



NOTICE OF A REGULAR MEETING OF THE SUNSET VALLEY
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, JUNE 2, 2021
6:00 P.M.

This meeting will be held virtually. To actively participate in the meeting, please register at:

Registration URL: <https://attendee.gototraining.com/r/2848849336487517441>

Training ID: 325-046-764


Long Distance: +1 (510) 365-3231

Access Code: 431-852-712

Notice is hereby given that the Community & Economic Development Committee of the City of Sunset Valley, Texas will hold a Regular Meeting on Wednesday, June 2, 2021 at 6:00 P.M. virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen/Public Comments
3. Approval of Minutes from the May 5, 2021 Regular Meeting
4. Council Liaison Report
5. Final Review of Sunset Valley Stimulus Program
6. Committee Budget Requests FY22
7. Economic Development Discussion – attracting businesses to Sunset Valley
8. Proposed Items for Next Meeting Agenda
9. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken. I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 28th day of May 2021 at 6:00 P.M.


Matt Lingafelter
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act.
Reasonable modifications and equal access to communications will be provided upon request.



MINUTES OF A REGULAR MEETING OF THE SUNSET VALLEY
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, MAY 5, 2021
5:30 P.M.

This meeting was held virtually at: <https://attendee.gototraining.com/r/2036124425339992578>

COMMITTEE MEMBERS PRESENT: Clayton Stice (Chair), Macy Hurwitz, Mickie Powers, Wanda Reetz (Council Liaison)

STAFF PRESENT: Sylvia Carrillo and Matt Lingafelter

BUSINESS COMMUNITY MEMBERS PRESENT: Ryan Brown and James Hughes

1. Call to Order

- Chair Stice called the meeting to order at 6:35 P.M.

2. Citizen/Public Comments:

- Myles Fox
- Rudi Rosengarten

3. Sunset Valley Business Round-Table Discussion

- Discussion of the potential Small Business Grant Program based on the “Budaful” Program
- Discussion of COVID-19 and its impact, past and present
- Discussion of temporary signage and regulations
- Motion by Macy Hurwitz for the Committee to direct staff to explore temporary signage regulations and recommendations to City Council, all voted in favor and the motion carried
 - Comment from Mickie Powers
 - Comment from Ryan Brown with Bougies
- Discussion of a potential Holiday Event

4. Approval of Minutes from the April 14, 2021 Called Meeting

- Mickie Powers made a motion to approve the minutes, three members voted in favor (Macy abstained) and the motion carried.

5. Council Liaison Report

- Council Member Reetz delivered her report

6. HDL Sales Tax Report

- Sylvia Carrillo highlighted the Demographic and Marketing Analysis from HDL
- Committee discussed the report and economic development opportunities

7. Committee Budget Requests FY22

- Art in Public Places Discussion
 - Question and comments from Sasha Russell, Arts Commission Chair
 - Ask Ampersand and the Marketing Committee for recommendations
- Holiday Decoration Discussion
- Business Round-table Budget, including breakfast or luncheon meetings
- Social events for residents and community engagement funding

8. Proposed Items for Next Meeting Agenda

- Review demographic and marketing analysis data from HDL and discuss potential economic development opportunities

9. Adjourn

- Macy Hurwitz made a motion to adjourn, and the meeting adjourned at 7:50 P.M.

DRAFT

COMMITTEE MEETING DATE: JUNE 2, 2021



CED COMMITTEE AGENDA ITEM #5

STAFF PREPARER/CONTACT INFORMATION: Matt Lingafelter, mlingafelter@sunsetvalley.org

SUBJECT: GRANT PROGRAM

DESCRIPTION: Final Review of the Sunset Valley Stimulus Program

BACKGROUND: On May 18th City Council approved the Sunset Valley Stimulus Program for an amount of \$120,000, providing for both the stimulus grant and the emergency co-marketing grant programs. The Hotel Occupancy Tax forgiveness program was not included in the Council-approved package.

The City Attorney was directed by Council to review the program and documents before implementation. The Attorney has done so, and after discussion with City Staff, recommended that the CED Committee review her comments, which are attached.

[Click Here for the Stimulus Program as presented to Council on 05.18.21](#)

STAFF RECOMMENDATION: Review and make final recommendations to the program for implementation as soon as possible.

SUPPORTING MATERIALS PROVIDED: STIMULUS PROGRAM WITH COMMENTS FROM LEGAL

ORDINANCE NO. 2021-_____

**AN ORDINANCE OF THE CITY OF SUNSET VALLEY, TEXAS,
ESTABLISHING THE SUNSET VALLEY STIMULUS PROGRAM TO
PROMOTE NEW OR EXPANDED BUSINESS DEVELOPMENT;
PROVIDING AN EFFECTIVE DATE**

WHEREAS, the City of Sunset Valley, Texas is a Texas municipality with a population of 750 or less that has been operating as a General Law Municipality since 1954

WHEREAS, in December 2019, a novel coronavirus, now designated COVID-19, was detected; and

WHEREAS, the novel coronavirus (COVID-19) is contagious and spreads through person-to-person contact, especially in group settings; and

WHEREAS, the Centers on Disease Control and Prevention ("CDC") recommends an "All of Community" approach focused on slowing the transmission of COVID-19 through social distancing to reduce illness and death, while minimizing social and economic impacts; and

WHEREAS, on March 13, 2020, a Declaration of State of Disaster was issued by Governor Abbott to take additional steps to prepare for, respond to, and mitigate the spread of COVID-19 to protect the health and welfare of Texans; and

WHEREAS, President Donald Trump declared a State of National Emergency for the United States of America on March 13, 2020 in response to the spread of COVID-19; and

WHEREAS, on March 24, 2020, the Mayor of the City of Sunset Valley, Texas, declared a local state of disaster within the City of Sunset Valley, Texas, to continue in effect through , in response to the spread of COVID-19, unless continued by the City Council of the City of Sunset Valley; and

WHEREAS, on March 24, 2020, the City Council of the City of Sunset Valley ratified and consented to the Mayor's Declaration Declaring a Local State of Disaster, continuing the state of disaster indefinitely; and

WHEREAS, on January 5, 2021 the City Council tasked the Community and Economic Development Committee to explore ways to assist small businesses affected by COVID-19 pandemic; and

WHEREAS, Governor Greg Abbott issued Executive Order GA-14 on March 31, 2020 which supersedes any contrary local orders by county judges and/or mayors and such Executive Order was reviewed, updated and renewed monthly through additional Executive Orders until the Governor's latest issuance of GA-34, GA-35 and GA-36 pertaining to the reopening of Texas and other actions to facilitate the return to pre-COVID-19 activities; and

WHEREAS, the COVID-19 pandemic has caused closures of and limitations on local businesses; and

WHEREAS, some local businesses in the City of Sunset Valley currently do not have an on-line presence which would assist them in commercial activity during this state of disaster, and

WHEREAS, Chapter 35 of the City of Sunset Valley Code of Ordinances authorizes the City to establish economic development programs for the administration of programs making loans or grants of public money to promote local businesses and stimulate commercial activity in the municipality; and

WHEREAS, Chapter 351 of the Texas Tax Code authorizes municipalities to levy hotel occupancy taxes, provides municipalities with broad discretion to levy, collect, and defer such taxes and use the revenue to promote the hotel industry; and

WHEREAS, the City Council of the City of Sunset Valley, Texas recognizes the economic strain the COVID-19 pandemic is causing its local businesses, and desires to establish a stimulus program to provide limited financial assistance to business within located within the city limits; and

WHEREAS, the City finds that this Ordinance was passed and approved at a meeting of the City Council of the City of Sunset Valley held in compliance with the Texas Open Meetings Act at which a quorum of the City Council Members was present and voting.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SUNSET VALLEY, TEXAS:

SECTION 1. The facts and recitations set forth in the preamble of this Ordinance are hereby found to be true and correct.

SECTION 2: FINDINGS

The City Council finds:

- (1) Chapter 35 of the City of Sunset Valley Code of Ordinances authorizes the City to establish local economic development programs.
- (2) Chapter 351 of the Texas Tax Code authorizes the City to levy, collect and defer hotelier's remittance of hotel occupancy taxes and to use such revenue for job retention as well as the promotion of the tourism and hotel industries.
- (3) Providing small businesses in the City of Sunset Valley with stimulus funds during the COVID-19 pandemic will assist small businesses with job retention, business retention and business development.
- (4) Failing to provide small businesses in the City of Sunset Valley, Texas with emergency stimulus relief, assistance to establish an on-line presence and promoting the local tourism industry by assisting its hotels could result in permanent closures of small businesses, impede or reduce

tourism within the City and result in dwindling of employment opportunities within the City of Sunset Valley, Texas for its citizens.

SECTION 3. ECONOMIC DEVELOPMENT PROGRAM

An economic development program for projects related to business development in certain small municipalities is created under Section 505.158 of the Texas Local Government Code. The Program will be entitled "The Sunset Valley Stimulus Program" (the "Program"). The Program has two parts providing grants to eligible and qualifying small businesses located within the city limits, based on the availability of funds over the next one hundred twenty (120) days for the purposes of establishing an on-line presence, paying rent and expenses and promoting tourism.

Commented [SC1]: Only 2 if we do not do the hotel tax relief

Section 4. SUNSET VALLEY STIMULUS PROGRAM: This program will assist small businesses within the City of Sunset Valley during the COVID-19 pandemic by providing limited financial assistance to businesses severely impacted as a result of the stay at home, work safe orders implemented by Governor Abbott, Travis County and the City of Sunset Valley. The Application for the Program and any grant thereunder is attached as Exhibit 1. The Application provides the qualifications and eligibility requirements for each grant created under the Program.

- A. **SUNSET VALLEY STIMULUS GRANT** will assist small businesses within the City of Sunset Valley during the COVID-19 pandemic pay for business and payroll expenses during the state of disaster.
- B. **EMERGENCY CO-MARKETING GRANT** will assist small businesses within the City of Sunset Valley to implement or reimburse businesses for expenses incurred with on-line advertising during a time of social distancing.

~~C. **HOTEL OCCUPANCY TAX FORGIVENESS PROGRAM** will forgive one month's hotel occupancy tax payments to the City of Sunset Valley by qualifying local hoteliers to help retain jobs and promote tourism in the City of Sunset Valley.~~

Commented [SC2]: Is this one section we do or do not want to do?

Section 5. DISTRIBUTION OF GRANTS

(1) The Community and Economic Development Committee or an Ad Hoc Committee created by the City Council shall review applications for the Sunset Valley Stimulus Grant submitted for completeness and eligibility. The City Administrator or her designee shall review applications for the Emergency Co-Marketing Grant and the Hotel Occupancy Forgiveness Program for completeness and eligibility. The Community and Economic Development Committee, or an Ad Hoc Committee created by the City Council may grant or deny applications at their discretion.

Commented [BBW3]: What are the criteria for them being awarded? The sentence in yellow is a bit troubling because without criteria being defined, it could lead to those applications denied (if any) raising an objection due to preferences in the community or by whomever is making the decision.

(2) All monthly allocations shall be based on funds availability over the next one hundred twenty (120) days.

Section 6. CITY ADMINISTRATOR AUTHORITY

The City Administrator of the City of Sunset Valley, Texas is directed to implement guidelines for the Program and is authorized to make Emergency Co-Marketing Grants that comply with the Program requirements.

Section 7: EFFECTIVE DATE

This Ordinance shall take effect immediately after its first and final reading establishing the Sunset Valley Stimulus Program and any publication in accordance with the requirements of the City of Sunset Valley and the laws of the State of Texas.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Sunset Valley, on this the ____ day of _____, 2021.

THE CITY OF SUNSET VALLEY, TEXAS

Marc Bruner, Mayor

ATTEST:

Matt Lingafelter
City Secretary

The Sunset Valley Stimulus Program

Overview:

The City of Sunset Valley has developed and adopted The Sunset Valley Stimulus Program (the “Program”) to assist small businesses within the City of Sunset Valley during the COVID-19 pandemic. The Program provides limited financial assistance to businesses severely impacted as a result of the Stay at Home, Work Safe orders implemented by the Governor, Travis County and the City of Sunset Valley to flatten the curve.

History:

The Sunset Valley City Council tasked the Community and Economic Development (“CED”) Committee in January of 2021 to explore ways to assist small businesses affected by COVID-19.

The Program is funded through the City of Sunset Valley in the amount of not more than \$120,000.

Eligibility and Qualifications:

To keep businesses running through a time of social distancing, the City has developed a stimulus program that can assist small Sunset Valley businesses that are independently owned and operated with a maximum of 50 employees. Eligible industries include retail (storefront), food and beverage; personal care (barber shop, nail salons, spas, etc.), automobile maintenance, education training, health/wellness, art galleries, performance venues and small manufacturing businesses.

Small businesses wishing to apply for the grant must meet the following criteria:

- Physical and publicly accessible location within the City of Sunset Valley city limits (no home-based businesses).
- Experienced or projected to experience a decline in revenue and/or employment beginning on March 1, 2020, and continuing until the government has allowed citizens to return to fully normal activity.
- In good standing with the City of Sunset Valley regarding licensing and finance (e.g., being current on sales and use tax payments, utility, etc.).
- Must be registered with the Texas Comptroller’s Office as a sales tax revenue generating business for the City of Sunset Valley.
- Have less than five million dollars (\$5,000,000) in annual gross revenues.
- Engaged in activities that are legal under city and state law.

Meet program technical requirements including ability to provide financial records to support grant request.

Ineligible businesses: National chains and home-based businesses.

Eligible expenses allowed under the grant program include:

- Rent/Mortgage
- Employee support (salaries, insurance, paid leave, etc.)
- Utilities (electricity, phone/internet, etc.)
- Purchase of supplies to offer alternative business access (curbside pickup, delivery, shipping)
- Purchase of COVID-19 supplies for business/customer protection/cleaning
- Additional expenses as a result of increased cost from suppliers or alternate suppliers
- Other business needs as approved by the Small Business Task Force

Review Process:

One application for up to \$ 10,000 may be submitted per business until all resources have been allocated.

Applications will be reviewed by the CED Committee or other Ad Hoc Committee appointed by the City Council to ensure completeness and eligibility.

Applicants will be notified of the status of their application within 5-7 business days of receipt.

Payments will be made directly to the applicant to be utilized for eligible expenses.

Sunset Valley Stimulus Program Application

Please complete the information below and submit to the Sunset Valley Stimulus Program online or via email at scarrillo@sunsetvalley.org along with a signed W9 and all supporting documentation.

Applicant Information

Name of Applicant: _____

Name of Business: _____

Business Address: _____

Email: _____ Phone: _____

Business Category/NAICS Code: _____

Name of Business Owners (including investors): _____

Business Disaster/Interruption Insurance: Y or N

Business Impacts

What are the impacts to your business from COVID-19? Please check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Temporary Business Closure | <input type="checkbox"/> Permanent Business Closure |
| <input type="checkbox"/> Reduced Hours of Operation | <input type="checkbox"/> Employee Layoffs/furloughs |
| <input type="checkbox"/> Restricted access to capital to address costs | <input type="checkbox"/> Revenue decline |
| <input type="checkbox"/> Inability to respond to home delivery | <input type="checkbox"/> Inability to serve customers |
| <input type="checkbox"/> Interrupted supply/deliveries from vendors | <input type="checkbox"/> Decreased customers |
| <input type="checkbox"/> Increased operating costs | <input type="checkbox"/> Other |

Employees. Please describe how many employees you employed prior to the impact; how many you currently have and how many you anticipate in the future as a result of COVID-19.

	Full Time Employees	Part Time Employees
How many did you have on January 1, 2020		
How many did you have on March 1, 2020?		
How many do you currently have as of application date?		
How many do you anticipate in 30 days from application date?		

Business Revenue. Current and anticipated percentage revenue decline related to COVID-19 Impacts.

Current percentage decline in revenue	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%
Anticipated percentage decline in revenue – 30 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%
Anticipated percentage decline in revenue – 60 days from application	___ Less than 5%	___ 5-10%	___ 10-25%	___ >25%

Grant Funds

Please indicate how your business will utilize the grant funding if approved.

- ___ Rent/Mortgage
- ___ Employee support (salaries, insurance, paid leave, etc.)
- ___ Utilities (electricity, phone/internet, etc.)
- ___ Purchase of supplies to offer alternative business access (curbside pickup, delivery, shipping)
- ___ Purchase of COVID-19 supplies for business/customer protection/cleaning
- ___ Additional expenses as a result of increased cost from suppliers or alternate suppliers
- ___ Other

Briefly describe how your business has been impacted and the intended use of the grant funds. You may include any applicable expense descriptions and associated due dates.

I certify that all the information provided is true and accurate to the best of my ability and financial information has not been manipulated to exaggerate the financial duress of this business. I understand that the information submitted in this application may require additional supporting documentation and will be shared with the Small Business Task Force committee.

I understand that the City of Sunset Valley will not accept and/or evaluate incomplete applications.

I understand that the City of Sunset Valley may grant or deny applications at its sole discretion.

Commented [BBW1]: See comment in Exhibit A - what is the criteria to grant or deny?

I understand that my business is not entitled to a grant.

Applicant

Date

Received Date: _____ Time: _____

Sunset Valley Emergency Co-Marketing Grant

PURPOSE:

The Sunset Valley Emergency Co-Marketing Grant (“Co-Marketing Grant”) is being implemented to assist small businesses during a time of social distancing. Tourism-related businesses are encouraged to promote their business to existing customers and attract new customers outside of Sunset Valley. If approved, a qualifying small business located within the Sunset Valley city limits, can be reimbursed for 100% of online marketing costs, up to \$50 per month, for a maximum of two months.

Commented [BBW1]: True anymore? Anyway to turn this into some reimbursement of past practices?

BACKGROUND:

The Co-Marketing Grant is available under the Sunset Valley Stimulus Program (“Program”) being rolled out by the City. This Co-Marketing Grant will aid tourism-related local businesses in their marketing efforts during the COVID-19 disaster.

Applications for this marketing program will be accepted through October 2021. The Co-Marketing Grant fund is limited and is administered on a first-come, first-served basis. Additionally, funds are limited to a two-month maximum but may be extended if deemed necessary by the City Administrator or his designee. Only qualifying tourism-related businesses may apply for reimbursement.

Commented [BBW2]: How will this be determined – is there a central location that applications are being turned into and date and time stamped?

Commented [BBW3]: Is this City Council or City Administrator – I think it would be City Council.

GUIDELINES:

- Business must be a registered business located within Sunset Valley City limits. Businesses located in the ETJ do not qualify.
- Business must do their best to apply for the grant prior to launching the advertisement or fill out the application as soon as possible to know if they are eligible for reimbursement before spending advertising dollars.
- Business must be privately owned and must be in a tourism-service related industry such as: retail, food, beverage, etc.
- Advertisement must adhere to and support proper social distancing guidelines as adopted by the City of Sunset Valley, i.e. promotion of website, free shipping, etc.
- Each business is eligible for 100% reimbursement for a maximum of \$50 per month for a maximum of two months for their initiative during the COVID-19 emergency.
- Qualifying advertisements are limited to social media, web and online marketing efforts.
- Website creation is a qualifying expense and can be reimbursed up to the maximum amount of \$100 at the time of the expense.
- Qualifying advertisements may target potential customers in Sunset Valley but must primarily target potential customers from outside of Sunset Valley City Limits.

Commented [BBW4]: Is this viable anymore?

For office use only:

Date Received: _____ Received by: _____

Sunset Valley Emergency Co-Marketing Grant

- Months do not need to be consecutive for purposes of the grant but only a maximum of two months will be approved per qualifying business.
- Applications will be reviewed at the time they are submitted.
- Qualifying advertisements can be combined to equal the maximum grant allowed per month (i.e. Combining Facebook ads and Google Ads to equal \$50 per month).
- Advertising must promote tourism and meet the Texas Hotel Occupancy Tax Code requirements:
 - ✓ The expenditure must directly enhance and promote tourism and the convention and hotel industry
 - ✓ Promote tourism in the City of Sunset Valley
- Receipts must be turned in by October 31, 2021 to receive reimbursement. If the applicant fails to turn in receipts for an approved advertisement by this date, the application will expire and the applicant will no longer be able to collect on the reimbursement.

APPLICATION PROCESS:

1. Applicant submits application with copy of advertisement and screen shot of the target audience to the City Administrator for review. Advertisement's **unbecoming** of the City of Sunset Valley will not be approved.
2. The City Administrator or her designee will review the completed application and proposed advertising. The applicant will be notified within one week of submission if approved or **denied**.
3. Once the advertisement has completed for the month, the applicant will submit a copy of the receipt, along with a W9 to the City of Sunset Valley
4. Please allow up to two weeks for processing.

Commented [BBW5]: What does this mean? Is there a better way to define?

Commented [BBW6]: Other than "unbecoming", why would the application be denied?

For questions, please contact the City of Sunset Valley at 512.892.1383 or via email at scarrillo@sunsetvalley.org.

APPLICATION

BUSINESS/ORGANIZATION NAME: _____

ADDRESS: _____

CONTACT PERSON: _____

TITLE: _____ EMAIL: _____

For office use only:

Date Received: _____ Received by: _____

Sunset Valley Emergency Co-Marketing Grant

PHONE: _____ BEST METHOD OF CONTACT: _____

REIMBURSEMENT PAYMENT OPTIONS:

MAIL (ADDRESS IF DIFFERENT): _____

ONLINE VIA CREDIT CARD

WHAT INDUSTRY DOES YOUR BUSINESS BELONG TO?

RESTAURANT BEVERAGE RETAIL

TOURISM SERVICE RELATED (please define) _____

SPECIFY TYPE OF AD/PROMOTION:

I am using grant funds to create a website for my business.

I am creating an online ad and/or promotion using the following avenue(s):

FACEBOOK INSTAGRAM TWITTER WEBSITE

AD WORDS OTHER NEWSPAPER

I have already launched my advertisement: YES NO

PLEASE DESCRIBE YOUR ADVERTISEMENT AND WHERE YOU PLAN TO PLACE IT (attach copy of ad and quote/invoice of the proposed marketing):

PLEASE DESCRIBE YOUR TARGET MARKET FOR THIS ADVERTISING EFFORT:

For office use only:

Date Received: _____ Received by: _____

**APPLICATION FOR GRANT FUNDING UNDER
THE CITY OF SUNSET VALLEY STIMULUS PROGRAM
BY THE CITY OF SUNSET VALLEYSUNSET VALLEY TEXAS**

I, _____, (hereinafter "Applicant") owner of _____, a qualifying business in Sunset Valley, Texas, as described in Section II below, do submit this application for grant funding under the Sunset Valley Stimulus Program, a grant program designed by the City of Sunset Valley, Texas, a General Law municipality located in Travis County, Texas (the "City"), on the ____ day of _____, 2021.

RECITALS

WHEREAS, the novel coronavirus (COVID-19) is contagious and spreads through person-to-person contact, especially in group settings; and

WHEREAS, the Centers on Disease Control and Prevention ("CDC") recommends an "All of Community" approach focused on slowing the transmission of COVID-19 through social distancing to reduce illness and death, while minimizing social and economic impacts; and

WHEREAS, on March 13, 2020, a Declaration of State of Disaster was issued by Governor Abbott to take additional steps to prepare for, respond to, and mitigate the spread of COVID-19 to protect the health and welfare of Texans; and

WHEREAS, President Donald Trump declared a State of National Emergency for the United States of America on March 13, 2020 in response to the spread of COVID-19; and

WHEREAS, on March 24, 2020, the Mayor of the City of Sunset Valley proclaimed and declared a local state of disaster within the City of Sunset Valley, Texas, to continue in effect through March 24, 2020, in response to the spread of COVID-19, unless continued by the City Council of the City of Sunset Valley; and,

WHEREAS, on March 24, 2020, the City Council of the City of Sunset Valley (the "Council") ratified and consented to the Mayor's Proclamation Declaring a Local State of Disaster, continuing the state of disaster indefinitely; and

WHEREAS, the COVID-19 pandemic has caused closures of and limitations on local businesses; and

WHEREAS, on May 18, 2021, the Council authorized the Sunset Valley Stimulus Program (the "Program"), a local economic development program authorized under Chapter 35 of the City of Sunset Valley Code of Ordinances, to help reduce the resulting economic strain on local businesses; and

WHEREAS, the Sunset Valley City Council pledged funds to the Program to provide financial aid to local businesses; and

WHEREAS, on May 18, 2021, the Sunset Valley City Council awarded funds not to exceed \$120,000 to launch The Sunset Valley Stimulus Program

NOW, THEREFORE, in consideration of the mutual benefits and promises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the City and Applicant agree as follows:

**I.
AGREEMENT**

A. The City of Sunset Valley, Texas (the “City”), may provide Applicant a grant under the Sunset Valley Stimulus Program (the “Program”).

B. To be considered for a grant, Applicant must fill out the Application Form attached as Exhibit A and meet the qualifications described therein.

C. Applications will be evaluated by the Community and Economic Development Committee (“CEDC”) or other Council Appointed Ad-Hoc Committee. The City may approve or deny said applications.

Commented [BBW1]: Based on what criteria.

D. Grants shall be awarded until the Program’s funds are depleted.

E. Should the City approve Applicant’s application, the City will sign this Application and disburse the amount of grant funds approved directly to Applicant.

F. By signing this Application, Applicant agrees to the terms set out in Agreement for Funding under the Sunset Valley Stimulus Program by the City of Sunset Valley, Texas.

G. By signing this Application, Applicant further agrees to adhere to any terms and conditions established by the City or City Council of the City of Sunset Valley for the Sunset Valley Stimulus Program.

H. If Applicant is found to have willfully provided false or misleading information to the City in this Application, the Supplemental Application Form, or any attached documentation, Applicant agrees to reimburse the City in the amount of any grant(s) awarded and will no longer be eligible for future grants under the Program.

**II.
GENERAL PROVISIONS**

A. Section or Other Headings. Article or other headings contained in this Application are for reference purposes only and shall not affect in any way the meaning or interpretation of this Application.

B. Entire Agreement. This Application and attached Exhibits and documentation contain the entire agreement between the parties with respect to the transactions contemplated herein.

C. Applicable Law. This Application is made and shall be construed under the laws of the State of Texas, and venue shall lie in state courts located in Travis County, Texas.

D. Severability. In the event any provision of this Application is illegal, invalid, or unenforceable under present or future laws, then, and in that event, it is the intention of the parties hereto that the remainder of this Application shall not be affected thereby, and it is also the intention of the parties to this Application that in lieu of each clause or provision that is found to be illegal, invalid, or unenforceable a provision be added to this Application which is legal, valid and enforceable and is as similar in terms as possible to the provision found to be illegal, invalid or unenforceable.

E. No Third-Party Beneficiaries. The City and Applicant intend that this Application shall not benefit or create any right or cause of action in or on behalf of any third-party beneficiary, or any individual or entity other than the City of Sunset Valley, or permitted assignees of such parties.

F. No Joint Venture. Nothing contained in this Application is intended by the parties to create a partnership or joint venture between the parties, and any implication to the contrary is hereby expressly disavowed. It is understood and agreed that this Application does not create a joint enterprise, nor does it appoint any party as an agent of any other party for any purpose whatsoever. Except as otherwise specifically provided herein, no party shall in any way assume any of the liability of any other for acts of any other party or obligation of any other party.

G. Counterparts. This Application may be executed in multiple counterparts, each of which shall be considered an original, but all of which shall constitute one instrument.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement in the year and as of the date indicated.

CITY OF SUNSET VALLEY, TEXAS

APPLICANT

By: _____
Agent of the City of Sunset Valley

By: _____
Applicant

Print Name: _____

Print Name: _____

Date: _____

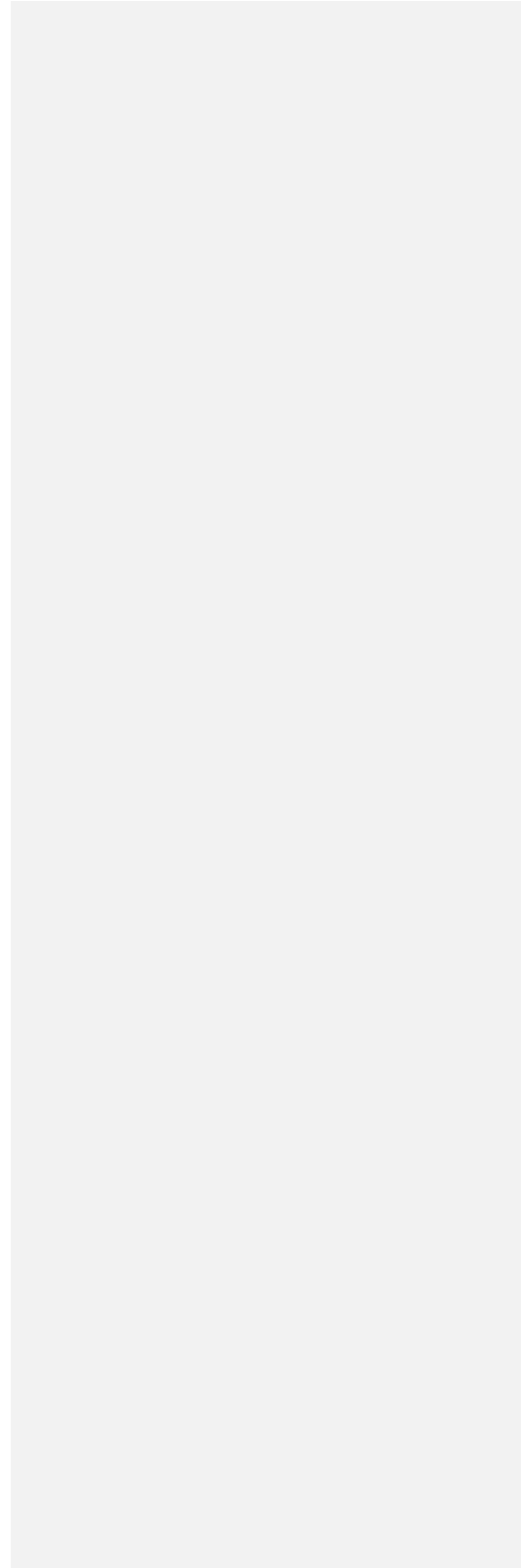
Date: _____

ATTEST:

Notary Public

Print Name: _____

Date: _____





Proposed Committee Budget

Projected Revenue (if any)

	\$0.00
	\$0.00
Total Revenue	\$0.00

Projected Expenses

	\$0.00
	\$0.00
Total Expenses	\$0.00

Projected Revenue	\$0.00
Projected Expenses	\$0.00
Difference	\$0.00

Funding shortfalls will need a funding source before moving forward.

<u>Itemization of Projects or Services</u>			
Item	Projected Cost	Will Staff Support be Required? (Y or N)	Cost of Staff Support (See separate Cost of Service Sheets)
Subtotal			

FY 2021 CED Budget								
Gold			Silver			Bronze		
Event	Type	Cost	Event	Type	Cost	Event	Type	Cost
GENERAL FUNDS- Community Programs			GENERAL FUNDS- Community Programs			GENERAL FUNDS- Community Programs		
Retired Residents Program	Monthly Activities	\$600	Retired Resident Program	Activity-no trips	\$600	Retired Resident Program	Classes only	600.
Spring Fling		\$4400	Spring Fling		\$4400	Spring Fling		4400
Social Events for Residents	(Lunch)	\$2000	Social Events for Residents	(Tea)	\$1500	Social Events for Residents	(Drop-In)	500
Business to Business Support (ongoing)		\$5000	Business to Business Support (ongoing)		\$4000	Business to Business Support (ongoing)		3000
TOTAL:			TOTAL:			TOTAL:		
HOT FUNDS-								
Digital Mkting for FY 2021	Web & other?	\$35000	Digital Mkting for FY 2021		\$35,000	Digital Mkting for FY 2021		\$35,000
Ad Prod beyond Mkting RFP		\$75000	Ad Prod beyond Mkting RFP		\$75,000	Ad Prod beyond Mkting RFP		\$75,000
Marketing Support		\$110,000	Marketing Support		110,000	Marketing Support		110,000
EVENTS Thru the year:								
1. Christmas In the Valley... Lighting of SV Trees, Arrival of Santa, Around the World Food Trucks, Caroling & Music	Month Long w weekly events	Promo: \$10,000 Prod: \$50,000	Same Concept but have Mkting Firm Solicit help from Mgmt Companies	Promo: Prod:	\$8000 \$35000	Same Idea- Put onus on Mgmt Companies	Promo: Prod:	\$5000 \$15000
2. Begin purchase of Lights for Trees in SV		\$25000	Begin purchase of Lights for Trees in SV		\$20000	Begin purchase of Lights for Trees in SV		\$15000
3. Spring Sponsored Run (Heavy Promo, links to businesses & Eateries, Incentives to Shop & Eat in SV)	Promo: Prod:	\$15,000 \$40,000	Same Event with Similar work & Portions assisted by professional Run Company	Promo: Prod:	\$10,000 \$20,000	Outsource the Event	Prod & Promo:	\$30,000
4. Back to School Event: (Exhibits for children, Shop Around Specials, City Hall, Pub Wks & Police Dept Tours,	Promo: Prod:	\$7500 \$15,000	Same Concept w more dependence on Mgmt Company but still driven by Mkting Company	Promo: Prod:	\$5000 \$12,500	Same Concept but w Mgmt at the helm for roll out... (Bad idea unless they step up and partner) (Prod cost for SV to offer programs)	Promo: Prod:	\$5000 \$5000

stories, crafts, etc while parents' shop.)								
FY 2021 CED Budget								
Gold			Silver			Bronze		
Event	Type	Cost	Event	Type	Cost	Event	Type	Cost
5.								
6.								
7.								
8								
Recc to Public Works re additional poles - Brodie Lane etc.								

Key: Promo- Promotion (Marketing)

Prod- Execution of Activity or Event & Creative