



4800 Ashford Dunwoody Road
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To: Mayor and Council
City of Dunwoody

From: J. Jay Vinicki
Assistant City Manager

Thru: Eric Linton
City Manager

Date: 14 June 2021

Re: Budget Amendment on CARES and Tourism Re-development

Background

As of the May 26, the budget for CARES II was as follows:

	Budget	Spend (5/26)	Remain (5/26)	Pending Amend	Proj Spend	Remain
Hazard Pay	208,771	(70,495)	138,276	-	(138,276)	-
Not-for-Profit Grants	500,000	(391,688)	108,312	25,000	(133,312)	-
City Supplies/Services	949,867	(437,916)	511,951	225,000	(495,000)	241,951
Small Business Grants	2,070,000	(1,865,915)	204,085	-	-	204,085
Al Fresco Grants	150,000	(22,530)	127,470	-	-	127,470
Entrepreneur Support	250,000	-	250,000	-	-	250,000
Tourism Reopening	100,000	(100,000)	-	-	-	-
Contingency	1,046,718	-	1,046,718	(225,000)	-	821,718
Totals	5,275,356	(2,888,544)	2,386,812	25,000	(766,588)	1,645,224

Staff projects all the Hazard Pay and Not-for-Profit Grants to be spent. The expenses shown under City Supplies/ Services shows the cost of making the Economic Development Manager full-time through 2024, the Household Hazardous Waste Event, the ARC Grant Match, and other operating expenses through next year. The amendment shown above is that for the not-for-profits and for the multiple year cost of the economic development position.

With that, staff recommends the following:

- Leaving an estimated \$241,951 unspent in City Supplies /Services to cover expenses throughout 2021 and into 2022 as more staff return to work and more citizen use city services.



- Move the \$204,085 remaining from Small Business Grants back to Contingency (\$154,085) and \$50,000 to Tourism Reopening / Discover Dunwoody for the following:
 - Localized Destination Experiences for Meeting Planners \$25,000. This would be for Discover Dunwoody to host in-person meetings with event planners to show that Dunwoody can be the site again for in-person meetings. Two events were held in 2021 and started the push to being in-person events in the city.
 - Sponsorship Incentive Plan \$25,000. This would allow Discover Dunwoody to negotiate with parties interested in Dunwoody based events to have amenities such as conference center rentals paid for by Dunwoody in order to encourage the location of hotel rooms to be in the City.

After these actions, the budget and spending would look as follows:

	Budget	Spend (5/26)	Remain (5/26)	Pending Amend	New Budget	Proj Spend	Remain
Hazard Pay	208,771	(70,495)	138,276	-	208,771	(138,276)	-
Not-for-Profit Grants	500,000	(391,688)	108,312	25,000	525,000	(133,312)	-
City Supplies/Services	949,867	(437,916)	511,951	225,000	1,174,867	(506,111)	230,840
Small Business Grants	2,070,000	(1,865,915)	204,085	(204,085)	1,865,915	-	-
Al Fresco Grants	150,000	(22,530)	127,470	-	150,000	-	127,470
Entrepreneur Support	250,000	-	250,000	-	250,000	-	250,000
Tourism Reopening	100,000	(100,000)	-	50,000	150,000	(50,000)	-
Contingency	1,046,718	-	1,046,718	(95,915)	950,803	-	950,803
Totals	5,275,356	(2,888,544)	2,386,812	-	5,275,356	(827,699)	1,559,113

Recommendation

Staff is asking for approval to modify the CARES II budget to reflect the above changes. Adoption of this would allow about \$950,000 of contingency to be looked at in conjunction with the restrictions of ARP funding.

Staff is also looking at approval for the attached agreement with Discover Dunwoody for the above mentioned projects.

CC: Michael Starling
Linda Nabers

**City of Dunwoody
COVID-19 Economic Assistance**

**Memorandum of Agreement between
The City of Dunwoody Georgia,
And
Discover Dunwoody**

Introduction

On this date, _____, this Memorandum of Agreement (MOA) is entered into between Discover Dunwoody, a 501 C(6) and the designated Destination Marketing Organization for the City of Dunwoody established under the laws of the state of Georgia and the City of Dunwoody.

Discover Dunwoody
301 Perimeter Center North, #200
Dunwoody, GA 30346
Contact: Steven Schumacher, Interim Director

Purpose and Scope

- a) The City of Dunwoody was allocated funding from the federal government for various aspects of community and business assistance through the CARES Act in response to the COVID-19 Pandemic. The City has created a CARES II Fund where the funding came as a result of the original funding and is dedicated toward the same efforts as the original funding; including, but not limited to:
 - i) Medical expenses, such as testing;
 - ii) Public health expenses, such as protective equipment;
 - iii) Payroll expenses, such as hazard pay;
 - iv) Facilitation compliance with public health measures, such as food delivery to vulnerable populations;
 - v) Economic support, such as small business grants; and
 - vi) Other costs necessary for the function of government.
- b) CARES II was established by the City to remove some of the limiting aspects of the original funding and to remove the December 31, 202, deadline for spending
- c) The Economic Assistance Program was developed to provide economic assistance for workers, families, small businesses, and to preserve jobs.

Responsibilities

The City of Dunwoody will provide funding to Discover Dunwoody for the provision of two programs designed specifically to combat the negative effects of COVID-19 on the hospitality market and to speed the resurgence in hotel bookings.

Discover Dunwoody has submitted a request for \$50,000 of CARES funding to promote local venues for meetings and events, welcome meeting planners to the destination for hosted experiences and assist in funding the highly successful sponsorship incentive plan that aids in cost reduction to groups looking to book meetings in Dunwoody. Discover Dunwoody will use the funding for the following programs:

Localized Destination Experience for Meeting Planners - \$25,000

Fund two Meeting Planner Experiences (August 2021 and November 2021) to showcase hotels, restaurants and attractions to 15-20 new meeting planners in a face-to-face format which generates superior results to online visits or introductions at tradeshow.

Sponsorship Incentive Plan - \$25,000

Funding for this highly successful program has been reduced due to COVID-19 and Discover Dunwoody has been forced to cap the amount of sponsorship incentives available to groups looking to book large blocks of rooms. This new funding will be used as an enhanced closing tool for hotel sales managers to use when Dunwoody is in the running to close a piece of business, especially for those groups looking to book hotel room blocks in 2021 and early 2022.

Effective Dates

- a) This MOA takes effect upon approval by signing of both parties and shall run for one year from the date of approval by Mayor and Council. It is not renewable.
- b) Either party may terminate the MOA with thirty days written notice or with immediate termination should the other party fail to comply with responsibilities outlined under this MOA.

Dispute Resolution

- a) Both parties agree in the event of any dispute between them relating to the MOA, they shall first seek to resolve the dispute through informal discussions. In the event any dispute cannot be resolved informally within sixty calendar and consecutive days, the parties agree that the dispute will be negotiated between them through mediation, if the parties can agree on a mediator. The costs of mediation shall be shared equally by the parties. Neither party waives its legal rights to adjudicate the MOA in a legal forum.

City of Dunwoody, Georgia

By: _____

Lynn Deutsch, Mayor

Attest: _____

Sharon Lowery, City Clerk

Approved as to Form: _____

City Attorney

Discover Dunwoody

By: _____

Signature

Printed Name

Attest: _____

Signature

Printed Name