



Agenda

Greenville City Council Workshop

November 8, 2021

4:00 PM

City Hall Council Chambers, 200 West Fifth Street

Assistive listening devices are available upon request for meetings held in the Council Chambers. If an interpreter is needed for deaf or hearing impaired citizens, please call 252-329-4422 (voice) or 252-329-4060 (TDD) no later than two business days prior to the meeting.

I. Call Meeting To Order

II. Roll Call

III. Approval of Agenda

IV. New Business

1. Donation of “Heart” Sculpture to City of Greenville by Pitt County Arts Council
2. Presentation on Amending the Rules and Regulations Related to Bars and Clubs
3. American Rescue Plan Act Update

V. Adjournment



City of Greenville, North Carolina

Meeting Date: 11/08/2021

<u>Title of Item:</u>	Donation of "Heart" Sculpture to City of Greenville by Pitt County Arts Council
<u>Explanation:</u>	Originally, this sculpture, "Low-Poly Open Heart (REDI)" by Matthew Duffy, was chosen through a national competition, Request for Proposals process for the DownEast National Juried Outdoor Sculpture Exhibition. The sculpture was placed in front of City Hall on a temporary basis for the annual sculpture exhibition in January 2021. The Civic Arts Committee then approved the recommendation for the Pitt County Arts Council to apply for a grant through a private foundation to purchase the sculpture and donate it to the City of Greenville as a permanent acquisition. This grant was approved by the private foundation, and the Pitt County Arts Council will be purchasing the sculpture and donating it to the City of Greenville to remain at City Hall, if approved by the City Council in the December 2021 City Council meeting.
<u>Fiscal Note:</u>	No fiscal impact to City. The sculpture, valued at \$25,000, will be purchased by the Pitt County Arts Council through a generous grant from a private foundation and donated to the City of Greenville upon approval by the City Council.
<u>Recommendation:</u>	Receive briefing. No action necessary.

ATTACHMENTS

 [PCAC_CITY HALL SCULPTURE RECOMMENDATION.pdf](#)



**CIVIC ARTS COMMITTEE
RECOMMENDATION FOR PUBLIC ART
PLACEMENT ON PUBLIC PROPERTY**

REQUESTED

AGENDA DATE: November 8, 2021 City Council Workshop 4:00pm to present
December 6, 2021 City Council Meeting 6:00pm for action

PROJECT: Permanent Acquisition of Sculpture to remain in front of City Hall

LOCATION: City Hall

TYPE OF ART: Large scale sculpture

PROJECT TYPE: Commission RFP RFQ Community
 Donation Competition

**ARTIST AND
TITLE:**

Matthew Duffy, "Low-Poly Open Heart (REDI)"

**PROJECT
STATEMENT:**

n/a

SIZE ESTIMATE: 5'x2'x2'

**SELECTION
PROCESS:**

Originally this artwork was chosen through a national competition/RFP process posted on a national call for entries platform Café for the DownEast National Juried Outdoor Sculpture Exhibition. There were 98 entries from across the country. Jurors Tom Drugan and Laura Haddad have reduced the list to 20 acceptable entries. The DownEast/ Greenway Sculpture subcommittee was formed to make initial recommendations. The Civic Arts Committee approved these recommendations on 12/01/2020. The Civic Arts Committee then approved the recommendation to apply for a grant through a private foundation to be able to purchase the sculpture and donate it to the City of Greenville as a permanent acquisition. This grant was approved, and the Pitt County Arts Council would like to purchase the sculpture and donate it to the City of Greenville.

COMMITTEE'S
COMMENTS:

The Pitt County Arts Council Board of Directors and the Civic Arts Committee are honored to present the donation of Matthew Duffy's sculpture "Low-Poly Open Heart" to the City of Greenville. Both the Civic Arts Committee and Pitt County Arts Council Board of Directors have approved this donation through the receipt of a grant from a private foundation. This sculpture is seen as both a representation of the love of our City but also the love and kindness for our all of our community members. The sculpture has already been embraced by our citizens and tourists who post selfies, engage with it, and appreciate it.

SURFACE/
MATERIALS:

Sculpture is placed on a concrete pedestal.

IMPLEMENTATION
TIMEFRAME:

Permanent acquisition. The sculpture to remain in place past the February 2022 proposed rotation date.

STAKEHOLDERS/
PARTNERS/
SUPPORTERS:

Pitt County Arts Council at Emerge
City of Greenville Public Works Department (logistics)

PROJECT
BUDGET:

\$25,000

COST TO CITY:

\$0

FUNDED BY:

Pitt County Arts Council at Emerge through a grant from a private local foundation

IMPLEMENTATION
PROCESS:

Sculpture is already in place. Nothing additional is required.

MAINTENANCE:

Artist has agreed to touch up and provide maintenance from non-vandalism issues for up to 3 years of purchase.

CIVIC ARTS

RECOMMENDS:

It is the recommendation of the Civic Arts Committee to approve the acquisition of Matthew Duffy's "Low-Poly Open Heart (REDI)" and for it to remain in front of City Hall.

ATTACHMENTS:

Image of Matthew Duffy's "Low-Poly Open Heart (REDI)"



Photo Courtesy of Aaron Hines/City of Greenville

“Low-Poly Open Heart (REDI)”

Matthew Duffy

Washington, DC

5'x2'x2'

Welded Laser-Cut Aluminum Diamond Plate, Tractor Paint

Location: City Hall



City of Greenville, North Carolina

Meeting Date: 11/08/2021

- Title of Item:** Presentation on Amending the Rules and Regulations Related to Bars and Clubs
- Explanation:** At the October 11, 2021 City Council meeting, there was discussion about amending the rules and regulations related to bars and clubs to allow more opportunities for these types of establishments.
- Fiscal Note:** No direct cost to the City.
- Recommendation:** Hear the presentation from staff and provide feedback on a process for moving forward.



City of Greenville, North Carolina

Meeting Date: 11/08/2021

Title of Item: American Rescue Plan Act Update

Explanation: At the October 11th City Council Workshop, staff provided Council an update on feedback it had received regarding Staff's Proposed American Rescue Plan Act (ARPA) Appropriation Plan. At the Workshop, Council asked staff for information related to four areas:

1. Premium Payment to Essential Employees
2. Disparity Study
3. ARPA Funding for Non-Profits
4. Information Related to a Multi-Purpose Outdoor Recreational Complex

At the November 8th Council Workshop, staff will provide an overview of the information previously requested by Council. Staff will also provide two additional pieces of information relative to ARPA funding:

1. An update on input received at two public input sessions held since the October Workshop.
2. Information related to potential legislation that may impact the use of ARPA funds.

With regard to potential legislation, the US Senate passed a bill on October 20 that would provide State and Local Governments more flexibility in the use of ARPA funding. The bill has been sent to the US House of Representatives but there is no timetable as to if or when the bill may be considered.

Fiscal Note: No fiscal impact at this time

Recommendation: Council receive update on Proposed Appropriation Plan and provide staff guidance as to requested next steps.

ATTACHMENTS

 [ARPA Council Request Info.pdf](#)



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American Rescue Plan Act of 2021 Appropriation Plan



Sections

1. Overview of Staff Proposed Appropriation Plan
2. Update on Public Input Since Council's October Workshop
3. Four Areas of Council Requested Information
4. Four Areas Compared to Proposed Plan
5. Potential Legislation That May Impact Use of ARPA Funding

Staff Proposed Appropriation Plan



Staff Proposed Appropriation Plan

Project	ARPA Funding	Supplemental Funding	Total Funding
Projects Not Available for Redirection:			
Affordable Housing Funding	\$ 1,988,461	\$ 4,000,000	\$ 5,988,461
Transit Funding: Bus Stops & Shelters	662,800	-	662,800
Street Improvements (Lost Revenue Calculation)	789,311	-	789,311
Subtotal	3,440,572	4,000,000	7,440,572
Projects Available for Redirection:			
Small Business Grants	1,000,000	-	1,000,000
Essential Workers Premium Pay	300,000	-	300,000
Guy Smith Stadium Improvements	10,000,000	-	10,000,000
Town Common Improvements	8,000,000	-	8,000,000
Thomas Foreman Park Campus Expansion	1,100,000	500,000	1,600,000
Trail Connection From Town Common to RPN & Wildwood	3,000,000	-	3,000,000
Greenfield Terrace Community Center Improvements	500,000	-	500,000
Subtotal	23,900,000	500,000	24,400,000
Total	\$ 27,340,572	\$ 4,500,000	\$ 31,840,572

Staff Proposed Appropriation Plan

Project	ARPA Funding	Supplemental Funding	Total Funding
Projects Available for Redirection:			
Small Business Grants	1,000,000	-	1,000,000
Essential Workers Premium Pay	300,000	-	300,000
Guy Smith Stadium Improvements	10,000,000	-	10,000,000
Town Common Improvements	8,000,000	-	8,000,000
Thomas Foreman Park Campus Expansion	1,100,000	500,000	1,600,000
Trail Connection From Town Common to RPN & Wildwood	3,000,000	-	3,000,000
Greenfield Terrace Community Center Improvements	500,000	-	500,000
Subtotal	23,900,000	500,000	24,400,000

Public Input Sessions Since Council's October Workshop



Two Public Input Sessions Held Since the October Council Workshop:

- October 18 & 20 at City Hall
- 25 Combined Attendees
- 12 Combined Speakers

Most Repeated Comments:

- Essential Employee Premium Payment Should be Increased
- Funding for Small Business Grants Should be Significantly Increased
- Significant Amount of Funding Should Go Towards Non-Profit Programs Currently Serving Community
- Small Business & Non-Profit Grants Would Better Serve QCTs than the Recreation Projects Proposed
- Slow Process Down and Conduct More Public Input Sessions in QCT Communities
- People Not Participating in Public Input Sessions Because They Do Not Have Internet and/or They Do Not Have Transportation to City Hall
- Public Transportation Routes Need to be Evaluated

Survey Results as of October 26, 2021:

Survey Responses: 250

Each Project Scored on Favorability (1= Not Important at All, 5= Very Important):

Project	Score	%
Small Business Grants	4.0	80%
Street Improvements	3.9	78%
Entertainment & Recreation Projects	3.2	64%
Guy Smith Stadium	2.7	55%
Town Common	3.3	65%
Thomas Foreman Park	3.4	67%
Trail Connection	3.4	67%

Four Areas of Council Requested Information



Four Areas of Council Requested Information

- Essential Employee Premium Payment
- Disparity Study
- Non-Profit Grant Program
- Outdoor Regional Multi-Purpose Sports Complex



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Essential Employee Premium Payment



Questions to Ask:

#1. What Level of Additional ARPA Funding Would be Needed to Increase the Proposed Premium Payment Up From \$500?

#1. What Level of Additional ARPA Funding Would be Needed to Increase the Proposed Premium Payment Up From \$500?

- \$300,000 in ARPA Funding Required for Every \$500 in Premium Payment

Parameter	Proposed Plan	Adjustment Scenario
One-Time Premium Payment / Essential Empl	\$500	\$1,000
ARPA Funding Required	\$300,000	\$600,000



Questions to Ask:

- #1. What is a Disparity Study and How Does it Relate to the City's MWBE Program?**
- #2. How Much Would a Disparity Study Cost for a City the Size of Greenville?**
- #3. When was the Last Disparity Study Completed for Greenville and is There a Requirement That a Study Periodically be Performed?**
- #4. Who Would Prepare a Disparity Study?**

#1. What is a Disparity Study and How Does it Relate to the City's MWBE Program?

- The City's MWBE Program is a Voluntary, Goal Based Procurement Program Aimed to Promote the Use of Minority & Women Owned Businesses for the Award of :
 - Construction Contracts
 - Professional & Personal Services Contracts
- Contractors / Vendors Must Make "Good-Faith Effort" to Meet Program Goals

	Goal	Actual Utilization
Minority Business Participation		
Construction Services	10.00%	5.00%
Professional / Personal Services	4.00%	4.47%
Women Business Participation		
Construction Services	6.00%	4.48%
Professional / Personal Services	4.00%	11.53%

Note: Actual Based on FY2019 Pre-Pandemic Data

- Disparity Study is Used to Assess and Evaluate the Degree of Any Discrimination in the Marketplace Against MWBE Businesses
- Courts Require Governments to Establish “Compelling Interest” to Support MWBE Goals
 - Disparity Study Helps Ensure MWBE Program will Withstand Court Scrutiny
- Study Will Collect and Examine Quantifiable Data to Determine If Disparity Exists in the Locality:
 - Census Data on MWBE Business Populations
 - City Procurement Methods
 - Recent Contracts Awarded
 - Recent Purchases Made

#2. How Much Would a Disparity Study Cost for a City the Size of Greenville?

- Disparity Study for a City the Size of Greenville Typically Costs Approximately \$400,000 to \$500,000

#3. When was the Last Disparity Study Completed for Greenville and is There a Requirement That a Study Periodically be Performed?

- City Last Conducted a Disparity Study in 1991
- There is No Court-Mandated Time Between Studies
- NCDOT Required to Complete a Study at Least Every 5 Years

#4. Who Would Prepare a Disparity Study?

- An Independent Third Party Consultant Typically Prepares Disparity Studies:
 - They Have Technical & Professional Expertise to Complete
 - Would Look to Select Consultant Whose Previous Work Favorably Reviewed by the Courts



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Non-Profit Grant Program



Questions to Ask:

- #1. Does the City Currently Provide Funding Opportunities for Local Non-Profits?**
- #2. Can ARPA Funding be Used to Provide Funding Opportunities for Local Non-Profits?**
- #3. How Could Non-Profits Use Prospective Grant Funding?**
- #4. How Would the Grant Program be Administered?**

#1. Does the City Currently Provide Funding Opportunities for Local Non-Profits?

- Yes, the City Has Provided Funding Assistance to Non-Profits Through the Use of 2 Funding Sources:
 - Federal CDBG Funding
 - 2020 CARES Act Funding

- City Allocates 15% of CDBG Funding to Non-Profits Administering Programs that:
 - Benefit Low/Moderate Income Households
 - Reduces Slum and Blight
 - Addresses Urgent Needs
- Funding Used to Pay for Labor, Supplies, Operate / Maintain a Facility
- To be Eligible, the Service Funded Must be:
 - For a New Service
 - For a Quantifiable Increase in Level of Existing Service

To be Eligible for Funding the Non-Profit Must Also:

- Be Certified IRS 501c(3)
- Have State Certified Articles of Incorporation
- Perform Services Within Greenville
- Be Ready to Use and Fully Expend Funds Within 12 Months of the Agreement
- Perform Services Meeting National Objectives
- Have Actively Engaged in Providing Services to the Targeted Community in the Past 24 Months

CDBG Funding to Non-Profits

CDBG Prior Year Funding:

Year	Funds		
	Allocated	Expended	Unexpended
2020	\$ 100,000	\$ 68,475	31,525
2019	100,000	79,664	20,336
2018	135,984	99,238	36,746
2017	100,000	81,892	18,108
Total	\$ 435,984	\$ 329,269	\$ 106,715

Agency	Total
Center for Family Violence Prevention	\$ 73,081
Community Crossroads	26,251
Habitat for Humanity	32,213
LIFE of NC / STRIVE	13,792
Martin-Pitt Partnership for Children	32,299
ECU Family Therapy Clinic	35,960
Pitt County Council on Aging	20,023
Boys & Girls Club	66,843
Literacy Volunteers of America	2,023
LWG Intergenerational Center	26,785
Total	\$ 329,269

2020 CARES Act

- Signed Into Law in March, 2020
- Provided \$2 Trillion in COVID-19 Relief for Individuals, Businesses and Government Organizations
- City Received \$1.2 Million in CDBG Funding Through the CARES Act

City has Utilized CARES Act Funding Since August 2020 for:

- Business Assistance
- Rental Assistance
- Non-Profit Funding

Note: City Still Accepting Applications for CARES Act Assistance for Non-Profits

CARES Act Funding to Non-Profits

• Funding Summary:	CARES Act Allocation	\$ 1,164,559
	Funding Committed	<u>(611,971)</u>
	Available Balance	<u>\$ 552,588</u>
• Non-Profit Funding Allocated as Follows (see note below):	Community Crossroads	\$ 134,992
	Boys & Girls Club	<u>30,000</u>
	Total	<u>\$ 164,992</u>

Note: City Only Received Two Applications for Non-Profit Funding. The City is Also Still Accepting Applications for CARES Act Assistance for Non-Profits

Representation of Community Requested Needs



United Way of Pitt County



North Carolina

NC 211:

- Information and Referral Service Provided by United Way of N.C.
- Citizens Can Call to Obtain Free and Confidential Information on Health and Human Services Within Their Community
- **City's Use of CARES Funding Very Reflective of Community Information Requests**

Summary of 2020 Information Requests:

Category	Requests	%
Housing, Shelter & Utilities	3,872	73.8%
Food	150	2.9%
Healthcare	126	2.4%
Mental Health & Addiction	37	0.7%
Employment	112	2.1%
Clothing & Household Items	30	0.6%
Child Care & Parenting	10	0.2%
Government & Legal	116	2.2%
Transportation Assistance	17	0.3%
Education	9	0.2%
Disaster	20	0.4%
Other	745	14.2%
Total	5,244	100.0%

#2. Can ARPA Funding be Used to Provide Funding Opportunities for Local Non-Profits?

- Yes, a Non-Profit Grant Program Could be Established to:
 - Mitigate Hardship Caused by COVID-19 on the Designated Populations Served by the Non-Profit
 - Implement COVID-19 Prevention / Mitigation Tactics
- Applicants Have to Document Proof of Financial Hardship Caused by COVID-19 on Designated Populations
- Applicants Have to Meet a Series of Additional Requirements to be Eligible

Examples of Additional Requirements to be Eligible for Funding:

- Must be Certified IRS 501c(3)
- Must have Articles of Incorporation Certified by the State
- Must Perform their Services Within Greenville QCT
- Must Have Been Fully Functioning On or Before January 1, 2019
- Must Have an Organizational Budget Under \$1 Million Including Pass-Through Assistance Provided From Other Sources
- Must Have at Least 15% Decrease in Overall Revenue Attributable to COVID-19
- Must Have Furloughed Employees, Missed Rent, Utilities, Mortgage Payment or Suffered Other Notable Economic Harm from Lost Revenues Due to COVID-19
- Must be Ready to Use and Fully Expend Funds Within 12 Months of the Agreement
- Must have Actively Engaged in Providing Services to the Targeted Community in the Past 24 Months

#3. How Could Non-Profits Use Prospective Grant Funding?

Grant(s) Could be Utilized for the Following Purposes to Mitigate Hardships Caused by COVID-19 on the Non-Profit's Designated Populations:

- Job Training
- Youth Development
- Homelessness Initiatives
- Initiatives to Serve Aging Populations
- Special Needs Population Initiatives
- Services that Benefit Low-Moderate Income Households

#4. How Would the Program be Administered?

- Program Administered Utilizing Same Process Used for CDBG Funding
- Program Would Require an Extensive Amount of Time by City Staff to Monitor & Document Compliance for Grants Distributed
 - Additional City Staff Would be Required in Order to Provide the Oversight
 - The Level of Additional Staff Would be Dependent on Level of Funding and Number of Grants Distributed

Outdoor Regional Multi-Purpose Sports Complex



Questions to Ask:

- #1. What is an Outdoor Regional Multi-Purpose Sports Complex?**
- #2. Can ARPA Funding be Used to Fund the Project?**
- #3. How Would the Project Serve the Local QCT(s)?**
- #4. Could the Park be Used to Attract and Host Regional Sports Tournaments?**
- #5. How Much Does an Outdoor Sports Complex Cost to Design & Construct?**
- #6. How Much Would it Cost to Operate a Complex and How Would it be Funded?**

#1. What is an Outdoor Regional Multi-Purpose Sports Complex?

- Outdoor Complex with a Mixture of Various Athletic Facilities Such as:
 - Baseball Softball Fields
 - Soccer / Football / Lacrosse Fields
 - Basketball Courts
 - Volleyball Courts
- Playground Area
- Walking Trails
- Picnic Shelters & Dog Park
- Concessions Building



#1. What is an Outdoor Regional Multi-Purpose Sports Complex?

- Facility Used to:
 - Host Recreational and Outdoor Events & Activities for the Local Community
 - Facility Used to Provide Programming & Services for the Local Youth
 - Facility Used to Host Regional Sports Tournament Bringing Participants, Families and Economic Benefit to the Area



#2. Can ARPA Funding be Used to Fund the Project?

- Yes ... If the Project is Utilized for the Community in Compliance with U.S. Treasury Guidelines

Outdoor Regional Multi-Purpose Sports Complex

- U.S. Treasury Guidance Identifies 5 Allowable Uses of ARPA Funding
- One of the Allowable Uses is **Addressing the Negative Economic Impacts Caused by COVID-19**

Allowable Used of ARPA Funding:

- COVER COVID-19 Public Health Expenditures
- **Address Negative Economic Impacts Caused by COVID-19**
- Replace Lost Public Sector Revenue
- Provide Premium Pay for Essential Workers
- Invest in Water, Sewer, Stormwater & Broadband Infrastructure

Outdoor Regional Multi-Purpose Sports Complex

- U.S. Treasury Guidance Identifies Certain Types of Services as **Addressing the Negative Economic Impact**
- One of Those Services is **Building Stronger Neighborhoods to Address Health Disparities for QCT Communities Disproportionately Negatively Impacted by COVID**

Allowable Used of ARPA Funding:

- COVER COVID-19 Public Health Expenditures
- **Address Negative Economic Impacts Caused by COVID-19**
- Replace Lost Public Sector Revenue
- Provide Premium Pay for Essential Workers
- Invest in Water, Sewer, Stormwater & Broadband Infrastructure

Uses of ARPA Funding to Address Negative Economic Impact of COVID-19:

- Assistance to Unemployed Workers
- Assistance to Households
- Rehiring Governmental Staff
- Assistance to Small Businesses and Non-Profits
- Aid to Impacted Industries
- **Assistance to Build Stronger Neighborhoods to Address Disproportionate Negative Health Disparities for QCT Populations**


Outdoor Regional Multi-Purpose Sports Complex

- U.S. Treasury Guidance Provides Specific Examples of **Building Stronger Neighborhoods to Address Health Disparities for QCT Communities Disproportionately Negatively Impacted by COVID**
- One Example Includes **Investments in Parks, Public Plazas, Greenways and Other Public Outdoor Recreational Facilities**



Uses of ARPA Funding to Address Negative Economic Impact of COVID-19:

- Assistance to Unemployed Workers
- Assistance to Households
- Rehiring Governmental Staff
- Assistance to Small Businesses and Non-Profits
- Aid to Impacted Industries
- **Assistance to Build Stronger Neighborhoods to Address Disproportionate Negative Health Disparities for QCT Populations**

UNC School of Government Review of Guidance:



In a QCT or Benefiting Low- or Moderate-Income Citizens?



+


- Programs to address health disparities
- Food assistance, or programs addressing food deserts
- Rent, mortgage assistance, utility bill subsidies
- Counseling and legal aid to prevent eviction or homelessness
- Emergency assistance for burials
- Home repairs, weatherization, remediation of lead paint, or other needs
- Internet access or digital literacy assistance
- Job training to address negative economic or public health impacts experienced due to a worker's occupation or level of training
- Other assistance for unemployed workers
- Affordable housing
- Programs to support educational disparities
- Community intervention programs
- Behavioral and mental health programs
- Investments in parks, greenways, and other public facilities**
- Programs promoting health childhood environments



Outdoor Regional Multi-Purpose Sports Complex

- Such Amenities Should be Used to Actively Serve the QCT Community to Promote Healthier Living Environments and Mitigate COVID-19
- In Other Words, the City Would Need to Establish Park Amenities and Ongoing Programs & Services at the Park to Serve the QCT Community so as to Promote Healthy Living, Outdoor Recreation & Socialization

UNC School of Government Review of Guidance:



In a QCT or Benefiting Low- or Moderate-Income Citizens?


+


- Programs to address health disparities
- Food assistance, or programs addressing food deserts
- Rent, mortgage assistance, utility bill subsidies
- Counseling and legal aid to prevent eviction or homelessness
- Emergency assistance for burials
- Home repairs, weatherization, remediation of lead paint, or other needs
- Internet access or digital literacy assistance
- Job training to address negative economic or public health impacts experienced due to a worker's occupation or level of training
- Other assistance for unemployed workers
- Affordable housing
- Programs to support educational disparities
- Community intervention programs
- Behavioral and mental health programs
- Investments in parks, greenways, and other public facilities
- Programs promoting health childhood environments

In Summary, ARPA Can be Used to Fund the Project If the Project Is:

- Located in a QCT...
- With Amenities, Programs and Services to Serve the QCT Population...
- That Are Intended to Address Disproportionate Negative Health Disparities

U.S. Treasury Question & Answer Guidance:

Would investments in improving outdoor spaces (e.g. parks) be an eligible use of funds as a response to the public health emergency and/or its negative economic impacts? [6/23]

There are multiple ways that investments in improving outdoor spaces could qualify as eligible uses; several are highlighted below, though there may be other ways that a specific investment in outdoor spaces would meet eligible use criteria.

First, in recognition of the disproportionate negative economic impacts on certain communities and populations, the Interim Final Rule identifies certain types of services that are eligible uses when provided in a Qualified Census Tract (QCT), to families and individuals living in QCTs, or when these services are provided by Tribal governments. Recipients may also provide these services to other populations, households, or geographic areas disproportionately impacted by the pandemic.

These programs and services include services designed to build stronger neighborhoods and communities and to address health disparities and the social determinants of health. The Interim Final Rule provides a non-exhaustive list of eligible services to respond to the needs of communities disproportionately impacted by the pandemic, and recipients may identify other uses of funds that do so, consistent with the Rule's framework. For example, investments in parks, public plazas, and other public outdoor recreation spaces may be responsive to the needs of disproportionately impacted communities by promoting healthier living environments and outdoor recreation and socialization to mitigate the spread of COVID-19.

#3. How Would the Project Serve the Local QCT(s)?

- There are 3 Potential Use Categories of a Complex Within a Local QCT Community:
 - Outdoor Park Amenities for Use by Local Community
 - City Operated Park Programming and Services for the Local Community's Benefit
 - Independent Third Party / Non-Profit Operated Programming and Services for the Local Community's Benefit

Outdoor Multi-Purpose Sports Complex

Examples of Potential Park Amenities:

- Dog Park
- Interactive Water Feature
- Outdoor Basketball Courts
- Playgrounds & Outdoor Fitness Equipment
- Walking Track
- Disc Golf Course
- Community Building w/ Kitchen & Rentable Space
- Volleyball Courts

**Note: Above Amenities are Examples Only.
Actual Amenities Would be Based on Project
Scope and Available Funding**



Examples of Potential Programming Opportunities:

- Wellness & Exercise Classes
- Running & Walking Clubs
- Sports Specific Clinics for Local Youth
- Health Culinary Classes
- Summer Camps for Youth & Teens
- Partnerships with Various Non-Profit Agencies to Offer Programming, Clinics, Events and Outreach
- Professional Development Classes for Citizens
- Provide Additional Practice and Gaming Space for Organizations Such as
 - Jackie Robinson Baseball League
 - Greenville's Police Athletic Leagues
 - Pitt-Greenville Lacrosse
 - Babe Ruth Baseball



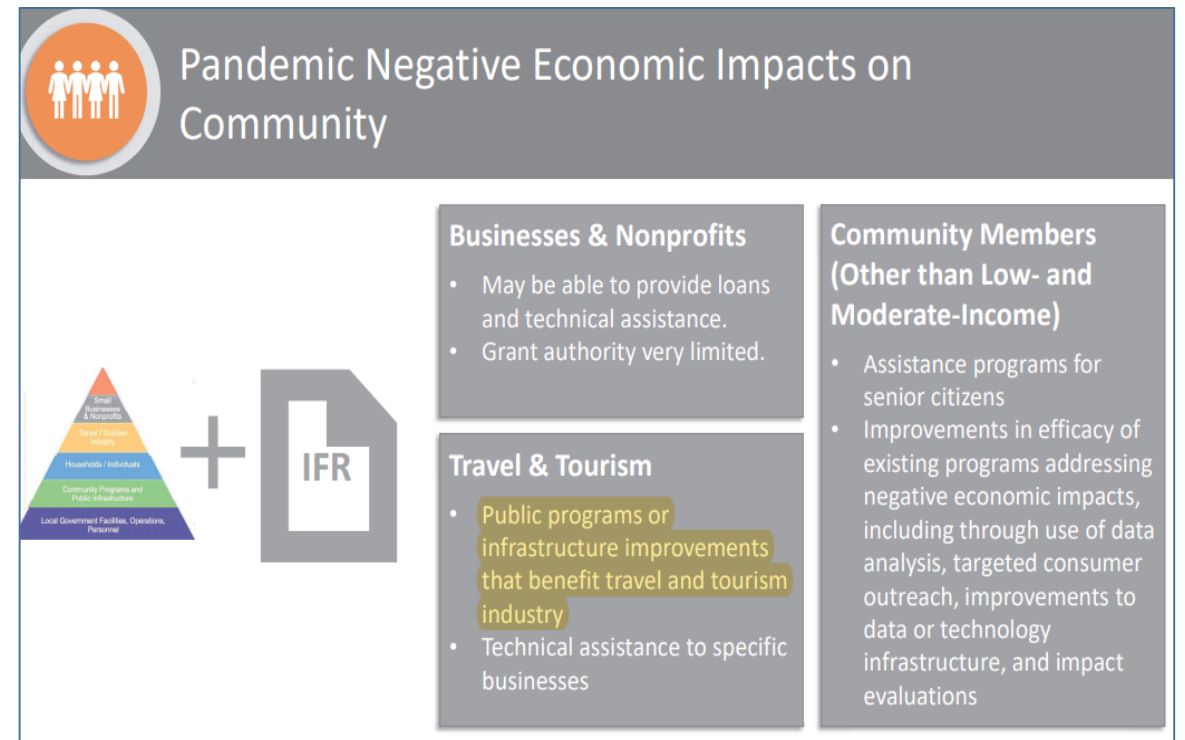
Notes:

- **The Programs Listed are Examples Only**
- **Any City R&P Programming Would Have to be Funded Through the General Fund**
 - **i.e. Additional (New) General Fund Budget Expense**
- **Actual Programming Would be Based on Scope and Additional General Fund Appropriations Approved Through the Budget Process**

#4. Could the Park be Used to Attract and Host Regional Sports Tournaments?

- Yes, Would be a Secondary and Very Significant Use of the Complex
- Could Have a Tremendous Economic Impact on the QCT that the Park is Located in as Well as Overall Region!
- An Economic Impact Study Would be Necessary to Understand the Potential Economic Impact to the QCT and the City From Such a Complex

UNC School of Government Review of Guidance:



A Regional Multi-Purpose Sports Complex Could be a Stimulus to the Community by:

- Bringing People into Our Community, Putting “Heads in Beds”, ...*and*
- Increasing Retail and Food Service Sales From Participants Patronizing Our Local Businesses, ...*thereby*
- Potentially Creating the Need for More Hotels, Restaurants, and Commercial Services in the City, ...*which would*
- Create a Positive Economic Impact on the Community, Most Importantly the QCT in Which the Complex is Located,*and would also*
- Support More Jobs, Generate a Wider Tax Base, Increase Local Sales and Hotel Tax Revenues, ...*that could then be utilized to*
- Benefit the Entire Greenville Community!

Examples of Business Lost Due to Lack of Facilities

NIRSA National Soccer Championship:

- 3 Day Tournament
- Approximately 4,000 Attendees
- 1800+ Hotel Rooms
- 496 Jobs Supported
- Estimated Economic Impact of \$1,023,888



Top Gun Softball Tournament:

- 3 Day Tournament
- Approximately 3,000 Attendees
- 3300+ Hotel Rooms
- 634 Jobs Supported
- Estimated Economic Impact of \$2,079,367



Tourism Opportunities With Additional Facilities

USSA Softball Regional Championship:

- 3 Day Tournament
- Approximately 1,500 Athletes
- 495 Jobs Supported
- Estimated Economic Impact of \$995,246

International Gay & Lesbian Football Association:

- 3 Day Tournament
- Approximately 3,000 Attendees
- 3300+ Hotel Rooms
- 634 Jobs Supported
- Estimated Economic Impact of \$242,352

ISPS National Championship:

- Approximately 1,500 Athletes
- 500 Jobs Supported
- \$198,972 Supporting Local Lodging Partners
- Estimated Economic Impact of \$1,004,470

USCAA – Fall Championship Week:

- Includes Soccer, Cross Country, Lacrosse
- 3 Day Tournament
- Approximately 1,500 Athletes
- 173 Jobs Supported
- \$163,500 Supporting Local Lodging Partners
- Estimated Economic Impact of \$658,915

#5. How Much Does an Outdoor Multi-Purpose Sports Complex Cost to Design & Construct?

- Impossible to Answer at this Point
- Would Depend on Location, Size, Scope, Cost of Construction at Time of Bid
- Various Examples Show that it Will Cost a Significant Amount
- An Economic Impact Study Could Provide Projected Costs of Development at Various Levels of Scope and Size and With Community Amenities

Rocky Mount Sports Complex

- Project Completed in Two Phases:
 - Phase 1 Completed 2006
 - Phase 2 Completed 2009
 - Utilized Land Already Owned by City
 - Overall Cost \$15 million (in 2009)
- Park Scope Includes:
 - 6 Youth Baseball Fields
 - 4 Interchangeable Baseball/Softball Fields
 - 1 Championship Baseball Field
 - 8 Soccer/Football/Lacrosse Fields
 - 2 Outdoor Basketball Courts



North Myrtle Beach Park and Sports Complex

- Phase 1:
 - Completed 2011
 - Overall Cost \$22 million
- Park Scope Includes:
 - 8 Multipurpose Sports Fields
 - 6 Baseball/Softball Fields
 - Small Scale Amphitheater
 - 1 Dog Park
 - Small Scale Water Features



North Myrtle Beach Park and Sports Complex

- Phase 2:
 - Currently Under Construction
 - Total Cost \$36 Million
- Park Scope Includes:
 - 6 New Baseball Softball Fields
 - 6 New Soccer / Lacrosse Fields
 - Splash Zone
 - Arcade



Hammond, Louisiana Chappapeela Sports Park

- Constructed in 2013:
 - Total Project Cost \$17 Million
- Park Scope Includes:
 - 21 Soccer Fields
 - 6 Baseball Fields
 - 6 Softball Fields
 - 2 Football Fields
 - Indoor Gym with 2 Courts



Fairfax, VA Patriot Park North Field Complex

- Currently Under Construction:
 - Total Project Cost: \$22 Million
- Park Scope Includes:
 - 6 Synthetic Turf Diamond Fields



Greenville-Pitt County CVB Sports Study

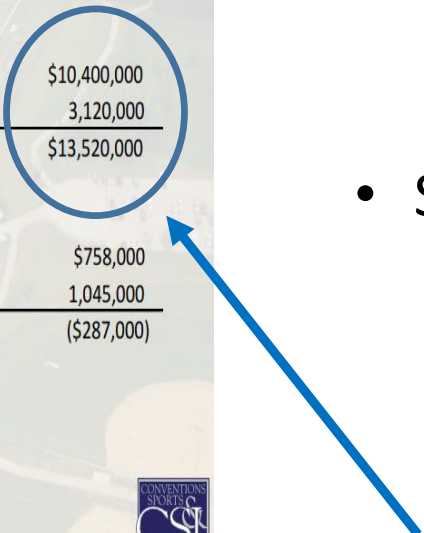
Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

COST/BENEFIT ANALYSIS

Estimated Costs

Stabilized Year of Operations, in 2017\$

	Scenario 1 Aquatic Center	Scenario 2 Indoor Court Facility	Scenario 3 Triangle Field Complex
Construction Costs			
Hard costs	\$19,200,000	\$20,800,000	\$10,400,000
Soft costs	5,760,000	6,240,000	3,120,000
Total Costs	\$24,960,000	\$27,040,000	\$13,520,000
Annual Financial Operations			
Operating Revenues	\$1,105,600	\$2,127,000	\$758,000
Operating Expenses	1,408,000	2,060,000	1,045,000
Net Operating Profit/(Loss)	(\$302,400)	\$67,000	(\$287,000)



- Study Conducted in 2016:
- Study Analyzed 3 Opportunities:
 - Aquatics Center
 - Indoor Court Facility
 - Triangle Field Complex
- Scope: Triangle Field Complex:
 - 8-10 Baseball/Softball Fields
 - No Multi-Purpose Fields
 - No Community Amenities
 - **Estimated Cost: \$13.5 Million (2016)**

Outdoor Regional Multi-Purpose Sports Complex

Various Examples of Outdoor Sports Complexes Constructed:

Sports Complex	Year Build	Project Cost in Year of Build	# of Triangle Fields	# of Multi-Purpose Fields	Other Amenities
Rocky Mount Sports Complex	2006 & 2009	\$ 15,000,000	11	8	Disc Golf, Outdoor Basketball Courts
North Myrtle Beach Phase 1	2011	\$ 22,000,000	6	8	Dog Park, Small Scale Amphitheater & Water Park
North Myrtle Beach Phase 2	2021	\$ 36,000,000	6	6	Arcade, Splash Zone
Chappapeela Sports Park	2013	\$ 13,000,000	12	21	Indoor Gym w/ 2 Courts
Patriot Park North	2021	\$ 22,000,000	8	0	None
Greenville- Pitt County CVB Sports Study	2016	\$ 13,000,000	8 - 10	0	None

- **Projected Average of Between \$20 - \$30 Million in Terms of 2021 Dollars** (Will be Even Higher in Terms of 2023-24 Dollars Which is When Such a Complex Would be Constructed)

#6. How Much Would it Cost to Operate a Complex and How Would it be Funded?

- Impossible to Answer at this Point
- A Complex Would Have 2 City Operated Purposes:
 - City Operated Community Programming, Services and Events
 - City Hosted Regional Sports Tournaments

Use #1: City Operated Community Programming, Services & Events:

Examples of Potential Programming Opportunities:

- Wellness & Exercise Classes
- Running & Walking Clubs
- Sports Specific Clinics for Local Youth
- Health Culinary Classes
- Summer Camps for Youth & Teens
- Partnerships with Various Non-Profit Agencies to Offer Programming, Clinics, Events and Outreach
- Professional Development Classes for Citizens
- Provide Additional Practice and Gaming Space for Organizations Such as
 - Jackie Robinson Baseball League
 - Greenville's Police Athletic Leagues
 - Pitt-Greenville Lacrosse
 - Babe Ruth Baseball

- City Programming Administered / Coordinated Through R&P
- City Operated Programming, for the Most Part, Would Not be Revenue Generating Activities
- Therefore, Programming Would be Funded Through the General Fund
 - i.e. Additional (New) General Fund Budget Expense
- Actual Programming Would Depend on Scope and Additional Funds Appropriated Through the Budgeting Process

Outdoor Regional Multi-Purpose Sports Complex

Use #2: City Hosted Regional Sports Tournaments:

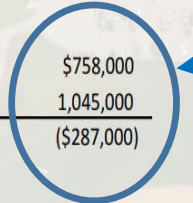

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

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- Cost to Operate Impossible to Answer at this Point
 - Cost Would Depend on Location, Size, Scope of Complex
- Revenue Derived From Tournaments Used to Cover Costs to Operate (In Part)
 - 2016 CVB Study: Net Loss to Operate 8-10 Baseball / Softball Fields: \$(287,000)
- Very Similar to Golf Course / Aquatics Center:
 - Operations Subsidized by General Fund

Four Areas Compared to Proposed Plan



Four Areas Compared to Proposed Plan

Project	ARPA Funding
Projects Available for Redirection:	
Small Business Grants	1,000,000
Essential Workers Premium Pay	300,000
Guy Smith Stadium Improvements	10,000,000
Town Common Improvements	8,000,000
Thomas Foreman Park Campus Expansion	1,100,000
Trail Connection From Town Common to RPN & Wildwood	3,000,000
Greenfield Terrace Community Center Improvements	500,000
Subtotal	23,900,000

- Essential Employee Premium Payment:
 - \$500 Premium Payment: \$300,000 ARPA Funding
 - \$1,000 Premium Payment: \$600,00 ARPA Funding
- Diversity Study:
 - Cost of Approximately \$400 - \$500 Thousand
- Non-Profit Grant Program Funding:
 - Program Administered Utilizing CDBG Process
 - Must Document Proof of Financial Hardship Caused by COVID-19
 - Various Eligibility Requirements Must be Met
- Outdoor Regional Multi-Purpose Sports Complex:
 - Must be Used to Serve QCT Community
 - Can be Used to Host Regional Tournaments
 - Cost Would be Very Dependent on Scope
 - Avg Cost of Examples: \$20 - \$30 Million (2021 Dollars)
 - Operations More Than Likely Subsidized by City

Potential Legislation That May Impact Use of ARPA Funding



- On October 20, 2021 the U.S. Senate Approved a Bill that Would Allow State and Local Governments Greater Flexibility in the Use of ARPA Funding:
 - Would Allow Cities to Use Up To \$10 Million for General Governmental Services Without Using the Lost Revenue Calculation
 - Would Allow Cities Use of \$10 Million for Infrastructure Related Activities Authorized Under Federal Surface Transportation Laws
 - Would Allow Cities to Use Funding to Respond to Natural Disasters
- The Bill Has Now Been Sent Over to the U.S. House of Representatives
- There is No Current Timetable as to If or When This Bill Would be Taken to the House Floor