

Financial and Program Summary



Mesa CARES

City Council Study Session
January 11, 2021



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Today's Presentation:

- Financial Overview of 2020 Coronavirus Relief Funds (CRF)
- Program Overviews:
 - Small Business Reemergence and Technical Assistance
 - Feeding Mesa
 - Household Relief Program
 - Utility Assistance
 - Rent Assistance
 - Mesa-based Arts organization assistance
 - Homeless Health and Safety– off the streets

Financial Overview



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Irma Ashworth
Finance Director



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The US Treasury provided \$90,389,000 to the City as part of the CARES Act. Funds may only be used to cover expenses that . . .

1. Are necessary expenditures incurred due to the public health emergency with respect to COVID-19;
2. Were not accounted for in the budget most recently approved as of March 27, 2020 for the State or government; and
3. Were incurred during the period that begins on March 1, 2020, and ends December 30, 2020.



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The US Treasury provided Supplemental Guidance on Use of Funds to Cover Payroll and Benefits of Public Safety:

- The Treasury has provided, as an administrative accommodation, that a State, local, or tribal government may presume that public health and public safety employees meet the substantially dedicated test.
- This means that, if this presumption applies, all costs of such employees may be covered using payments from the Fund for services provided during the period that begins on March 1, 2020, and ends on December 30, 2020.



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<u>Mesa CARES Initiative Programs</u>	Expenditures *
Mesa CARES Outreach	\$ 586,702
Feeding Mesa – Food Distribution	7,033,771
Small Business Reemergence	6,502,984
Household Relief (without County \$6m contribution)	5,791,285
Homeless Assistance	3,176,499
Educational Access for City of Mesa K-6 Students	6,648,823
Business Continuity and Remote Access	4,651,716

* Expenditures through December 30th



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Mesa CARES Initiative Programs (continued)

Expenditures *

Health and Safety	\$ 3,660,332
Family First Paid Time	1,122,455
Presumed Public Safety COVID-19 Response	<u>92,841,788</u>
Total Expenditures	<u>\$ 132,016,355</u>

Sources of Revenue to Fund Mesa CARES Programs

US Treasury Direct Deposit	\$ 90,389,000
Interest Earned on US Treasury Funds	671,824
General Fund	<u>40,955,531</u>

* Expenditures through December 30th

Total Resources

\$ 132,016,355





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Maricopa County Programs:

- Eviction Prevention Program - \$6,087,084
- Small Business Assistance - \$2,000,000

Small Business Reemergence Program \$6,502,984



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Jaye O'Donnell
Economic Development Assistant Director



Mesa Small Business Reemergence Program

Three-Tiered Approach

1. **Grant program** to assist eligible Mesa businesses with up to 90 days of utilities and rent/mortgage payments
2. **Technical assistance program** to provide customized training and services to Mesa businesses to accelerate their recovery and promote resiliency
3. **Marketing campaigns** targeting visitors in drive markets promoting vacations in Mesa and local/regional residents to shop Mesa businesses.



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Small Business Reemergence Program

Mesa CARES Grant Program Highlights:

- **525 businesses** granted utility and rental assistance in the amount of **\$4.64 million** (avg. award \$8,800)
- Maricopa County awarded **\$4.6 million** to **220 Mesa businesses** utilizing \$2M of Mesa CARES funds. (avg. award \$20,894)



Small Business Reemergence Program

Technical Assistance Program Highlights June – December 2020:

- Partnered with **12 local non-profits** to deliver **\$1.04 million** in technical assistance to **250+ businesses**
 - A New Leaf, CoHoots, Asian Chamber of Commerce, Chicanos por la Causa, East Valley Hispanic Chamber of Commerce, LISC, Local First Arizona/Fuerza Local, Mesa Chamber of Commerce, NAU, Prestamos, Rail Mesa, and Visit Mesa plus **35+ sub-contractors**
- **Delivered 3,300+ hours of one-on-one assistance** which included coaching and analysis in the areas of business planning/strategy, finance, marketing and sales, e-commerce, restaurant ops, and more.
- **Produced/Aired more than 70 webinars** in areas of marketing, finance, social media, public relations, digital commerce, legal, strategic planning, human resources, and more.



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Small Business Reemergence Program

Technical Assistance Program Highlights:

- **94 businesses** received \$42,000 of **Personal Protective Equipment**
- **61 businesses** received **Signage** packages valued at \$30,000+
- **27 businesses** were reimbursed for **Mesa Al Fresco patio expansions** at \$26,000+
- **25+ restaurateurs** participated in hosted events including Restaurant Bootcamps (3), customized trainings and workshops (11), and 100+ hours of one-on-one specialized consulting - \$51,200
- **13 businesses** received rent assistance at Fuerza Local Community Kitchen - \$10,500+



Small Business Reemergence Program

Technical Assistance Program Highlights (Bridging the Digital Divide):

- **68 business built new websites** or refreshed existing websites adding functionality, graphics and Search Engine Optimization - \$117,000+ value
- **47 businesses** published **virtual tours** online that provided Search Engine Optimization (higher position on Google search) and enabled 24/7 “visible access” to potential customers - \$22,500 value
- **18 businesses** completed a beginner or intermediate Computer Literacy class (10 hours/class) and received a **laptop** with Microsoft Office subscription
- **10 Spanish-speaking business owners completed** a beginner Computer Literacy class and an Excel class (10 hours/class) and received a **laptop** with software subscription (class delivered in Spanish)



Small Business Reemergence Program

Mesa Technical Assistance Program Sustainability:

- Created an online platform called Mesa HUUB that houses 70+ webinars on a variety of topics and acts as an ongoing resource to 250+ businesses.
- 20+ webinars are offered in Spanish language or subtitles and Chinese subtitles
- Provides a networking and communications platform for businesses and the City. Enables polling, Shout Outs, discussions, and referrals
- Offers “real-time” data analytics
- Lessons learned will inform future programs and services, including Council strategic initiatives and approval.

Feeding Mesa
\$7,033,771



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Marc Heirshberg
Deputy City Manager



Drive-through Food Distribution:

- 66.2k total households served at distribution events
 - ✓ Weekly average 1,408 households
- 4.2M pounds of food distributed
- 3,541,666 meals provided



Mesa Food Drive:

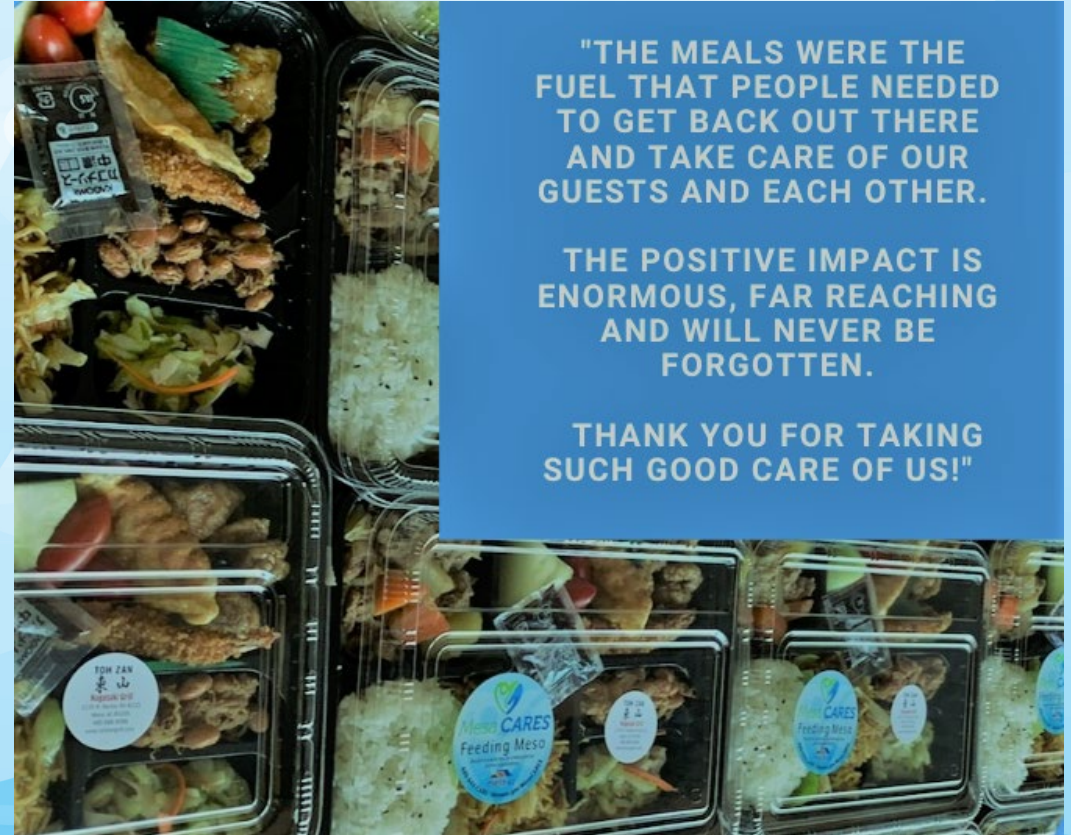
- 30,500 pounds of food collected and provided to food banks



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Restaurant Buyout Program: Purchased meals from local restaurants and provided to front-line workers.

- 41 local restaurants participated
- 51 hospitals, care facilities and essential worker offices served
- 61.2k total meals distributed





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Meal Preparation Program

- Meals prepared daily at Mesa Convention Center and provided to agencies who serve those in need.
- 134,000 meals prepared and delivered April-December 2020
 - ✓ Approximately 5,000 meals prepared and delivered each week



Household Relief: Utility Assistance
• \$4,451,172



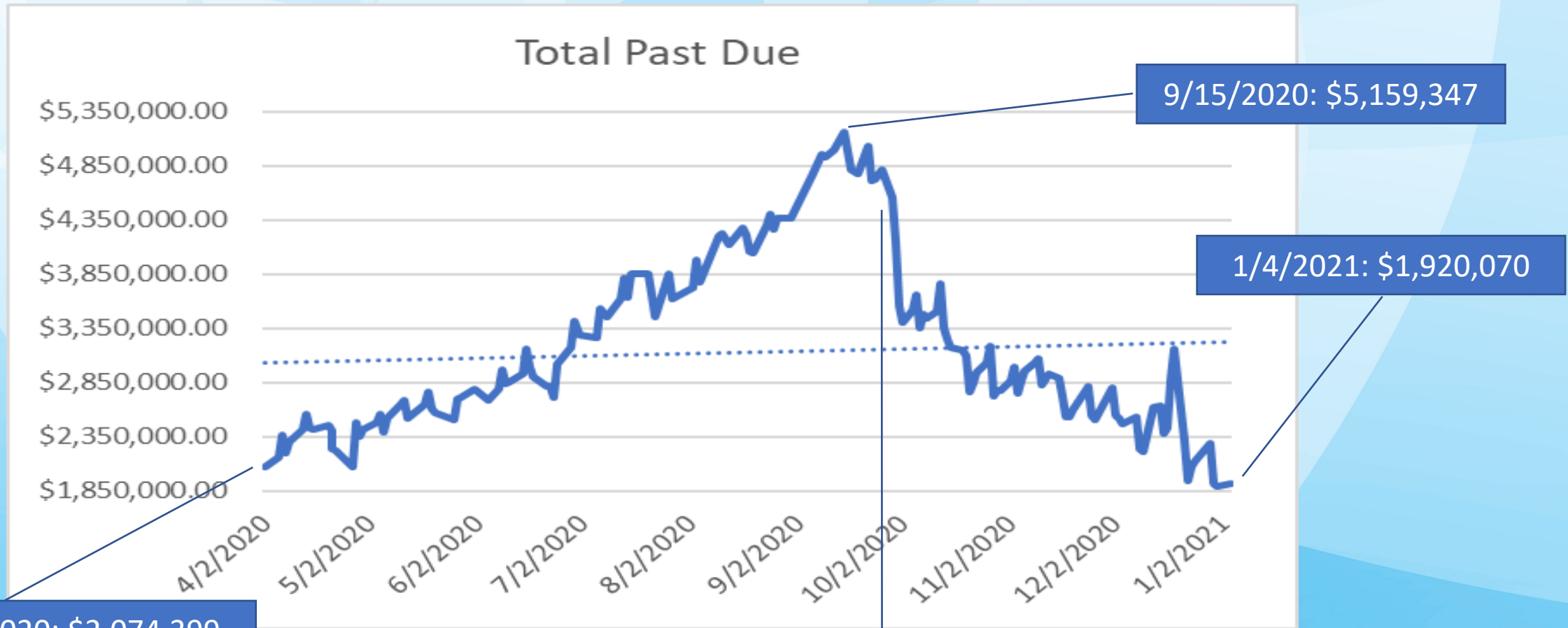
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Ed Quedens
Business Services Director



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Utility Assistance Program



4/2/2020: \$2,074,399

9/15/2020: \$5,159,347

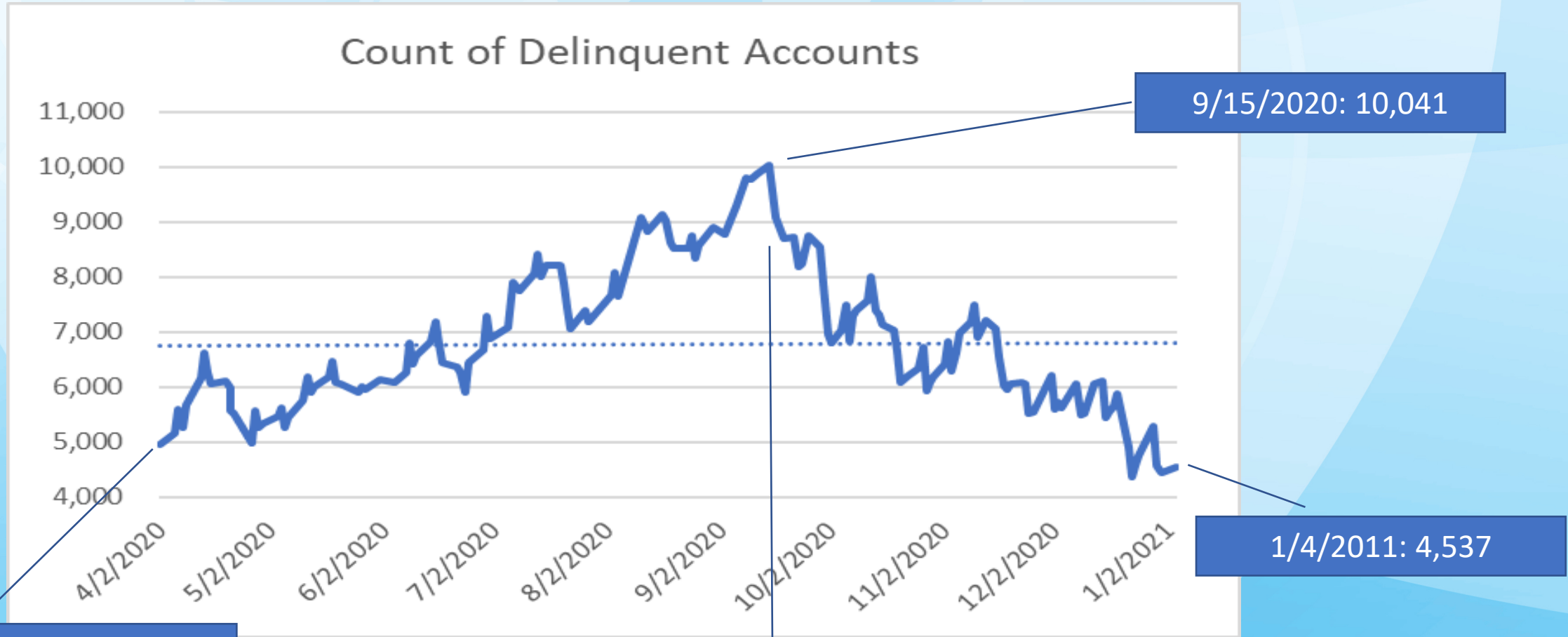
1/4/2021: \$1,920,070

Resume Delinquent Turn Offs and Start of Safety Net



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Utility Assistance Program



4/2/2020: 4,967

Resume Delinquent Turn Offs and Start of Safety Net

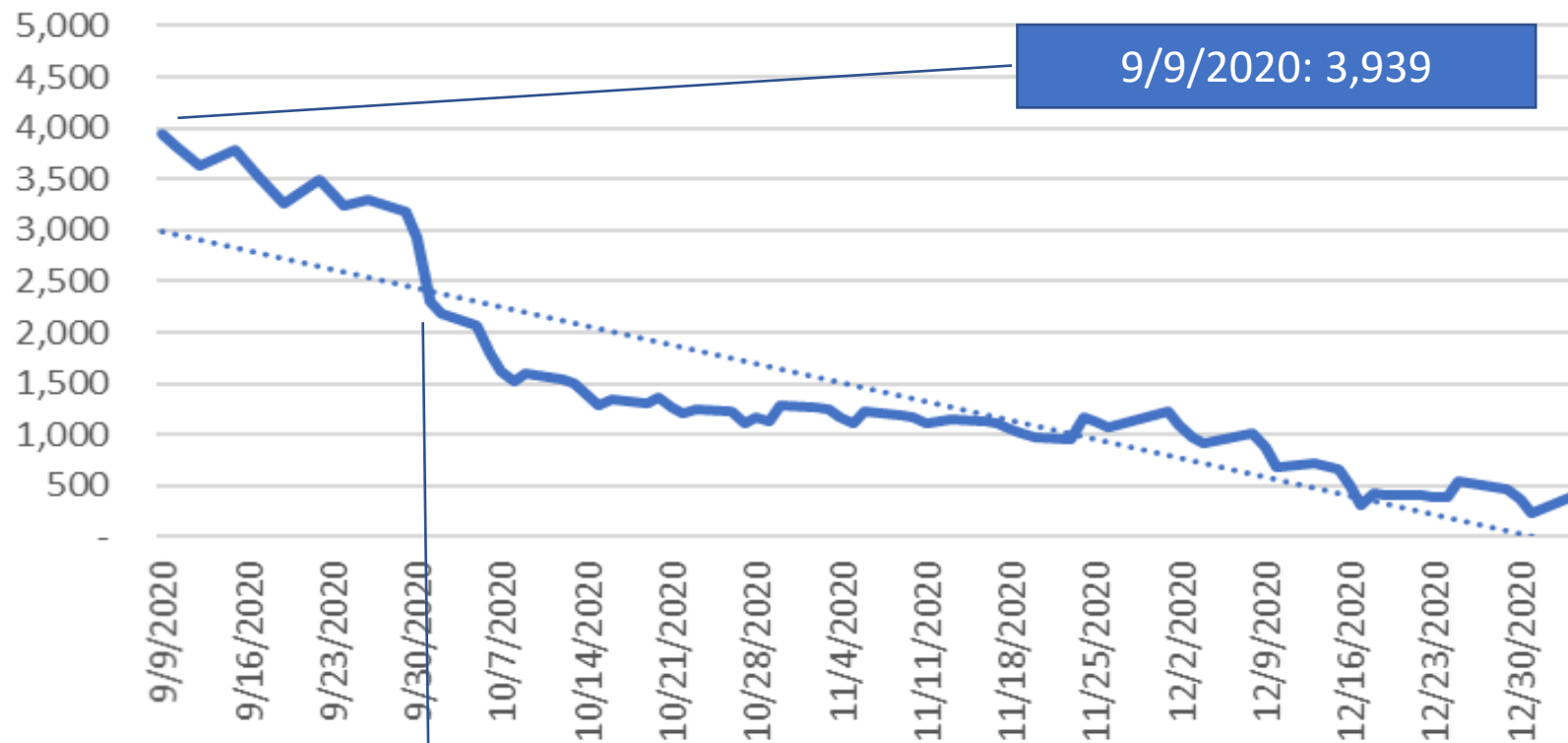
1/4/2021: 4,537



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Utility Assistance Program

Open Delinquent Turn-Off Orders



Held Delinquent Turn-Off Orders from March 9 to October 4

1/4/2021: 431

Resume Delinquent Turn Offs and Start of Safety Net



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Utility Assistance Program

	Mesa CAN						Safety Net		Total	
	Mesa Utilities		SRP		SWG		Mesa Utilities			
	Awards	Amount	Awards	Amount	Awards	Amount	Awards	Amount	Awards	Amount
Totals	843	\$ 306,902.62	1,566	\$1,275,813.34	66	\$ 13,837.87	6,278	\$2,854,618.12	8,753	\$4,451,171.95

Household Relief: Rent Assistance

\$6,904,201 (includes County \$6+M contribution)



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Natalie Lewis
Deputy City Manager



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Eviction Prevention

- Partnership with MesaCAN
- Collaboration with utility assistance
- Repurposing of city staff
- Broad and targeted marketing
- June 2020- mid December 2020
- Slow start, but in the end– amazing results.



a new leaf
HOUSING • HEALTH • COMMUNITY SERVICES



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All eligible applications received served and assisted!

- 1,729 Households (and landlords) served
 - 6,372 people
- 4,707 Months of rent covered
- \$3,875 Average payment per household

**Coronavirus
Aid
Relief
Economic
Security**

Approximately 1,600 new “Interest Forms” completed.

Homeless Health & Safety
\$3,176,499.00



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Natalie Lewis
Deputy City Manager

Mesa's Housing Path to Recovery

Filling an "Emergency Housing" Need



Mesa's Housing Path to Recovery

Filling an "Emergency Housing" Need



- **Off the Streets**

- Eight Months
- 100 rooms
- Food boxes (1,366)
- Partnerships w/non-profits and private sector
- Short-term (health safety) and long-term (recovery) focus
- Active Police engagement
 - Hotel/neighborhood safety
 - Lead with Service
 - Urban camping
- Community Court incentive





Evergreen Park-Before

SAFETY OUTCOMES

- 4,777 Field contacts
 - 417 accepted service
 - 1600 arrests
- Community Court

SERVICE OUTCOMES

- 431 People Served
 - 363 adults and 68 children
- 188 successfully exited/graduated from the program

Evergreen Park- After





Superstition PD District-- Encampments



Mesa Arts Organization Assistance
\$97,881.84



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Natalie Lewis
Deputy City Manager



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Mesa-Based Art Organization	Rent	Storage	Utilities	Monthly Total	Six-Month Total
East Valley Children's Theatre	\$4,458.75		\$770.00	\$5,228.75	\$31,372.50
Mesa Encore Theatre	\$2,174.85		\$337.43	\$2,512.28	\$15,073.68
Metropolitan Youth Symphony	\$527.88		\$1,064.72	\$1,592.60	\$9,555.60
Southwest Shakespeare	\$1,000.00	\$160.74	\$122.75	\$1,283.49	\$7,700.94
Symphony of the Southwest	\$451.00		\$15.52	\$466.52	\$2,799.12
Arizona Youth Ballet		\$550.00		\$550.00	\$3,300.00
Desert Sounds Performing Arts	\$3,280.00			\$3,280.00	\$19,680.00
Millett House	\$1,400.00				\$8,400.00
TOTAL					\$97,881.84

Mesa-based. Consistent assistance to small business reemergence program: rent and utilities assistance.



Thank you!!



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Leadership

Entire City of Mesa Organization.

Non-Profit Partners

Faith-Based Organizations

Volunteers

Community





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