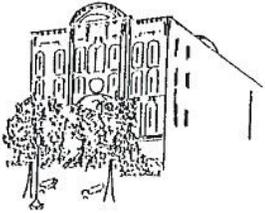


Community Development Block Grant 2020 Program Year and COVID-19 Funding Joint Application - Submission #5340

Date Submitted: 5/22/2020



CITY OF SARATOGA SPRINGS

OFFICE OF COMMUNITY DEVELOPMENT

City Hall – 474 Broadway
Saratoga Springs, New York 12866
Tel: 518-587-3550 x2575 fax: 518-580-9480



COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ENTITLEMENT PROGRAM
2020 PROGRAM YEAR & CDBG COVID-19 FUNDING
- Joint Application -

IMPORTANT

2020 CDBG Guidebook

****DO NOT attempt to complete this application prior to reviewing the 2020 CDBG Guidebook (link provided above). Questions should be directed to the Community Development Planner at lindsey.connors@saratoga-springs.org****

Applying for:*

Regular 2020 CDBG PY
Entitlement Funding

CDBG-CV CARES ACT
Funding (COVID-19 related
activities)

Both/Either

Activity Name*

Business Retention + Expansion for Saratoga Springs Businesses Impacted by COVID-19

Applicant Organization*

Saratoga County Prosperity Partnership

Address*

2911 Route 9

City*

Malta

State*

NY

Zip Code*

12020

Phone Number*

5188711887

Email Address*

shelby.schneider@saratogapartnership.org

Contact Person*

Shelby Schneider

Title*

President

Applicant Type*

Choose 1

City Department

Non-Profit Organization

Other Public Agency

List Department*

Federal ID #*

47-1244417

DUNS #*

080618428

Specify*

National Objective*

Choose 1

Benefit persons of low-moderate income

Address slum/blight conditions

Urgent need

Specify*

Low-Mod Income Job Creation/Retention ▼

Choose 1

Requested CDBG Entitlement Funding*

20000

Requested CDBG COVID-19 Funding*

20000

If zero, please indicate.

If zero, please indicate.

Funding leveraged from other sources*

10000

Total activity cost*

50000

20% of total project costs strongly recommended, but not required. If zero, please indicate.

Proposal Abstract *

The intent of the Saratoga County Prosperity Partnership's (The Saratoga Partnership) application is to seek City of Saratoga Springs CDBG funds and CDBG-CV funds to help retain and grow Saratoga Springs businesses through aggressive outreach, technical assistance, and programming. The grant funds would also be used to assist low to moderate income Saratoga Springs residents who have barriers to employment gain needed skills to find work in the hospitality, tourism, and retail sectors of the Saratoga Springs economy.

The Saratoga County Prosperity Partnership leads a host of critical economic and workforce development initiatives across the public and private sectors, driving economic success for residents, businesses and government in Saratoga County, New York. The Saratoga Partnership team has unique expertise and business, government, and agency connections to offer a unique, invaluable and cohesive team of business retention and expansion services, enabling a seamless delivery of programs and services for businesses seeking to grow. The CDBG and CDBG-CV funds being requested will enable the Saratoga Partnership to focus its mission on critical areas of Saratoga Springs.

As is evident, COVID-19 has left a significant impact on Saratoga Springs tourism, hospitality, and retail sector businesses and their workforce. The Saratoga Partnership conducted two COVID-19 business impact surveys and the results were very concerning. A majority of business respondents were from the accommodation and food service sectors, arts, entertainment and recreation, and retail sectors, 48 percent of whom have been open for between 11-39 years. 64 percent of these businesses reported that they were at risk of closing, and 57 percent of them had to lay off their workforce. Out of the respondents who reported their employment, full-time jobs were reduced by 45 percent, seasonal 99 percent and part-time reduced by 72 percent compared to the same time period in 2019.

In Phase II of our survey, businesses in the retail, food services + restaurant made up a majority of the respondents. 52 percent had been open for 11-39 years, and 65 percent reported having less than 10 employees. 58 percent of the businesses surveyed reported they are VERY concerned about maintaining solvency and adequate cash flow. 71 percent had applied for and received funds from the Paycheck Protection Program (PPP) with an average loan amount of \$53,912 to sustain them and retain workforce through an 8-week period. 76 percent of businesses were seeking loans and sources of grants, followed by business planning assistance, guidance with safety protocols, peer to peer guidance, and more.

Based on research our organization conducted to quantify the nearly \$1.0 billion economic impact of the Tourism and Hospitality sectors in Saratoga County, we know that the summer season (June – September) is the busiest season for most businesses reliant on travel and leisure tourism.

In 2019, the Accommodation and Food Service sector employed nearly 10,000 people in Saratoga County. The restrictions from new health and safety regulations, including limited seating capacity for bars, restaurants, and limited foot traffic for retailers, it is anticipated serious revenue shortfalls will make it challenging for small businesses to survive during slower months. Additionally, with a loss of operations from the Saratoga Performing Arts Center (SPAC), the Saratoga Race Course, Fasig Tipton, and countless other summer activities, the loss of revenue could serve as the final blow to many Saratoga Springs based businesses.

Business Retention + Expansion Technical Assistance

The Saratoga Partnership's proposal is to provide direct outreach to the 100+ businesses who have responded to our surveys and also work with our partners at the Saratoga County Chamber of Commerce, Saratoga Convention and Tourism Bureau, and Saratoga Springs Downtown Business Association to identify companies seeking business planning assistance, identify common needs, and create forums for peer-to-peer guidance. In addition, the grant is designed to ensure that businesses can properly pivot to survive the impacts of COVID-19, preserve cash flow, help them get access to capital, and develop special programming to ensure businesses remain solvent and are able to remain open.

The Saratoga Partnership will convene a special team to work with Saratoga Springs based small businesses to help them reimagine their business, identify new sources of revenue, build digital platforms to sell product, reimagine their customer mix and marketing efforts, and whatever other support they will need to survive impacts from COVID-19. It is not known what the course of this virus is, when we will see a vaccine, or when the consumer will feel comfortable shopping, dining, or visiting Saratoga Springs. Until then, our business community will need a plan for resiliency.

Workforce Training and Technical Assistance for low to moderate income Saratoga Springs Residents

The New York State Department of Labor (NYS DOL) reported that unemployment claims for Saratoga County (week ending May 9, 2020) are 1,836 percent higher than this time last year. NYS DOL also reported that, by industry, the Accommodation and Food Service sector unemployment claims were amongst the highest with an increase of 2,526 percent over last year's Unemployment Insurance claims, by industry (week ending May 9, 2020). It is known that average wages for this sector in Saratoga County are \$24,164, which is well below the low-income threshold for an individual member of a household (\$33,950).

As hotels, restaurants, and entertainment venues adjust to a decrease in demand or cancellation, significant layoffs have

occurred. The impact of COVID-19 will have a more significant impact on low-wage families and marginalized communities. Both low- and moderate-income families were already on the precipice: This group typically has little to no savings and are one paycheck away from being late on their bills.

Utilizing the grant funds, the Saratoga Partnership will with the Saratoga County Career Center to connect low to moderate income individuals and underserved job seeking populations from Saratoga Springs with employers in need of a willing workforce. The Saratoga Partnership will work with employers to identify available jobs and skills needed to fill them. The Saratoga County Career Center will assist job seekers with services such as skills assessments, career counselling, skills training, resume writing, and access to benefits and wrap around services. Both organizations will also work collaboratively with organizations like Albany Can Code on programs like digital literacy courses, front end web development, and specialized coding training to prepare qualified individuals for careers in coding. We led the effort to bring Albany CanCode to launch the first cohort of programming for adult populations in Saratoga County and they are engaged to move forward with additional programs as needed.

The Saratoga Partnership will work with the Saratoga County Career Center to help connect the underserved population with employers who have been struggling to find engaged employees. The Saratoga Partnership will work with the Saratoga County Career Center to help connect low to moderate individuals with employers who have been struggling to find engaged employees. More specifically, the Saratoga County Career Center is engaging with the Saratoga Springs Homelessness Coalition. Shelters of Saratoga provides shelter, basic necessities, affordable housing, counseling, and support to the homelessness population in Saratoga County that is mostly concentrated in the Saratoga Springs area. During the COVID 19 crisis, SOS has housed this population at the Holiday Inn on Broadway. This has provided safety, shelter, and stability to many individuals. It has also magnified the need for gainful and steady employment to a population in need of improving their standard of living.

More specifically, the Saratoga County One Stop Center is also working with Healing Springs Recovery and Community Outreach center in Saratoga Springs. This organization provides support, resources, and connection to a sober community for individuals in all stages of recovery. This population is motivated to work and steady and gainful employment provides the confidence and financial stability to maintain sobriety and increase their standard of living.

We are uniquely qualified to work cooperatively with all required agencies, city, county, regional, state and federal, to ensure these goals are met. Our established collaborative agreements will allow us to immediately begin the work with little delay. We are known for our cooperation with other agencies, especially during the COVID-19 pandemic.

As a result of the receipt of this grant, the Saratoga County Prosperity Partnership will make a significant impact on the lives of low to moderate individuals and businesses that employ them within Saratoga Springs.

Please provide a BRIEF overview of your proposal.

Persons served*

1000

This activity is...*

new

How many low-moderate income persons will be served through this activity?

Activity Beneficiaries*

This activity is designed to serve businesses that employ low to moderate income Saratoga Springs residents and low to moderate income individuals identified through confidential interviews with associated partner service organizations like the Saratoga County Career Center, Shelters of Saratoga, and the Healing Springs Recovery and Community Outreach center in Saratoga Springs.

The Saratoga Partnership will work with the Saratoga County Career Center to help connect this population with employers who have been struggling to find engaged employees.

Identify who will benefit from the proposed activity. If the activity is designed to benefit: 1) individual persons of low- to moderate-income, describe the process you will use to identify these persons and determine their income eligibility and the number of persons you expect to serve. 2) the inhabitants of a predominantly low-moderate income area, identify the Census Block Group in which the activity is located. 3) a low-moderate income "limited clientele", identify the "limited clientele" group.

Performance Goals and Indicators*

Key performance indicators will include:

1. Number of businesses served, to assist with staying open
2. Number of jobs saved
3. Number of jobs created
4. Number of LMI individuals serviced with employment assistance

Identify your performance goals and the types of indicators you will use to document activity accomplishments and success. (Examples should include: # of persons with new/improved access to services, # of affordable houses rehabilitated, # of businesses assisted, # of jobs saved or created, etc.)

Activity Timeframe/Schedule *

We anticipate beginning this process in September when funding is available and after employers have had a chance to navigate through their busiest anticipated season. We will begin the process of working with LMI Resident job placement now, with more formalized skills training to commence upon the availability of funding.

We believe this process will take at least 6 months to one year, upon commencement.

Include start, completion dates, and other significant performance stages.

Required Approvals/Permits*

None required

Identify whether the activity requires additional local, state or federal approval (license, permit, design/historic/environmental review, etc.). For construction/site development/land acquisition projects, provide evidence of site control.

Site Control Documentation (if applicable)

No file chosen

Deed, MOU, purchase contract, etc.

Organizational Capacity*

Has your organization been a previous sub-recipient of City CDBG funds and/or any other federal award?

Yes No

Organizational Capacity (2)*

Have these activities been completed and all federal requirements met?

yes no

Authorized Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature*

J. Shelby Schneider

Date*

5/21/2020

Activity Budget *

Complete and upload budget forms 1 and/or 2 (provided below) as appropriate. Depending on the activity, the applicant may need to submit one or both of the budget forms. On these forms, identify the amount and sources of leveraged funding for this activity. Include the status of these funds (i.e. cash on hand, grants received, planned fund-raising, etc.). Upload copies of funding commitment letters or other evidence of funding support in the space provided. *In addition, more detailed budgets MAY be uploaded in the space provided. If an architect, engineer, or other personnel have conducted a cost analysis, upload a copy noting the author and date of analysis.

Budget Form 1 - Proposed Activity Program Operating Budget

[Budget Form 1](#)

Required for public service or economic development activities as applicable. Complete and save to your local computer, then upload below.

Upload Budget Form 1

BudgetForm1-CDBGApp.xlsx

Optional: Evidence of Funding Support

Funding Commitment SSCP.docx

Proof of leveraged funding (ie. grant award letter, private donation commitment letter, etc.)

Budget Form 2 - Construction/Site Development Budget

[Budget Form 2](#)

Required for "bricks and mortar" activities (ie. construction, rehabilitation, land acquisition, etc.) as applicable. Complete and save to your local computer, then upload below.

Upload Budget Form 2

No file chosen

Optional: Detailed Budget/Cost Analysis

No file chosen

OFFICE OF MANAGEMENT AND BUDGET (OMB) CIRCULAR A-133 -- MONITORING OF FEDERAL FINANCIAL ASSISTANCE TO SUBRECIPIENTS*

Organization*

Saratoga County Prosperity Partnership

Mailing Address*

2911 Route 9, Malta, NY 12020

Federal ID*

47-1244417

Phone #*

5182813817

Fax

DUNS #*

080618428

Please identify your fiscal year (mth/yr to mth/yr):*

January, 2020 to December, 2020

Please identify below the funding received during your last fiscal year.

Community Development Block Grant Entitlement Funding (CDBG):

CDBG Activity Name*

N/A

CDBG Program Year*

0

CDBG Funding Amount*

0

If not applicable, please reply N/A.

Other Federal Financial Awards (cash & non-cash):

Name & Catalog of Federal Financial Assistance (CFDA)#*

N/A

Federal Funding Amount*

0

If not applicable, please reply N/A.

Name & CFDA #

Federal Funding Amount

Name & CFDA #

Federal Funding Amount

During your last fiscal year, has your organization expended more than \$750,000 in total federal financial awards (incl. CDBG & all other federal assistance)?*

Yes

No

Single Audit Report*

No file chosen

Upload a copy of your organization's latest Single Audit Report.

Are you aware of any financial audit violations, findings or questioned costs relating to any activity funded with federal financial assistance? *

Yes

No

N/A

Please describe:*

Other Saratoga County Awards (cash & non-cash):

Program Name*

n/a

Year*

0

Award Amount*

0

If not applicable, please reply N/A.

Program Name

Year

Award Amount

Program Name

Year

Award Amount

Authorized Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature

Date

**-----ENVIRONMENTAL IMPACT & RISK ASSESSMENT FOR NEW CONSTRUCTION PROJECTS-
----- (INCLUDING EXPANSIONS OF EXISTING BUILDING FOOTPRINTS OR REHAB
PROJECTS OF 75% OR MORE)**

Does your proposed project include new construction, expansion of an existing building footprint, or rehabilitation of 75% or more of an existing building? *

- Yes
 No

Brief description of project and location. Include size of building, scope of impact, land disturbance, and construction schedule:*

Location Map*

No file chosen

upload pdf

Does the project require a permit or approval from any other government agency (local, state or federal)?

- Yes
 No

List required permits and/or approvals:*



May 22, 2020

Lindsey A. Connors, M.P.A.
Community Development Planner
Office of Planning and Economic Development
City of Saratoga Springs
474 Broadway
Saratoga Springs, NY 12866

RE: FUNDING COMMITMENT

Dear Ms. Connors,

This letter is to inform you that the Saratoga County Prosperity Partnership is committed to contributing matching funds and in-kind services for the program activity outlined in our 2020 application for City of Saratoga Springs CDBG funds and CDBG-CV funds. We propose to help retain and grow Saratoga Springs businesses through aggressive outreach, technical assistance, and programming. The grant funds would also be used to assist low to moderate income Saratoga Springs residents who have barriers to employment gain needed skills to find work in the hospitality, tourism, and retail sectors of the Saratoga Springs economy.

The Saratoga Partnership leads a host of critical economic and workforce development initiatives across the public and private sectors, driving economic success for residents, businesses and government in Saratoga County, New York. The organization provides a point of contact for business retention and expansion, enabling a seamless delivery of programs and services for businesses seeking to grow. The CDBG and CDBG-CV funds being requested will enable the Saratoga Partnership to focus its mission on critical areas of Saratoga Springs.

Sincerely:

Shelby Schneider, *President*

Budget Form 1
Proposed Activity Program Operating Budget

	Entitlement Grant	Leveraged Funding	Total Activity Cost	Source of leveraged Funds and In-Kind Services
PERSONNEL				
Salaries	\$ 30,000.00	\$ 10,000.00	\$ 40,000.00	Leveraged Funds from the Saratoga Partnership Operating Bud
Fringe			\$ -	
Other (consultants, etc.)			\$ -	
<i>Subtotal</i>	\$ 30,000.00	\$ 10,000.00	\$ 40,000.00	
OVERHEAD				
Advertising/Marketing			\$ -	
Program Supplies			\$ -	
Rent & Utilities			\$ -	
Other (please list below)				
Training Programming	\$ 10,000.00	\$ -	\$ 10,000.00	
			\$ -	
			\$ -	
<i>Subtotal</i>	\$ 10,000.00	\$ -	\$ 10,000.00	
TOTAL COST	\$ 40,000.00	\$ 10,000.00	\$ 50,000.00	

get