



## MEMORANDUM

TO: Mayor and City Council

FROM: Veronica Briseño, Chief Economic Recovery Officer, City of Austin Cb

DATE: October 22, 2020

SUBJECT: Save Austin's Vital Economic Sectors (SAVES) Programs Update

This memorandum summarizes the Economic Development Department's (EDD) next steps to implement several programs that the Austin City Council adopted on October 15, 2020. These programs are the Austin Childcare Provider Relief Grant ([Resolution No. 20201015-073](#)), the Austin Live Music Venue Preservation Fund ([Resolution No. 20201015-074](#)) and the Austin Legacy Business Relief Grant ([Resolution No. 20201015-075](#)). EDD staff is tracking their progress using a five-phase approach that features deliverables and activities from ideation through implementation. The deliverables and activities for each phase is based on lessons learned from previous grant programs administered by EDD staff. The five-phase approach is included as Appendix A.

### **Austin Childcare Provider Relief Grant**

The Austin City Council allocated \$5 million for the Austin Childcare Provider Relief Grant. This program is currently in Phase One. A project team is assigned to this program and is working diligently to launch the program as quickly as practically possible.

The project team is finalizing the program guidelines according to City Council direction on October 15, 2020, and the final draft guidelines will be sent to the Equity Office and Law Department for their review. After Equity Office and Law Department staff complete their review, the project team will evaluate potential third-party administrators to administer the program and will post online the results of the evaluation. The project team may also evaluate potential community champions, which are entities that will help the project team and the third-party administrator raise awareness about the program.

EDD's project team will manage the third-party administrator and/or community champions. The scopes of work for these entities may include activities related to outreach and marketing; application intake; eligibility screening according to City of Austin guidelines; case management and technical support; award selection based on City of Austin guidelines; applicant approval and denial notifications; fund disbursement; final reporting; and records retention based on City of Austin guidelines.

### **Austin Live Music Venue Preservation Fund and Austin Legacy Business Relief Grant**

The Austin City Council allocated \$5 million for the Austin Music Venue Preservation Fund and \$5 million for the Austin Legacy Business Relief Grant. Additionally, the City Council allocated \$1.5 million from the Business Preservation Fund to be used for the emergency relief for these programs. ([Resolution No. 20201015-072](#)). A project team is assigned for each program, and the project teams are working diligently to launch Phase One of the programs as quickly as practically possible.

The project teams are finalizing the initial program guidelines according to City Council direction on October 15, 2020, and the final draft initial program guidelines will be sent to the Equity Office and Law Department for their review. After Equity Office and Law Department staff complete their review, the project teams will lay the groundwork for the programs to launch. The project teams are currently drafting scopes of work for third party administrators and preparing documents for a pre-bid conference with the intent of selecting third-party entities to provide case management, legal assistance, and/or financial planning support.

The City Council directed staff to return on November 12, 2020 for further direction regarding enhanced program guidelines. The project teams are drafting enhanced program guidelines and will seek City Council approval of the enhanced program guidelines before fully launching both programs. The enhanced program guidelines are needed to complete the scopes of work between EDD and case managers. Furthermore, case managers need to review and understand the enhanced program guidelines so they can deliver informed assessment and advisory services to their clients. The enhanced guidelines are also critical for applicants to understand (1) the enhanced support they could receive from the City of Austin and (2) the factors that determine whether an applicant is likely to receive the enhanced support.

### **Conclusion**

City staff is working to ensure each program effectively and equitably addresses the needs of the childcare providers, live music venues, restaurants, and arts organizations impacted by the global COVID-19 pandemic. The project team will provide regular updates to the City Council via [the Official Distribution Memoranda Search](#) and Economic Recovery Council Panel meetings. Please contact me at [Veronica.Briseno@austintexas.gov](mailto:Veronica.Briseno@austintexas.gov) or Kristi Samilpa at [Kristi.Samilpa@austintexas.gov](mailto:Kristi.Samilpa@austintexas.gov) if you would like to discuss the contents of this memo.

cc: Spencer Cronk, City Manager  
Nuria Rivera-Vandermyde, Deputy City Manager  
J. Rodney Gonzales, Assistant City Manager  
Sylvia Holt-Rabb, Acting Director, Economic Development Department  
Susana Carbajal, Assistant Director, Economic Development Department

## **Appendix A: Five-Phase Program Development Approach**

City staff is tracking their progress using the five-phase approach created by the City of Austin Economic Development Department. This model allows staff and stakeholders to monitor program development from ideation through implementation. The deliverables and activities for each phase is based on lessons learned from previous grant programs that the Economic Development Department administered.

### **Phase One**

- **Key Deliverable:** **Complete mission-critical foundational milestones**
- **Types of Activities:** Assign Economic Development Department staff to a project team  
Draft program guidelines and application materials  
Draft scopes of work and contracts for third-party administrators  
Identify internal and external support services  
Receive input from other City departments, as necessary  
Complete sector research and data analysis

### **Phase Two**

- **Key Deliverable:** **Finalize program materials for City Council/City Manager approval**
- **Types of Activities:** Receive Law Department review of program materials  
Receive Equity Office review of program materials  
Finalize all program documents created in Phase One  
Interview potential third-party administrators  
Conduct contract negotiations with the third-party administrator

### **Phase Three**

- **Key Deliverable:** **Receive necessary City Council/City Manager approvals**
- **Types of Activities:** Receive City Council approval for third-party contracts  
Complete internal staff briefings regarding third-party relationships  
Host kick-off meetings with the third-party administrator  
Finalize a communications and stakeholder engagement plan  
Establish a framework for collecting and reporting metrics and data

### **Phase Four**

- **Key Deliverable:** **Manage successful program implementation**
- **Types of Activities:** Provide regular updates to the City Council and City executives  
Implement the communications and stakeholder engagement plan  
Review eligible and complete applications  
Host/record webinars and/or information sessions  
Track data for future reporting  
Distribute funds to applicants  
Display information on a data dashboard  
Analyze real-time program performance  
Provide support services for stakeholders (e.g. application assistance)

### **Phase Five**

- **Key Deliverable:** **Program completion and closeout**
- **Types of Activities:** Report final program metrics  
Complete compliance reviews  
Verify all third-party contract deliverables are complete  
Produce program summary highlighting lessons learned