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# MEMORANDUM

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Date: July 14, 2020

To: The Honorable Chairman and Members  
Pima County Board of Supervisors

From: C.H. Huckelberry  
County Administrator *CH*

Re: **Downtown Tucson Partnership Pima County Back to Business Initiative**

In April, Pima County established the Pima County Back to Business (PCB2B) effort that brought together representatives of the community, commercial and business organizations to review public health and professional medical information and, benefitting from the guidance offered from these business and social service representatives, to develop a roadmap for a financially and physically healthy community.

One of the programs of the PCB2B Initiative is a cooperative agreement with the Downtown Tucson Partnership (DTP) that allows Pima County to liaise with businesses that are part of the Business Improvement District (BID) to facilitate successful and safe reopening. Pima County's relationship with DTP allows for DTP, as the subject matter expert in what the businesses they represent most need to reopen successfully and safely, subawards grant money to area businesses. Working in collaboration with an association that represents a wide variety of organizations - arts and theater venues, residential and commercial establishments, bars and restaurants, bus and street car transportation hubs, parks, schools and fitness facilities - enables the County to efficiently expand its ability to enhance economic welfare and public health and provides critical information necessary for evaluation and future training.

The first Phase of the DTP PCB2B effort was recently completed and focused on the conduct of a needs assessment and identification of eligible program components. In addition, during Phase One, DTP launched two grant programs for eligible businesses in the BID.

**Downtown Outdoor Café Grant Program (Attachment A).** In an effort to help businesses make up for the lost seating and revenue resulting from the COVID-19 pandemic, the Downtown Outdoor Café Grant Program was developed to help businesses build, expand or enhance their outdoor café areas.

The program provides a reimbursement for eligible projects costs up to \$5,000. A total of 15 Outdoor Café Grant applications were received during Phase One.

**Downtown Rebound Grant Program (Attachment B).** The Downtown Rebound Grant Program helps businesses overcome the financial, marketing and operational challenges during this difficult time.

The Honorable Chairman and Members, Pima County Board of Supervisors  
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The program, which has received grant applications from 17 businesses during Phase One, offers grants of up to \$2,000 to off-set costs associated with COVID-19 related expenses.

During Phase One, DTP also:

- Distributed Personal Protective Equipment to 37 downtown businesses;
- Developed a COVID-19 Resources page, sharing health and safety resources with businesses, their employees and the public;
- Began development of DTP specific graphics and signage in conjunction with Pima County's "Ready for You" Campaign;
- Distributed Pima County's "Make the Pledge" business applications and reopening rules;
- Designated a Chief Sanitation Officer who personally visited downtown businesses to assist with reopening efforts;
- Sent weekly press releases highlighting the work of DTP and Pima County; and
- Ordered eight touchless/solar powered street trash compactors for installation throughout downtown Tucson.

In a very short period of time, the DTP PCB2B effort has established itself as a success and a model for future educational efforts throughout Pima County.

CHH/mp

Attachments

c: Jan Leshner, Chief Deputy County Administrator  
Francisco García, MD, MPH, Deputy County Administrator & Chief Medical Officer,  
Health and Community Services  
Terry Cullen, MD, MS, Public Health Director, Pima County Health Department  
Lisa Josker, Director, Facilities Management

# ATTACHMENT A

# Downtown Outdoor Café Grant Program

## Overview

In an effort to help businesses make up for the lost seating and revenue resulting from the COVID-19 pandemic, the Downtown Tucson Partnership has teamed up with Pima County to create the Downtown Outdoor Café Grant Program. This Program is intended to help businesses build, expand or enhance their outdoor café areas.

## Downtown Outdoor Café Grant Program Details

The program provides a reimbursement for eligible project costs up to a maximum of \$5,000. Please note that filling out this application does not guarantee approval. Grants will be awarded on a first come, first qualified, first approved basis, as funding allows. To receive a grant, a business owner must complete the attached application and be approved by the DTP grants committee. Grant dollars cannot be used for items purchased prior to May 1, 2020. There is a limit of one grant per business owner. Business owners who own more than one establishment can combine businesses into one application with \$5,000 maximum for all businesses combined.

## Eligible Costs

This grant is designed to off-set costs associated with higher quality barriers, furnishings and amenities for outdoor seating areas. The City of Tucson is allowing food and beverage establishments to temporarily expand seating to meet COVID-19 social distancing requirements by allowing the expansion of seating areas into nearby sidewalks, parking areas, and public space. Approved City of Tucson, Temporary Expansion of Restaurant Seating Area is required before application will be considered. The extension of a licensed liquor service area requires a separate application to and approval by the Arizona Department of Liquor Licenses and Control.

## Eligible Costs contin.

The following items are allowable expenses purchased to create, enhance or expand an outdoor cafe:

- Café tables, chairs, or umbrellas
- Platform, railing, barrier or temporary fencing
- Lighting
- Signage
- Landscaping (planters/plants)
- Misters
- Exterior speakers
- Misc. required equipment to operate outside
- Design or architectural fees

*\* Note: grants will not reimburse costs already covered by any other Federal, State, City or other local grant (DTP and Rio Nuevo).*

## Requirements

- Business must be located within the Business Improvement District and property must be up to date with their BID payment.
- Reimbursable expenses between May 1 – October 15, 2020.
- Invoice and proof of payment (CC Statement or Cleared Check)

## Design Assistance

DTP staff is happy to come by your establishment to provide design assistance regarding potential layout, suggestions for outdoor furnishings, landscape or amenities. Businesses are also welcome and encouraged to work with an architect or designer as an allowable expense under this program.

[Apply at downtowntucson.org](https://downtowntucson.org)

# ATTACHMENT B

## Downtown Rebound Grant Program

### Overview

In an effort to help businesses make up for the lost revenue resulting from the COVID-19 pandemic, the Downtown Tucson Partnership has teamed up with Pima County to create the Downtown Rebound Grant Program. This Program is intended to help businesses overcome the financial, marketing and operational challenges of this new business environment.

### Downtown Rebound Grant Details

The program provides a reimbursement grant for eligible project costs up to a maximum of \$2,000. Please note that filling out this application does not guarantee approval. Grants will be awarded on a first come, first qualified, first approved basis, as funding allows. To receive a grant, a business owner must complete the attached application and be approved by the DTP grants committee. Grant dollars cannot be used for items purchased prior to May 1, 2020. There is a limit of one grant per business owner. Business owners who own more than one establishment can combine businesses into one application with \$2,000 maximum for all businesses combined.

### Eligible Costs

This grant is designed to off-set costs associated with COVID-19 expenses required to safely reopen under the new guidelines put forth by the CDC, State of Arizona, and/or Pima County.

The following items are allowable expenses:

- Personal Protection Equipment (PPE)
- Cleaning/disinfecting supplies, equipment, etc...

### Eligible Costs contin.

- Interior renovations to comply with new social distancing requirements or recommendations
- Exterior property improvements (i.e. façade, lighting, signage, awning)
- Marketing

*\* Note: grants will not reimburse costs already covered by any other Federal, State, City or local grants (DTP and Rio Nuevo).*

### Requirements

- Business must be located within the Business Improvement District and property must be up to date with their BID payment.
- Reimbursable expenses between May 1 - October 15, 2020.
- Invoice and proof of payment (CC Statement or Cleared Check)

### Marketing Support

Many businesses have laid-off more than 50% of their staff, including marketing team members. DTP is happy to meet with businesses to review marketing needs. Businesses are also welcome and encouraged to work with a marketing or advertising professional as an allowable expense under the Rebound Grant Program.

In addition, DTP will promote the newly reopened businesses and their new operational procedures highlighting their products, services and the changes made to safely reopen to the public.

*\*Marketing may include but is not limited to: DTP website, e-newsletter, social media, press releases, PSA's, public signage, contests, promotions and advertising.*

Apply at [downtowntucson.org](http://downtowntucson.org).