



MEMORANDUM

To: Mayor Donna Dodgen
Seguin City Council
Steve Parker, City Manager

CC: Susan Caddell, Director of Finance
Andy Quittner, City Attorney

From: Josh Schneuker, Director of Economic Development
Kyle Kramm, Main Street & CVB Director

Date: February 10, 2022

Subject: Business Improvement Grant – Additional Funding

Program Overview

In July 2021, the City of Seguin created the Business Improvement Grant (BIG) Program to promote the development and expansion of new and existing business enterprises within the City of Seguin and enhance the economic welfare of the citizens of the City of Seguin by securing and retaining business enterprises and maintaining a higher level of employment, economic activity, and stability. Eligible applicants receive up to 75 percent matching grant with a maximum of \$10,000 in the following project categories: Façade Improvement, Sign Improvement, Property Improvement, and Interior and/or Business Machinery/Equipment Improvements. BIG Program funding will only be provided on a reimbursement basis upon the completion of the project. To date, more than 30 BIG Program Agreements have been executed, helping facilitate improvement projects such as resurfacing parking lots, replacing outdated HVAC systems, improving deteriorating facades, replacing old signage, and much more.

Program Funding

There have been two funding cycles for the BIG Program. The 1st round funding cycle, associated with the creation of the Program, allocated \$250,000 to the BIG Program. The program proved to be very popular with business city-wide. 1st round funding was all allocated by October 2021. In November 2021, City Council allocated an additional \$100,000 to the BIG Program for a 2nd round funding cycle. 2nd round funding was initially prioritized to businesses who submitted grant applications in the 1st round, but due to limited funding availability at that time, their applications were placed on hold. After processing the on-hold application from the 1st round, Staff began accepting new applications. Applications for the 2nd round were accepted between December 20, 2021 and January 31, 2022. Due to continued popularity of Program, Staff were forced to stop accepting applications before the January 31st deadline due to limited funding.

Additional Funding Request

In order to process all of the BIG Applications that were formally accepted for the 2nd round of funding, Staff is requesting an additional \$45,822.37 from remaining CARES act funds. Because these funds were originated by the CARES Act funds, there is no financial impact to the City of Seguin taxpayer.