. Funding for airport improvements was also included in the American Rescue Plan Act through the Federal Aviation Administration and so no projects were included for airports in the City plan for use of Coronavirus State and Local Fiscal Recovery Funds. While the City plan does contain funding to support affordable housing, the City did receive additional grants through the CARES Act and ARPA that are being used to

supplement existing funding for programs like the Emergency Shelter program, CDBG, and HOME and other existing grant programs for social services.

### **Promoting Equitable Outcomes**

Information on how Oklahoma City projects promote equitable outcomes are found in the descriptions of those projects that fall within the expenditure categories that require those efforts.

### **Community Engagement**

The City of Oklahoma City management and City Council have been engaged with constituents, non-profits, organizations and elected leaders throughout the city to receive input on how the ARPA funds should be spent. Once broad categories of need were defined, the City and its partners worked together to identify additional inputs that were needed to customize programs to the needs of the community. City staff and partners that were hired to administer various programs performed multiple public outreach methods, including surveys, studies, targeted outreach to minority and marginalized groups, and meeting with organized groups that may be recipients of funding/services. More detailed information about community engagement initiatives is found in the descriptions of projects contained in the Project Inventory section of this report.

### **Labor Practices**

The City of Oklahoma City complies with all federal requirements in its construction contracts to ensure projects use strong labor standards to promote effective and efficient delivery of high-quality infrastructure projects while also supporting the economic recovery through strong employment opportunities for workers. Below are the provisions contained in all City construction contracts using ARPA funds.

#### **A. Equal Employment Opportunity**

During the performance of this Contract, the Contractor agrees as follows:

1. The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. The Contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, sexual orientation, gender identity, or national origin. Such action shall include, but not be limited to the following: Employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this nondiscrimination clause.
2. The Contractor will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive considerations for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.
3. The Contractor will send to each labor union or representative of workers with which he

has a collective bargaining agreement or other contract or understanding, a notice to be provided advising the said labor union or workers' representatives of the Contractor's commitments under this section, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

4. The Contractor will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
5. The Contractor will furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the administering agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.
6. In the event of the Contractor's noncompliance with the nondiscrimination clauses of this Contract or with any of the said rules, regulations, or orders, this Contract may be canceled, terminated, or suspended in whole or in part and the Contractor may be declared ineligible for further Government contracts or federally assisted construction contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.
7. The Contractor will include the portion of the sentence immediately preceding paragraph (1) and the provisions of paragraphs (1) through (7) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The Contractor will take such action with respect to any subcontract or purchase order as the administering agency may direct as a means of enforcing such provisions, including sanctions for noncompliance: Provided, however, that in the event a Contractor becomes involved in, or is threatened with, litigation with a subcontractor or vendor as a result of such direction by the administering agency the Contractor may request the United States to enter into such litigation to protect the interests of the United States.

**B. Compliance with the Contract Work Hours and Safety Standards Act**

1. Overtime requirements.

No contractor or subcontractor contracting for any part of the contract work which may require or involve the employment of laborers or mechanics shall require or permit any such laborer or mechanic in any workweek in which he or she is employed on such work to work in excess of forty hours in such workweek unless such laborer or mechanic receives compensation at a rate not less than one and one-half times the basic rate of pay for all hours worked in excess of forty hours in such workweek.

2. Violation; liability for unpaid wages; liquidated damages.

In the event of any violation of the clause set forth in paragraph (1) of this section the Contractor and any subcontractor responsible therefor shall be liable for the unpaid wages. Such liquidated damages shall be computed with respect to each individual laborer or mechanic, including watchmen and guards, employed in violation of the clause set forth in paragraph (1) of this section, in the sum of \$10 for each calendar day on which such individual was required or permitted to work in excess of the standard workweek of forth hours without payment of the overtime wages required by the clause set forth in paragraph (1) of this section.

3. Withholding for unpaid wages and liquidated damages.

The awarding Federal agency or Contracting Entity shall upon its own action or upon written request of an au authorized representative of the Department of Labor withhold or cause to be withheld, from any moneys payable on account of work performed by the Contractor or subcontractor under any such contract or any other Federal contract with the same prime contractor, or any other federally-assisted contract subject to the Contract Work Hours and Safety Standards Act, which is held by the same prime contractor, such sums as may be determined to be necessary to satisfy any liabilities of such contractor or subcontractor for unpaid wages and liquidated damages as provided in the clause set forth in paragraph (2) of this section.

4. Subcontracts.

The Contractor or subcontractor shall insert in any subcontracts the clauses set forth in paragraph (1) through (4) of this section and also a clause requiring the subcontractors to include these clauses in any lower tier subcontracts. The prime contractor shall be responsible for compliance by any subcontractor or lower tier subcontractor with the clauses set forth in paragraphs (1) through (4) of this section.

**C. Minority Businesses, Women’s Business Enterprises, and Labor Surplus Area Firms**

In compliance with 2 CFR § 200.321, if Contractor utilizes subcontracts for this Agreement, Contractor agrees that it shall:

1. Place qualified small and minority businesses and women’s business enterprises on solicitation lists;
2. Assure that small and minority businesses, and women’s business enterprises are solicited whenever they are potential sources;
3. Divide total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women’s business enterprises;
4. Establish delivery schedules, where the requirements permit, which encourage participation by small and minority businesses, and women’s business enterprises; and

5. Use the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce.

### **Use of Evidence**

Information on how Oklahoma City projects use evidence-based interventions or program evaluation are found in the descriptions of those projects that fall within the expenditure categories that require those efforts.

### **Performance Report**

Information on how Oklahoma City projects use performance management are found in the descriptions of those projects that fall within the expenditure categories that require those efforts.

## **PROJECT INVENTORY**

### **Revenue Replacement Projects**

The City's list of restoration projects was developed through input of the City departments and the application of a 14 factor priority criteria, including:

- Public Health / Public Safety
- Critical Infrastructure Need
- Need Identified in Plan / Study
- Potential to fill level of service gaps or improve level of service
- Unfunded urgent/emergency preparedness project
- Population Served (residents + employment)
- Population Impacted (residents + employment)
- Economic Development support / potential
- Creates no ongoing operating cost
- Ability to enhance efficiencies or save money in the future
- Readiness and ability to execute within timeframe
- Enhances Cybersecurity
- Funding would be matched by outside entities
- Availability of other funding sources (Trust, GO Bonds, General Fund)

Based on the ratings using the criteria, the top projects were proposed for funding from the City's ARPA allocation. The specific projects are listed below.

The City has not allocated its full allotment of \$78,507,590 for revenue replacement projects. There is \$15,214,090 that is currently unallocated in the revenue replacement category. The City is waiting to see what projects are funded by the state from its ARPA funds before finalizing the City allocation. The City is reporting revenue replacement projects at the aggregate level in the quarterly project and expenditure reports to the Department of Treasury. For purposes of transparency, each of the individual projects within the revenue replacement category are listed below.



## **PROGRAM COMPLIANCE AND REVIEW**

### **Project GAR1A (\$23,500 Allocated \$2,227.50 Spent)**

#### **Expenditure Category 7.1 – Administrative Services**

The Revenue Replacement category is where the City is funding its contract with Eide Bailly to provide program compliance, review, and consultation services to ensure we follow all federal guidelines in the use of ARPA funds.

## **BACK-UP GENERATORS FOR ALL FIRE FACILITIES**

### **Project GAR1B (\$1,500,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

Most Fire stations do not have backup power. When power is lost, resources are moved to shared locations or apparatus is put out of service, both of which reduce response times. This project would provide a back-up power source for all Fire facilities.

## **REPLACE MIDWEST BLVD BRIDGE OVER CRUTCHO CREEK**

### **Project GAR1C (\$2,750,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

The bridge over Crutchtho Creek was closed to traffic for safety concerns due to several structural deficiencies. Midwest Boulevard is a major arterial in the area. Closure of the bridge requires residents and businesses to travel 3 miles out of their way. There are insufficient funds in the GO Bond program to address this bridge.

## **IMPROVEMENTS AT WILEY POST PARK**

### **Project GAR1D (\$3,000,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

The master plan for Wiley Post Park envisions a \$35 million renovation that would transform the park on both the south and north side of the Oklahoma River. With this allocation the following elements would be funded:

- Event Center upgrade/renovation (\$1,000,000) Refresh the event center and provide more usability while updating the tired and aged façade.
- Large Pavilion Renovation (\$1,000,000) This will also allow the completion of the loop around the pavilion as shown on the master plan concept.
- North Entry Plaza (\$1,000,000) The entry will need to be reworked compared to the master plan concept to allow for an improved connection to Scissor Tail Park.

## **PUBLIC SAFETY TRAINING CENTER ADDITIONAL FUNDING**

### **Project GAR1E (\$6,000,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

The 2017 GO Bond authorization contains funding for a combined public safety training center. With the increased cost of building materials and the additional needs for Public Safety Training that were not included in the bond authorization, such as a driving track, this funding is needed to assist with the cost of the facility.

## **VARIOUS CYBERSECURITY IMPROVEMENTS**

### **Project GAR1F (\$5,000,000 Allocated \$1,277,744 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

Cybersecurity was one type of expense that was encouraged in ARPA and it is an ongoing need for the City. This funding will enable implementation of several enhancements to the City's cybersecurity systems.

## **ADDITIONAL SIDEWALK INSTALLATION PROJECT**

### **Project GAR1G (\$5,000,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

Sidewalks continue to be a priority for residents. This funding will provide for several additional miles of sidewalk consistent with the Bike/Walk OKC plan.

## **ADD ALTERNATES AT CAMERON PARK**

### **Project GAR1H (\$1,500,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

There was not enough funding to award all the add alternates in the current Cameron park bond project. The add alternates would require an additional \$1.5 million to fully fund the project. This would provide the lighting for the five fields and lighting for the parking lots, a new entry gate, additional sun-shade structures and behind-the-goal backstops.

## **STRONG NEIGHBORHOODS INITIATIVE (SNI) INVESTMENTS IN CAPITOL HILL**

### **Project GAR1I (\$2,700,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

The specific projects that would be funded through ARPA would be \$2,000,000 to create a Plaza in Capitol Hill that would be a signature public gathering space for the neighborhood. The second project would be \$700,000 for an at-grade crossing to Wiley Post Park over the BNSF railroad tracks.

## **BIKE LANES ON EASTERN FROM S. GRAND BLVD TO SE 59TH**

### **Project GAR1J (\$720,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

There is no funding available for this expansion of bike infrastructure that is part of the Bike/Walk OKC plan.

## **NW 10TH ST. BRIDGE OVER GRAND BLVD**

### **Project GAR1K (\$8,750,000 Allocated \$0 Spent)**

#### **Expenditure Category 6.1 – Provision of Government Services**

NW 10th Street twin bridges are a major arterial in the City. The bridges provide access to I-44 at NW 10th Street, and the main entrance to the Oklahoma State Fairgrounds. The bridge substructure is deteriorated and needs to be replaced. This location is a listed project in the 2017 GO Bond project, however, the funding was for repairs to the

bridge and now it has been determined that replacement is needed. This funding, along with the GO Bond funds will allow for replacement of the two spans.

**REPLACE FIRE SCBAS**

**Project GAR1L (\$2,000,000 Allocated \$0 Spent)**

**Expenditure Category 6.1 – Provision of Government Services**

The current Self-Contained Breathing Apparatus (SCBA) utilized by Fire need updating to a more user friendly, ergonomically fitting, and higher level of technology system which provides the greatest level of protection for our personnel. SCBA's are one of the most important protective systems that our firefighters utilize when fighting structure fires, vehicle fires and hazardous materials incidents. This funding will replace about 40% of the departments SCBAs.

**S. MAY AVE TRAIL (OR AIRPORT TRAIL)**

**Project GAR1M (\$4,500,000 Allocated \$0 Spent)**

**Expenditure Category 6.1 – Provision of Government Services**

Better Streets, Safer City bicycle projects have proven to be much costlier than anticipated. This project would fund about 3 miles of the South May Avenue or Airport Trail. The trail is part of the Oklahoma City Trails Master Plan and would eventually connect the Grand Boulevard Trail to Earlywine Park.

**POST ROAD WIDENING AND RELATED IMPROVEMENTS NEAR TINKER AIR FORCE BASE**

**Project GAR1N (\$16,850,000 Allocated \$0 Spent)**

**Expenditure Category 6.1 – Provision of Government Services**

On February 1, 2022, the City Council approved twelve projects totaling \$43.2 million. The City also submitted applications to the State for ARPA Funding. One of the submitted projects, the widening of Post Road and related improvements near Tinker Air Force Base, will not be funded by the State. That project is being added to the previous list because of the necessity to widen Post Road with the pending closure of Douglas Boulevard.

**POST ROAD WATER LINE ARCHITECT AND ENGINEERING SERVICES**

**Project GAR10 (\$3,000,000 Allocated \$0 Spent)**

**Expenditure Category 6.1 – Provision of Government Services**

A second, related is to relocate a water line that is aligned with Douglas Boulevard so that it remains outside of Tinker Air Force base. No decision on funding that project has been made by the state. Because of the requirement to obligate the funds under ARPA by December 31, 2024, the architect and engineering services for the water line relocation project are being added so that design work can begin. If the project is funded by the state, the City's revenue replacement funding can be repaid by the state.

## **Response to Negative Economic Impacts Projects**

The City allocated \$37,000,000 to projects that respond to the negative economic impacts of COVID-19. The specific projects are listed below. There is currently \$220,000 in funds that is not currently allocated to a specific project in this category.

### **AFFORDABLE HOUSING**

#### **Project GAR2B (\$8,250,00 Allocated \$0 Spent)**

##### **Expenditure Category 2.15 – Long-term Housing Security: Affordable Housing**

The City has allocated \$8,250,000 to help provide affordable housing. A Request for Proposals was issued on July 19, 2022 and proposals are due on August 17, 2022. A Selection Committee will review proposals and select one or more projects that meet eligibility criteria and best accomplish the City's goals and objectives.

### **NON-PROFIT ASSISTANCE – UNITED WAY**

#### **Project GAR2E (\$1,000,000 Allocated \$1,000,000 Spent)**

##### **Expenditure Category 2.34 – Assistance to Impacted Nonprofit Organizations**

The United Way of Central Oklahoma and its Partner Agencies continue to care for our community's most vulnerable citizens and that work cannot be placed on pause. The United Way and its Partner Agencies depend on fundraising through the United Way's annual campaign and other fundraisers to ensure these nonprofits have the necessary resources to respond to the community needs. Due to the economic impact of COVID-19, United Way's contributions and funds have decreased and continue to be less than received in past years. United Way is a unique non-profit support structure and has an expansive impact on the residents of Oklahoma City, thus the City seeks to provide Fiscal Recovery Funds for economic recovery from the COVID-19 public health emergency.

### **NON-PROFIT ASSISTANCE – ALLIED ARTS**

#### **Project GAR2H (\$1,000,000 Allocated \$0 Spent)**

##### **Expenditure Category 2.34 – Assistance to Impacted Nonprofit Organizations**

Allied Arts of Oklahoma, as manager of the Arts Non-Profit Recovery Program, is responsible for working with arts and cultural not-for-profit entities to obtain, organize, and maintain required documentation for application for assistance in the form of

- replacement of employee positions lost due to Covid-19 on or after March 3, 2021
- reimbursement of costs incurred for Covid-19 mitigation efforts
- reimbursement of costs incurred for technology to implement virtual programming
- reimbursement of costs incurred for remote working technology
- grants for lost revenues due to Covid-19 on or after March 3, 2021.

## SMALL BUSINESS ASSISTANCE – ALLIANCE FOR ECONOMIC DEVELOPMENT

### Project GAR2G (\$12,250,000 Allocated \$7,190,000 Spent)

#### Expenditure Category 2.30 – Technical Assistance, Counseling, or Business Planning

The City has approved projects totaling \$7,190,000 for four Programs (listed below) in the Small Business Assistance Category. The remaining \$5,060,000 has not been approved for specific projects as of June 30, 2022. The City is reporting the Small Business Assistance program at the aggregate level in the quarterly project and expenditure report to the Department of Treasury. For purposes of transparency, each of the project’s subcomponents are listed below.

<b>Program Title:</b>	Community Engagement and Outreach
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<b>Project Category:</b>	Small Business/Nonprofit Assistance
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<b>Program Funding:</b>	\$915,000 Allocated \$915,000 Spent
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<b>Treasury Expenditure Category:</b>	EC 7.1 Administrative: Administrative Expenses
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#### Program Description:

The OKC Rescue Program has developed a community engagement plan to accomplish five goals: (1) promulgate information about the OKC Rescue Program, (2) make people feel heard, (3) facilitate transparency and accountability, (4) improve program services, and (5) provide strategic oversight to the programs. As part of that plan, the Alliance will conduct several community engagement activities, including robust outreach to historically disadvantaged groups, deploying an online community engagement platform to facilitate virtual citizen participation, and convening a representative working group to provide strategic oversight and accountability to the programs.

As part of the OKC Rescue Program community engagement plan, the Alliance will contract with several community-based organizations to conduct community outreach and application support. This contracting arrangement will allow the OKC Rescue Program to leverage the existing networks and relationships these organizations have with minority-owned and disadvantaged small businesses. The Alliance will pay these community-based organizations as contractors to do three things:

- Receive training about the OKC Rescue Program and promote the programs on social media
- Provide one-on-one assistance to small businesses in applying to the OKC Rescue Program
- Advertise and promote the OKC Rescue Program at events.

Additionally, the Alliance has engaged Anglin PR, a local public relations firm, to manage public relations and outreach responsibilities for the OKC Rescue Program. Without robust outreach, the OKC Rescue program will not be able to reach the historically underserved communities this program is intended to serve. Anglin PR will do the following tasks:

- Develop a logo, name, and branding for the OKC Rescue Program
- Create outreach and advertising content for social media and website pages
- Publicize the OKC Rescue Program through traditional and digital (e.g., social media and web) advertisements

- Develop and contact outreach lists of potential program participants

**Describe what evidence or research justifies the creation of this project.**

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decrease in revenues for many small businesses.

From administering CARES Act-funded small business programs, the Alliance learned the importance of publicizing programs and conducting robust, equitable outreach. Community engagement and outreach helped to increase the number of businesses that were able to participate in these opportunities, raise awareness about how public funds were being spent, and build community support for the programs. Without similar outreach and engagement efforts, the OKC Rescue Program risks not being able to serve the communities it is intended to.

**Describe how this project responds to the COVID-19 health emergency and its economic impacts.**

These community engagement and outreach efforts will assist the Alliance in administering economic recovery programs that directly respond to the COVID-19 health emergency, including Technical Assistance, Façade and Storefront Improvement, and Pandemic Mitigation. Without public awareness of these programs, the OKC Rescue Program will struggle to fully expend all monies and might not have the economic impact it is designed to.

**Describe project eligibility requirements.**

Eligibility requirements will vary and depend on the specific program. Community engagement and outreach efforts will assist in the administration of the OKC Rescue Program.

**Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.**

Community engagement and outreach will reach, recruit, and help build trust with minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities. Community engagement contractors have been selected, in part, based on previous experience working with minority and diverse communities in Oklahoma City. Compensation for application assistance is structured so that contracted community engagement partners are paid based on the number of successful minority-owned businesses and businesses operating in QCTs that they assist in completing an application.

**Describe the performance measures or programmatic data that will be collected in the administration of this project.**

We will collect information such as the number of ads purchased, posts made, and news articles written about the OKC Rescue Program. We will also track the funds spent on advertising and content development. We will track the number of individuals assisted by the community engagement contractors, the number of events they attend to promote the OKC Rescue Program, and the number of individuals they speak to at those events.

**List and describe the role of any subcontracts for this project.**

The following community-based organizations will be contracted for community engagement:

- Asian District Cultural Association
- Community Action Agency
- The Greater Oklahoma City Hispanic Chamber of Commerce
- Historic Capitol Hill Calle Dos Cinco
- Latino Community Development Agency
- Northeast OKC Renaissance
- Oklahoma City Black Chamber of Commerce
- Progress OKC

Anglin PR will be our primary contractor for outreach and PR needs.

<b>Program Title:</b>	Program Technology
<b>Program Funding:</b>	\$775,000 Allocated \$775,000 Spent
<b>Project Category:</b>	Small Business/Nonprofit Assistance
<b>Treasury Expenditure Category:</b>	EC 7.1 Administrative: Administrative Expenses

**Program Description:**

The OKC Rescue Program will use Salesforce to collect applications, track funding requests, and keep applicant records. Salesforce is an industry leading Customer Relationship Management (CRM) software that is widely used by businesses and nonprofits.

This project will cover the implementation costs, fees, and support associated with Salesforce through the end of the OKC Rescue Program. We will pay for the Sales Cloud Enterprise Edition software, the Grants Management Enterprise Edition software, the Premier Success Plan for Salesforce, Pardot (a marketing automation software extension), the Premier Success Plan for Pardot, and FormAssembly. Additionally, the Alliance will pay for Agile Clouse Consulting, LLC, to assist with the implementation and setup of Salesforce, and LMRoss, LLC, to oversee the project management for Salesforce implementation. A detailed budget is included as part of this project proposal.

**Describe what evidence or research justifies the creation of this project.**

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decreases in revenues for many small businesses. The subsequent waves of COVID-19 have created additional disruptions to economic growth.

The City of Oklahoma City has contracted with the Alliance to administer funds from the American Rescue Plan Act (ARPA) to directly address the negative economic impacts caused by COVID-19. Services provided under this contract include assistance in the areas of small business and nonprofit assistance, minority and disadvantaged business support, and job training and workforce development.

To aid in the development and administration of ARPA-funded programs, the Alliance has arranged to use the Salesforce software platform to collect applications, track funding requests, and keep applicant records. Salesforce’s robust tracking capabilities and flexible deployment options make it an ideal tool to help administer the OKC Rescue Program.

**Describe how this project responds to the COVID-19 health emergency and its economic impacts.**

The Salesforce platform will assist the Alliance in administering economic recovery programs that directly respond to the COVID-19 health emergency, such as Technical Assistance, Façade and Storefront Improvement, and Pandemic Mitigation.

**Describe project eligibility requirements.**

Eligibility requirements will vary and depend on the specific program. Salesforce will assist in the administration of the OKC Rescue Program.

**Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.**

Programs geared towards minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities will use Salesforce for administering ARPA funds. By implementing a robust data collection system, the Alliance will use Salesforce’s reporting features to guide future program development for minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

**Describe the performance measures or programmatic data that will be collected in the administration of this project.**

Salesforce will aid in the collection of many different performance measures and programmatic data. For example, Salesforce will assist the Alliance in reporting the number of businesses and nonprofits served, and the amount of funds expended for each program. The number of programs that use Salesforce, the number of applications, and the amount of ARPA funds it tracks are all measures that can be used to evaluate the performance of Salesforce as a tool in assisting the OKC Rescue Program.

**List and describe the role of any subcontracts for this project.**

The Alliance has contracted with the Salesforce company, Salesforce.com, Inc., to procure licenses to use the software and its extensions, with Agile Cloud Computing to help build out the application in Salesforce, and LMRoss, Inc., to perform project management to implement the Salesforce platform.

<b>Program Title:</b>	Technical Assistance
<b>Program Funding:</b>	\$3,000,000 Allocated \$3,000,000 Spent
<b>Project Category:</b>	Small Business/Nonprofit Assistance
<b>Treasury Expenditure Category:</b>	EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning  EC 2.34 Negative Economic Impacts: Assistance to Impacted Nonprofit Organizations (Impacted or Disproportionately Impacted)

**Program Description:**



Provides up to \$15,000 in services of local, pre-qualified, subject-matter experts for various types of technical assistance to small businesses and non-profits. Typical services include:

- Accounting, bookkeeping, and tax preparation
- HR, employment best practices, and legal assistance
- Marketing, advertising, and website services
- Business growth, strategy, and planning services
- Architectural and engineering services

Successful applicants choose only from a list of pre-approved vendors (non-approved vendors are unable to render reimbursable technical assistance through this program). All services must be completed within 6 months of qualification letter, or by December 31, 2024, whichever is sooner. The Alliance will only be able to pay the vendor once the applicant receiving services has attested that the services are complete and the City has approved the expense.

**Describe what evidence or research justifies the creation of this project.**

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decreases in revenues for many small businesses. The subsequent waves of COVID-19 have created additional disruptions to economic growth.

Administering CARES Act-funded small business programs, the Alliance learned that small businesses were able to benefit from technical assistance programs to pay for professional services, such as marketing, HR, media, consultation, strategy, legal, and operational service support. The breadth of these services allows public funds to meet many different business needs. A survey after the first two rounds of the Small Business Continuity Program found that the programs operated by the Alliance, which included technical assistance, helped to save or create an estimated 2,100 local jobs with small businesses in Oklahoma City.

**Describe how this project responds to the COVID-19 health emergency and its economic impacts.**

Local small businesses have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns. By providing technical assistance, small businesses that were impacted by the pandemic are able to receive support that helps them financially stabilize and regrow their enterprises. This allows businesses to redirect revenue to other essential functions, such as rent/mortgage payments, utilities, staffing expenses, and inventory supply.

**Describe project eligibility requirements.**

- For-profit businesses and non-profit (501(c)(3) or 501(c)(19)) organizations
- Either A, B, or C:
  - (A) Demonstration of negative impact due to the COVID-19 public health emergency since March 2021, such as:
    - Decreased revenue or gross receipts (relative to pre-pandemic revenue)
    - Financial insecurity
    - Increased costs
    - Challenges covering payroll, rent or mortgage, or other operating costs

- (B) Minority-owned business<sup>1</sup>
- (C) Businesses operating<sup>2</sup> in Qualified Census Tracts (QCT) ([see map here](#))
- 100 or fewer full-time equivalent employees<sup>3</sup>
- Established at a physical location within Oklahoma City limits (online businesses are not eligible)
  - For-profit businesses only: the majority of the business revenue must normally come from in-person (not online) transactions

**Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.**

The *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services such as technical assistance.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. In other words, minority-owned businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive technical assistance services; rather, the impact is already presumed.

<sup>1</sup> Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

<sup>2</sup> “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

<sup>3</sup> To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

Similarly, the Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic. Therefore, QCT-based businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive technical assistance; the impact is already presumed.

**Describe the performance measures or programmatic data that will be collected in the administration of this project.**

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will collect information about the nature and extent of the impact of COVID-19 on the businesses requesting services in order to ensure that the services delivered are proportional to the impact. We will keep account of the financial value of services received by businesses.

Follow up evaluation will seek to understand the economic impact of receiving technical assistance by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

**List and describe the role of any subcontracts for this project.**

The Alliance will employ and directly pay local service providers to perform the services for the business. The Alliance solicited an RFQ for qualified business service professions on September 8, 2021 (see attachment) and a follow up RFQ for services in the field of architecture and engineering on March 10, 2022. Since then, staff have assembled a list of qualified and insured vendors who can provide services to businesses and nonprofits—many have provided similar services under CARES-funded version of Technical Assistance.

Service providers may both apply to render services in the technical assistance program and receive technical assistance, as long as it is not for the form of service they provide. Businesses that are interested in becoming vendors/consultants but are in need of some form of technical assistance are encouraged to first apply for technical assistance before applying to be a vendor.

<b>Program Title:</b>	<u>Pandemic Mitigation</u>
<b>Project Category:</b>	Small Business/Nonprofit Assistance
<b>Program Funding:</b>	\$2,500,000 Allocated \$2,500,000 Spent
<b>Treasury Expenditure Category:</b>	EC 1.8 Public Health: COVID-19 Mitigation & Prevention: COVID-19 Assistance to Small Business
	EC 1.9 Public Health: COVID-19 Mitigation & Prevention: COVID-19 Assistance to Non-Profits

**Program Description:**

Provides reimbursement up to \$25,000 for the reasonable cost of COVID-19 mitigation and prevention measures for small businesses and nonprofits (e.g., developing outdoor spaces). Examples of eligible projects include:

- Ventilation improvements

- Outdoor patios or “streateries” (e.g., adapting outdoor spaces for business delivery services)
- Adding a customer drive-thru
- Barriers or partitions
- Restriping/signage for pickup lanes/spaces

Mitigation and prevention measures must have begun after or be purchased after March 3, 2021. Businesses and nonprofits can pay their preferred contractor for labor and materials. Projects and materials must be completed, purchased, and submitted for reimbursement within 12 months of the qualification letter or by December 31, 2024, whichever is sooner. Businesses will only be allowed to submit for reimbursement once—the reimbursement request should include all applicable project invoices. \$1,000 *de minimis* limit on invoices.

Real estate businesses can only apply for their primary place of business (i.e., business office). Real estate businesses cannot apply this program to subsidiary locations which are leased or rented out.

Phase 1 of the program will be limited to minority-owned and disadvantaged businesses (i.e., businesses located in QCTs), and the application will remain open for three months or until funds run out, whichever is sooner. Phase 2 of the program will be available to any for-profit business or nonprofit organization, and the application will remain open until funds run out or the program concludes, whichever is sooner. Minority-owned and disadvantages businesses may continue to apply during Phase 2 of the program.

**Describe what evidence or research justifies the creation of this project.**

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decreases in revenues for many small businesses. The subsequent waves of COVID-19 have created additional disruptions to economic growth.

The *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY noted: “The COVID-19 pandemic further highlighted the importance of supporting small business owners and communities of color, as they often experienced the largest negative economic impacts.” This research justifies the creation of a dedicated program to help businesses and nonprofits adapt to the COVID-19 pandemic and implement mitigation measures, such as activating outdoor spaces for business use, making ventilation improvements, or adding a customer drive-thru. Furthermore, the EY study highlighted the necessity to apply an equity lens to such business and nonprofit support, due to the systemic challenges these communities face.

By providing reimbursement grants for pandemic mitigation and prevention measures, businesses and nonprofits will be able to adapt their business models to incorporate safer operating practices. And by first making the program available to minority-owned and disadvantaged businesses, we can ensure those historically underserved populations are prioritized for services.

**Describe how this project responds to the COVID-19 health emergency and its economic impacts.**

Local small businesses have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns. By providing pandemic mitigation and prevention assistance, small businesses that were impacted by the pandemic are able to receive support that helps them adapt their business models to safer and more resilient practices.

**Describe project eligibility requirements.**

This project will be administered in two phases. Phase 1 of the program will be limited to minority and disadvantaged businesses (i.e., businesses located in QCTs), and the application will remain open for approximately three months or until funds run out, whichever is sooner. Phase 2 of the program will be available to any for-profit business or nonprofit organization, and the application will remain open until funds run out or the program concludes, whichever is sooner.

Phase 1:

- For-profit businesses
- Either A or B:
  - (A) Minority-owned business<sup>4</sup>
  - (B) Businesses operating<sup>5</sup> in Qualified Census Tracts (QCT) (see map here)
- Small business has 100 or fewer FTEs<sup>6</sup>
- Small business must have a physical location within Oklahoma City limits (online businesses are not eligible)
  - The majority of the business revenue must normally come from in-person (not online) transactions
- Small business cannot fall under any of the exclusions listed in the Program Policies

Phase 2:

- For-profit businesses and nonprofit organizations
- Small business or nonprofit has 100 or fewer FTEs
- Small business or nonprofit must have a physical location within Oklahoma City limits (online businesses are not eligible)
  - For-profit businesses only: The majority of the business revenue must normally come from in-person (not online) transactions
- Small business or nonprofit cannot fall under any of the exclusions listed in the Program Policies

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<sup>4</sup> Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

<sup>5</sup> “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

<sup>6</sup> To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

**Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.**

The *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services such as pandemic mitigation assistance.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. In other words, minority-owned businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive pandemic mitigation assistance; rather, the impact is already presumed.

Similarly, the Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic. Therefore, QCT-based businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive pandemic mitigation assistance; the impact is already presumed.

Program will be administered in two phases. Phase 1 of the program will be limited to minority and disadvantaged businesses (i.e., businesses located in QCTs), and the application will remain open for approximately three months or until funds run out, whichever is sooner. Phase 2 of the program will be available to any for-profit business or nonprofit organization, and the application will remain open until funds run out or the program concludes, whichever is sooner. By phasing the program administration in this way, we can ensure that minority and disadvantaged businesses are adequately served by this program.

**Describe the performance measures or programmatic data that will be collected in the administration of this project.**

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business

establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of the pandemic mitigation made by the businesses.

Follow up evaluation will seek to understand the economic impact of receiving pandemic mitigation funds by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

**List and describe the role of any subcontracts for this project.**

Businesses will be able to select their own contractors, vendors, or suppliers for services and goods, and will pay contractors directly.

**MINORITY/DISADVANTAGED BUSINESS TECHNICAL ASSISTANCE – ALLIANCE FOR ECONOMIC DEVELOPMENT**

**Project GAR2K (\$4,000,000 Allocated \$1,000,000 Spent)**

**Expenditure Category 2.30 – Technical Assistance, Counseling, or Business Planning**

The City has approved one project for \$1,000,000, listed below, in the Minority/Disadvantaged Business Technical Assistance Category. The remaining \$3,000,000 has not been approved for specific projects as of June 30, 2022.

<b>Program Title:</b>	<u>Façade and Storefront Improvement</u>
<b>Program Funding:</b>	\$1,000,000 Allocated \$1,000,000 Spent
<b>Project Category:</b>	Minority and Disadvantaged Business Assistance
<b>Treasury Expenditure Category:</b>	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

**Project or Program Description:**

Provides reimbursement up to \$25,000 for the reasonable cost of façade or storefront improvements that are permanent in nature. Examples of eligible projects include:

- Façade repair, painting or replacement
- Window replacement
- Awnings or window overhangs
- Signage that is permanent in nature (no banners, window decals, or store window painting)

Improvements must have begun after March 3, 2021. Businesses can pay their preferred contractor for labor and materials. Projects must be completed and submitted for reimbursement within 12 months of qualification letter or by December 31, 2024, whichever is sooner. Businesses will only be allowed to submit for reimbursement once—the reimbursement request should include all applicable project invoices.

Real estate businesses can only apply for their primary place of business (i.e., business office). Real estate businesses cannot apply this program to subsidiary locations which are leased or rented out.

**Describe what evidence or research justifies the creation of this project.**

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY reported that when it came to small businesses accessing capital:

“Oklahoma City has a more expansive incentive and development finance toolbox than many other similar-sized cities and markets, but there is little evidence that these resources are having a measurable impact on entrepreneurs of color; disadvantaged business enterprises; and real estate development entities—both public and private—seeking to undertake ... brick-and-mortar deals in revitalization areas or in SNI communities.”

This research justifies the creation of a dedicated program to help minority and disadvantaged businesses access capital for commercial revitalization. By providing reimbursement grants for façade and storefront improvements, businesses will be able to improve the appeal of the physical business location, thus facilitating commercial revitalization for historically underserved businesses and in historically underserved areas. This dedicated pool of capital will assist minority and disadvantaged businesses to improve the attractiveness of their brick-and-mortar locations.

**Describe how this project responds to the COVID-19 health emergency and its economic impacts.**

The EY *Community Economic Recovery & Resiliency Study* found that minority and disadvantaged businesses continued to face hurdles accessing capital for commercial improvements during the COVID-19 pandemic. By providing access to capital for commercial improvements, this program will assist businesses in overcoming those hurdles and facilitate an equitable economic recovery. This investment will allow minority and disadvantaged businesses to attract more customers and clients.

**Describe project eligibility requirements.**

- For-profit businesses
- Either A or B:
  - (A) Minority-owned business<sup>7</sup>
  - (B) Businesses operating<sup>8</sup> in Qualified Census Tracts (QCT) ([see map here](#))
- 100 or fewer full-time equivalent employees<sup>9</sup>
- Established at a physical location within Oklahoma City limits (online businesses are not eligible)
  - The majority of the business revenue must normally come from in-person (not online) transactions

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<sup>7</sup> Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

<sup>8</sup> “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

<sup>9</sup> To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.



**Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.**

The *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services such as façade and storefront improvements.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. In other words, minority-owned businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive façade and storefront improvement assistance; rather, the impact is already presumed.

Similarly, the Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic. Therefore, QCT-based businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive façade and storefront improvement assistance; the impact is already presumed.

For this program, businesses must be located in a QCT or be minority-owned to participate. Businesses not meeting one of those two requirements will not be eligible for services or financial assistance.

**Describe the performance measures or programmatic data that will be collected in the administration of this project.**

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of the façade or storefront improvement made by the businesses.

Follow up evaluation will seek to understand the economic impact of receiving façade and storefront improvement funds by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

**List and describe the role of any subcontracts for this project.**

Businesses will be able to select their own contractors for services and will pay contractors directly.

**TRAINING AND WORKFORCE DEVELOPMENT – ALLIANCE FOR ECONOMIC DEVELOPMENT**

**Project GAR2R (\$4,000,000 Allocated \$0 Spent)**

**Expenditure Category 2.0 – Assistance to Unemployed or Underemployed Workers**

The City has not approved any projects for the Training and Workforce Development Category as of June 30, 2022.

**PROGRAM ADMINISTRATION – ALLIANCE FOR ECONOMIC DEVELOPMENT**

**Project GAR2F (\$1,500,000 Allocated \$330,000 Spent)**

**Expenditure Category – 7.1 Administrative Expenses**

The Alliance is being paid a management fee of up to \$1,500,000 for the operation of the City’s Program as a vendor of The City of Oklahoma City. This compensation is provided for services rendered for the Job Training/Upskilling Workforce Development Program, the Minority/Disadvantaged Business Support and Technical Assistance Program and the Small Business/Non-Profit Support Program.

**TOURISM PROMOTION – CONVENTION AND VISITORS BUREAU ECONOMIC DEVELOPMENT FOUNDATION**

**Project GAR2W (\$4,280,000 Allocated \$770,000 Spent)**

**Expenditure Category 2.35 – Aid to Tourism, Travel, or Hospitality**

The CVB was organized to provide convention and tourism services that encourage, promote, and foster the development of Oklahoma City. The City of Oklahoma City funds the promotional activities of the CVB in support of tourism, travel, and hospitality with revenues collected from the City’s Hotel Tax. Due to the negative economic impact of COVID-19 on tourism, the CVB had to curtail its promotional activities in support of tourism, travel, and hospitality. To mitigate the economic reductions and losses, the City seeks to provide Fiscal Recovery Funds for economic recovery from the COVID-19 public health emergency on the tourism, travel, and hospitality industries in Oklahoma City.

CVB shall carry out the marketing and promotion of The City of Oklahoma City in subcategories listed below.

**A. Media Buys**

- Paid media buys and production for both in-state and out-of-state media; and
  - Targeted campaigns for all segments - leisure, group, sports, equine, convention center.
- B. Marketing Production
- In-market signage to include Will Rogers World Airport;
  - Updated photography and video of Oklahoma City;
  - Publication printing to meet demand; and
  - Tradeshow booth redesign.
- C. Visitor Experience
- Visitor’s center with mobile capabilities;
  - Digital and printed visitor information and dissemination; and
  - Virtual destination presentation.
- D. Customer Development
- Sales and communication initiatives to bring in customers to Oklahoma City;
  - Tours of Oklahoma City;
  - Media briefings within target markets;
  - Convention Support; and
  - Hosting traveler writers and key influencers.
- E. Event Promotion
- Sponsorship and/or promotion of events anticipated to enhance the local economy through increased convention and/or tourism (visitor) activity in the City.

**TOURISM PROMOTION FOR THE PAYCOM CENTER – ASM**

**Project GAR2X (\$500,000 Allocated \$0 Spent)**

**Expenditure Category 2.35 – Aid to Tourism, Travel, or Hospitality**

SMG operates the Paycom Center for the City and OCPPA. The COVID-19 pandemic had a significant impact on events at the Center and the tourism those events generate. To mitigate the economic reductions and losses, the City seeks to provide Fiscal Recovery Funds for economic recovery from the COVID-19 public health emergency on the tourism, travel, and hospitality industries in Oklahoma City. SMG will use these funds for marketing and promotion of Paycom Center events outside the City limits of Oklahoma City to encourage additional tourism in Oklahoma City.

## **Public Health Response Projects**

The City allocated \$7,000,000 to projects for the public health response to COVID-19. The specific projects are listed below. There is currently \$1,000,000 in funds that is not currently allocated to a specific project in this category.

### **COVID-19 TRACKING AND ANALYSIS – OKLAHOMA CITY/COUNTY HEALTH DEPARTMENT Project GAR3B (\$200,000 Allocated \$0 Spent)**

#### **Expenditure Category 1.7 – Other COVID-19 Public Health Expenses**

This includes technology for the collection and display of public health information related to COVID-19 in Oklahoma City as well as the surrounding areas. These expenses will be paid on a reimbursement basis upon the receipt of an invoice with proper documentation.

### **PERMANENT AND MOBILE HEALTH CENTERS – OKLAHOMA CITY/COUNTY HEALTH DEPARTMENT**

#### **Project GAR3C (\$4,050,000 Allocated \$0 Spent)**

#### **Expenditure Category 1.6 – Medical Expenses**

This includes the construction of a permanent health center in south Oklahoma City to provide COVID-19 testing, vaccinations, and health screenings. This also includes purchase of vehicles, trailers, tents and other supplies used to set up mobile or remote testing and vaccine sites. These expenses will be paid on a reimbursement basis upon receipt of an invoice with proper documentation.

### **COMMUNICATIONS AND INFORMATION – OKLAHOMA CITY/COUNTY HEALTH DEPARTMENT Project GAR3D (\$750,000 Allocated \$0 Spent)**

#### **Expenditure Category 1.7 – Other COVID-19 Public Health Expenses**

This includes the cost of outreach, advertising, and media buys to provide residents information about testing, preventative measures, the vaccine, and other messages that are necessary to respond to the COVID-19 public health emergency. These expenses will be paid on a reimbursement basis upon the receipt of an invoice with proper documentation.

### **PUBLIC HEALTH EMERGENCY RECOVERY PLANNING AND RESEARCH – UNIVERSITY OF OKLAHOMA**

#### **Project GAR3E (\$1,000,000 Allocated \$166,666 Spent)**

#### **Expenditure Category 1.2 – COVID-19 Testing**

This Agreement aims to achieve the following main objectives; 1) assess the sewage collection system real time identification of COVID-19 "hot spots" as priorities for targeted COVID testing, real-time, geographically specific (among the different sewer sheds) community-level communication and response opportunities, potential vaccine

information campaigns and vaccine roll-out, and 2) provide quick community-level assessment of the results of sewer shed-level mitigation activities.