

Information Item

Date: January 10, 2022

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager
Scott Tesh, Budget & Performance Management Director
Meridith Martin, Budget & Performance Management Deputy Director

Subject:

Information of Items Related to the City of Winston-Salem's Allocation of Coronavirus Local Fiscal Recovery Funds:

- 1) Transformational Phase Proposal, including updates to the Transformational Scoring Matrix to reflect City Strategic Plan and specified outcomes

- 2) Overview of Marketing Plan for Recovery Grants Program for Small Businesses and Non-Profits

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: No

Strategic Plan Action Item: No

Key Work Item: No



On August 23, 2021 in a Special Meeting of the City Council, City staff presented a framework for spending the City's \$51.7 million allocation of CLFRF. City staff recommended a phased approach for spending the funds. Under this approach, the City would provide immediate relief to the local economy through a grant program and provide more transformative, outcome-based programs in future phases. The guiding principles for spending of funds include process transparency, economic restoration, community transformation, fiscal soundness, and equitable outcomes.

This item offers information on both phases of the CLFRF framework. Regarding the immediate relief phase, this item presents a general overview of marketing efforts that will be undertaken to ensure that news and information regarding the City's Recovery Grants Program for Small Businesses and Non-Profits are widely shared (see Exhibit 1). Regarding the transformational phase, this item presents an update to the Transformational Scoring Matrix (originally presented as an information item on November 9, 2021), which reflects an addition of an outcomes-based approach to the poverty reduction component in Tier 2 of the Strategic Plan alignment scoring. In addition to the matrix, this item offers a potential request for proposals process for the transformational phase.