

THE CITY OF PLATTEVILLE, WISCONSIN COMMON COUNCIL AGENDA

PUBLIC NOTICE is hereby given that a special meeting of the Common Council of the City of Platteville shall be held on Tuesday, May 5, 2020 at 6:00 PM in the Council Chambers at 75 North Bonson Street, Platteville, WI.

***The City of Platteville is advocating that everyone please stay home and use the virtual meeting link found at the bottom of this agenda.**

I. CALL TO ORDER

II. ROLL CALL

III. ACTION

- A. Platteville Small Business Emergency Support Loan Program

IV. INFORMATION AND DISCUSSION

- A. Summer Programming Opening/Delays/Cancellations

V. CLOSED SESSION per Wisconsin Statute 19.85(1)(g) - for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved - Conferring with Legal Counsel

VI. ADJOURNMENT

***To join the Common Council Meeting via Zoom please visit: <https://zoom.us/j/4031107818>**

Or connect by phone: 877-853-5257 US Toll-free or 888-475-4499 US Toll-free

Meeting ID: 403 110 7818

If your attendance requires special accommodation, write City Clerk, P.O. Box 780, Platteville, WI 53818 or call (608) 348-9741 Option 6.

**THE CITY OF PLATTEVILLE, WISCONSIN
COUNCIL SUMMARY SHEET**

COUNCIL SECTION: DISCUSSION/ACTION ITEM NUMBER: III.A.	TITLE: Platteville Small Business Emergency Support Program	DATE May 5, 2020 VOTE REQUIRED: Majority
PREPARED BY: Adam Ruechel, City Manager		

Description:

The COVID-19 pandemic has affected nearly all businesses in the city of Platteville. The ordered closure of non-essential businesses and temporary closure of all dine-in/sit down bar/restaurants have severely affected our city's small business community. In response to this unprecedented situation, City Staff in partnership with the Platteville Economic Development Partners would like to discuss diverting funds to this newly created Small Business Emergency Support Program.

In creating the criteria and parameters for this support program I found the City of Mosinee and the City of Superior have implemented similar programs. I am also aware of many other local and county municipalities that are in the process of implementing something similar.

The program is designed to help the businesses that need it most during this trying time. The program would be available to apply for until December 31, 2020.

Per the attachment, you will find the proposed criteria of what is a qualifying business and those businesses which would be excluded. The application would be reviewed by a team consisting of our Community Development Director, Administration Director, and City Manager.

Budget/Fiscal Impact:

The maximum grant amount which could be awarded for each qualifying business would be \$1,500. Due to COVID-19, the City municipal budget is being monitored to determine potential revenue shortfalls. City Staff feels despite these potential revenues shortfalls it is necessary to supply a program of this magnitude. City Staff and Council Leadership will be working with Platteville Economic Development Partners and the Redevelopment Authority for additional funding options to assist this program. The goal the City would be striving towards would be to supply up to \$20,000 towards the program with other partners contributing as well.

Recommendation:

City Staff is asking for the Common Council to approve the creation of the Platteville Small Business Emergency Support Program.

Sample Affirmative Motion:

"I move to approve the creation of the Platteville Small Business Emergency Support Program."

Attachments:

- City of Platteville Small Business Emergency Support Program



PLATTEVILLE SMALL BUSINESS EMERGENCY SUPPORT PROGRAM

PROGRAM DESCRIPTION

The COVID-19 pandemic has affected nearly all businesses in the city of Platteville. The ordered closure of non-essential businesses and temporary closure of all dine-in/sit down bar/restaurants have severely affected our city's small business community. In response to this unprecedented situation, the City of Platteville is diverting funds to this newly created Small Business Emergency Support Program. In addition to these funds, bar/restaurant owners may apply to waive their annual liquor license fees and associated miscellaneous license fees.

PURPOSE

This program is designed to help the businesses that need it most during this trying time, and **we ask that you consider whether your business truly needs this assistance prior to applying.** This program is available until December 31, 2020 or until the funding source is depleted, whichever comes first.

PROGRAM CRITERIA

1. The maximum grant amount is up to \$1,500 for each qualifying business.
 - a. Qualifying businesses are defined as:
 - i. Must have a commercial storefront or "brick & mortar" location.
 - ii. Must be located within the city limits.
 - iii. Must have been open to the public as of March 17, 2020.
 - iv. Must be presently in a state of total closure or be unable to operate one or more of the main facets of its business.
 - v. Must have 10 employees or less.
 - b. Excluded businesses are defined as:
 - i. Businesses that have received other forms of city, state, or federal financial assistance in the 2020 calendar year.
 - ii. Businesses able to continue operations remotely or while in compliance with social distancing guidelines.
2. All grant proceeds must be used for the following documented business expenses:
 - a. Monthly building loan mortgage or rent payment.
 - b. Monthly gas, electric and water utility bills.
 - c. Cost to purchase business enhancement software (software to move sales to online platform)
3. Payroll expenses will not be eligible for grant funds.

PROGRAM PROCESS

1. Submit application to the Community Development department for internal staff review and approval.
2. Grant awards will be processed weekly until the funding source is depleted.
3. A report summarizing grant awards will be sent to the Common Council at their bi-monthly meetings.

****** Disclaimer: This support program is contingent upon the availability of funds. If at any time this funding source is depleted, the program will terminate until further action is considered by the City of Platteville Common Council. City of Platteville staff will review each application base on qualification of need. A business's eligibility for other state or federal assistance will be taken into consideration when distributing the funds. ******



City of Platteville-Small Business Emergency Support Program Application

Date: _____

Grant Number (office use only): _____

Business Information

Business Name: _____

Type of business (bar/restaurant, retail, services, etc.): _____

Business Address: _____

Phone: _____

Email: _____

Year established: _____

Website: _____

Current Average Monthly Payroll: _____

Business Description _____

Applicant/Owner Information

Name(s): _____

Applicant Mailing Address: _____

Phone: _____

Email: _____

Other owners (if any): _____



City of Platteville-Small Business Emergency Support Program Questionnaire

1. Is your business considered essential or nonessential by the State of Wisconsin?

2. As a business owner, do you also work in the business? _____
3. Is this your only source of income? _____
4. Please provide a brief explanation of what adverse economic impact COVID-19 has had on your business since March 17, 2020:

5. Prior to the COVID-19 restrictions, how many people did your business employ?

6. Have you received relief funding related to COVID-19 from any other sources?

7. Amount requested from Small Business Relief Program (Maximum grant \$1,500)



Attach to Application:

- 1) Provide your business revenues for the previous three months of sales in 2020 from the date of your application. Revenues for each month need to be shown individually.
- 2) Provide your business revenues for January, February, and March 2019 (if your business existed at the time.) Revenues for each month need to be shown individually.
- 3) W-9 for your business. This needs to accompany your application at the time of submission. The application will not be considered until we receive your W-9.
- 4) If applicable, copy of required liquor license fees.

I hereby certify the above information is true and correct to the best of my knowledge.

Date _____

Applicant Name/Title (printed) _____

Signature _____

Applicant Name/Title (printed) _____

Signature _____

**THE CITY OF PLATTEVILLE, WISCONSIN
COUNCIL SUMMARY SHEET**

COUNCIL SECTION: INFORMATION/ DISCUSSION ITEM NUMBER: IV.A.	TITLE: Summer Programming Opening/Delays/Cancellations	DATE May 5, 2020 VOTE REQUIRED: N/A
PREPARED BY: Adam Ruechel, City Manager		

Description:

City Staff would like to discuss with Council members how COVID-19 has impacted spring programming and will impact summer and fall programming for the City. Specifically, focusing on programming hurdles for the museum, library, and recreation departments.