



Last Call For

American Rescue Plan Funds

Thursday, June 20th



Spend Funds or Give
them back to Treasury



Lacy Beasley

President, Retail Strategies

Lacy Beasley is the *President* of Retail Strategies, a full-service advisory firm that works with municipalities on retail and restaurant business recruitment through commercial real estate connections.

Beasley serves on the Board of Trustees for [ICSC](#), the largest not-for-profit membership-based retail commercial real estate industry organization. She also serves on the [ULI](#) Alabama Leadership Team.

The recipient of numerous awards, the Birmingham Business Journal has named Lacy nationwide "Top 100 National Influencers in Commercial Real Estate", "Top 40 under 40 for the Decade", one of Birmingham's "Eight Emerging Influencers", "Who's Who of Commercial Real Estate" and "Women to Watch".



Jenn Gregory

President, Downtown Strategies

Jenn comes to Retail Strategies with a 14-year career in community development and downtown revitalization. She was the Founding Principal of a consulting firm specializing in downtown rejuvenation with clients throughout the Southeast and served as CEO of a community development agency in Mississippi where she strategically transformed their Downtown. Jenn also brings extensive governmental affairs expertise from her tenure as Assistant Executive Director of a Federal legislative-branch agency on Capitol Hill. Jenn was named a "Top 50 under 40" professional by Mississippi Business Journal in 2016. She is a board member of the non-profit group Mississippi 30 Day Fund, an organization focusing on the private sector supporting small businesses the state.

Outline

ARPA Update

1

American Rescue Plan Act Recap

Congress' American Rescue Plan Act (ARPA) provides unprecedented funding to every state, city, county, and village in the United States.

2

Spend Funds or Return Them to Treasury

US Treasury recently released their Final Rule providing clarification to cities and counties on approved spending.

3

Case Studies of ARPA Investment for ROI

How can your community partner with Retail Strategies to invest your ARPA dollars in community and economic development programs.

4

Your Questions

Community leaders have questions on funding and allowable expenses. We'll discuss your pre-submitted and live questions.



Poll

Has your locality allocated all of your ARPA funds yet?



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American Rescue Plan Act Recap

ARPA Timeline

March 11, 2021



American Rescue Plan Act signed into law

May 10, 2021



Treasury published the Interim Final Rule (IFR) describing eligible and ineligible uses of funds

January 6, 2022



Treasury released the Final Rule

August 10, 2023



ARPA Flex Update

December 31, 2024



Funds must be obligated

December 31, 2026



Funds must be expended

Eligible Uses

The American Rescue Plan Act provided four permissible uses for Coronavirus Local Fiscal Recovery Fund appropriations.

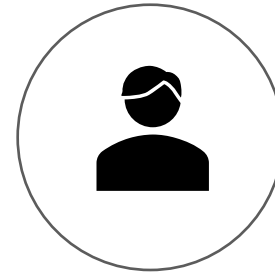
To make necessary investments in water, sewer or broadband infrastructure



For the provision of government services to the extent of the reduction in lost revenue due to COVID-19



To provide premium pay to eligible workers performing essential work



To respond to the public health emergency with respect to COVID-19 or its negative impacts



ARPA Update

Broad Flexibility

In layman's terms, the Final Rule which took effect on April 1, 2022, provides state, local, and tribal governments flexibility for **BROAD uses**, with **MINIMAL restrictions**, and **NO requirement for justification** of lost revenue during the pandemic.

The largest update in the Final Rule permitted localities to utilize **up to \$10,000,000** (often a localities entire allotment) in general governmental services, without having to account for a specific loss or without having to adhere to formulas.



ARPA Update

Government Services Defined

The most flexible spending category under the SLFRF grant program is “Replacement of Lost Revenue” for government services, which the Final Rule says generally includes *any service traditionally provided by local governments*.

Government services is the most flexible eligible use category under the SLFRF program, and funds are subject to streamlined reporting and compliance requirements.



Restrictions

While recipients have considerable flexibility to use funds to address the diverse needs of their communities, some restrictions on use apply across all eligible use categories. These include:

- For all recipients except for Tribal governments: No extraordinary contributions to a pension fund for the purpose of reducing an accrued, unfunded liability.
- For all recipients: No payments for debt service and replenishments of rainy-day funds; no satisfaction of settlements and judgments; no uses that contravene or violate the American Rescue Plan Act, Uniform Guidance conflicts of interest requirements, and other federal, state, and local laws and regulations.



What we've Heard

Main Street America is encouraging city leaders to activate their ARPA funding on Main Street and to utilize the funds to spur revitalization across communities.



Advised cities to “spend their ARP funds on programs and projects that will create an economic impact and offer an ROI.”



Clarence Anthony
CEO and Executive Director



“

The US Treasury will have their hands full with the administration of this program for 19,000 localities. Cities and counties should move forward with their plans and be aggressive in using the money.



Toby Rittner
President and CEO





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Spend Funds or Return to Treasury

ARPA Update

Deadlines for Fund Allocation & Usage

December 31, 2024
Funds must Obligated

Treasury's latest guidance on obligation: "orders placed for property and services and entry into contracts, subawards, and similar transactions that require payment."



ARPA Update

Deadlines for Fund Allocation & Usage

December 31, 2026

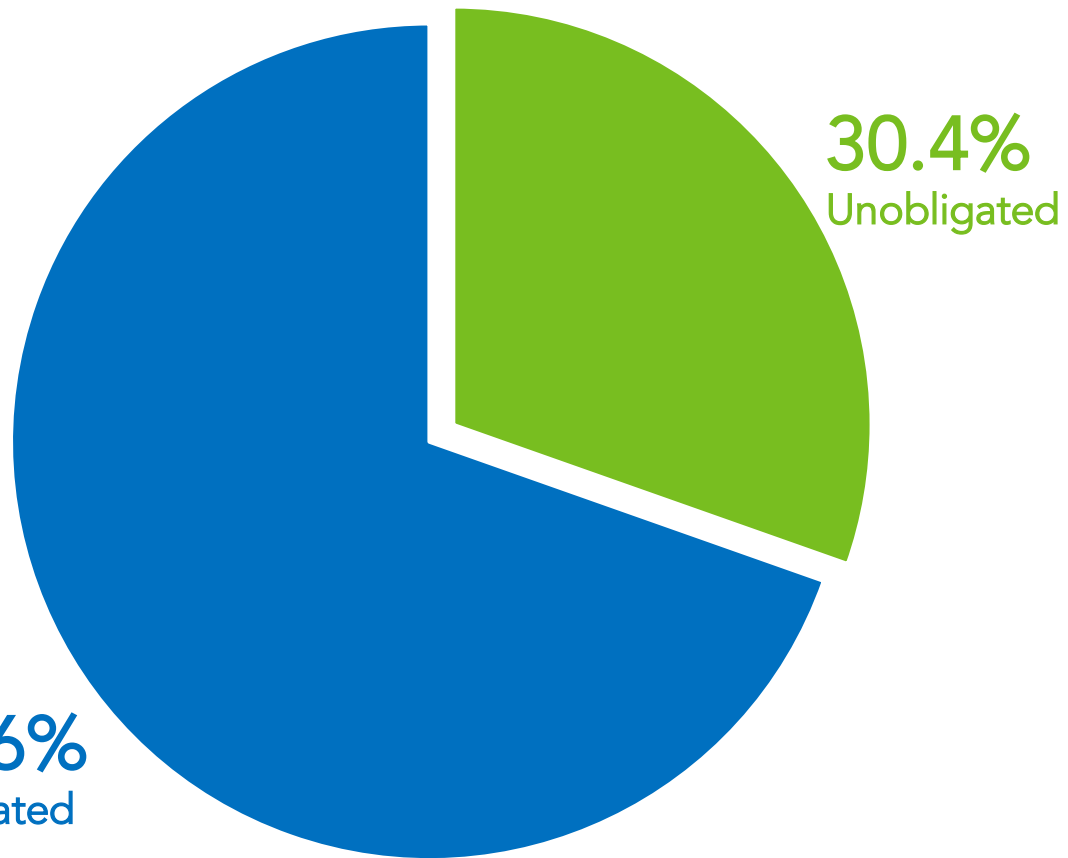
Funds must Expended

Payment must be made on obligated projects.



ARPA Update

Funds Obligated



69.6%
Obligated

30.4%
Unobligated



Source: Brookings Institute ARPA Tracker

ARPA Update

Uses of Funds

Economic Development

\$4.5 Billion

Small Business Support & Downtown Revitalization

\$2.3 Billion



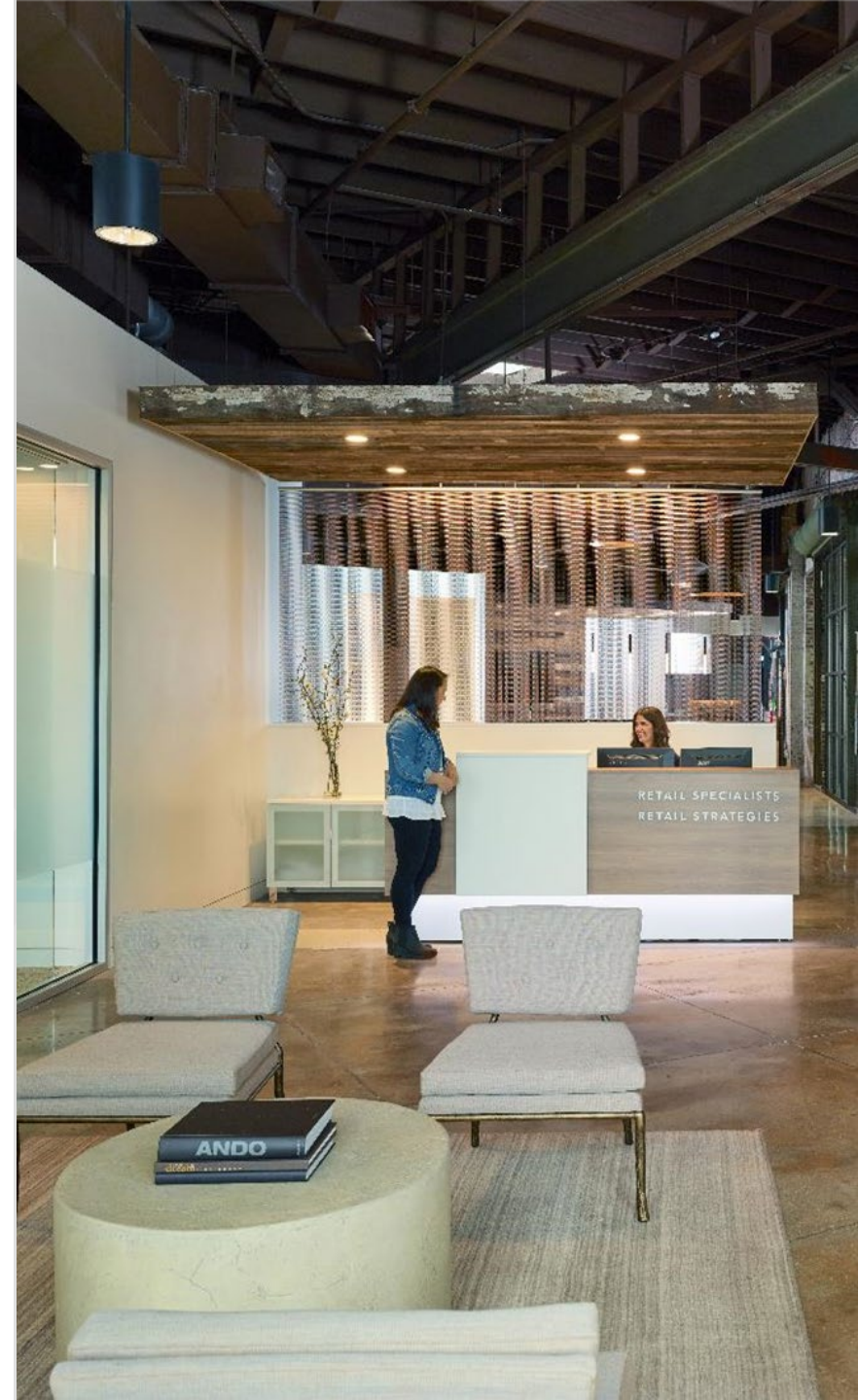
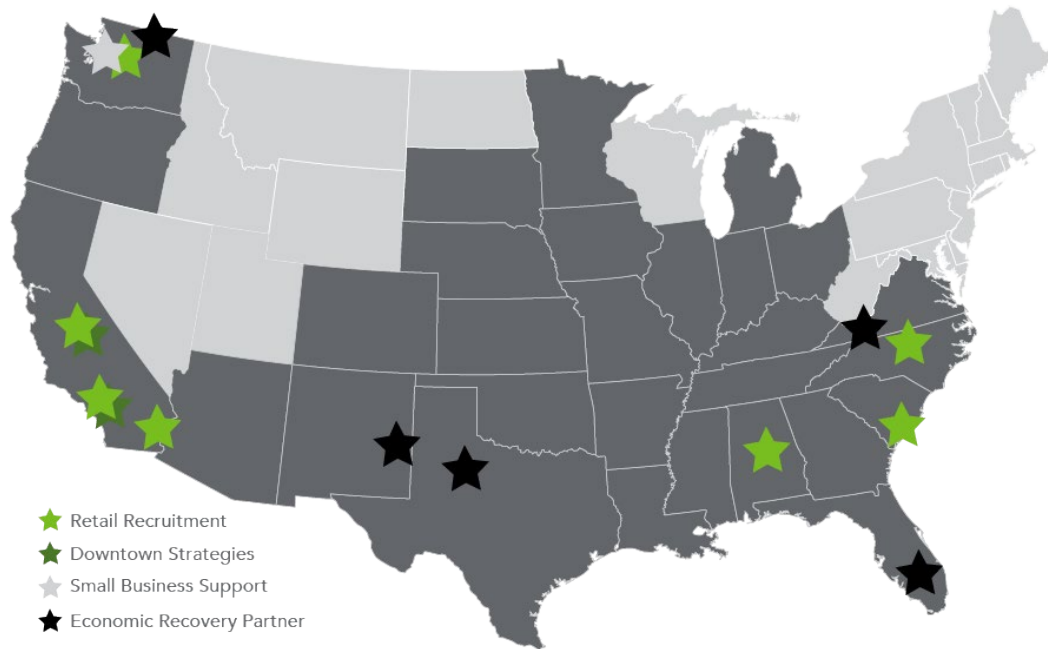
Source: Brookings Institute ARPA Tracker

One Company, Several Services

About Us

Founded in 2013, Retail Strategies has partnered with over 800 communities to enhance citizen's quality by attracting and retaining more than 1,500 consumer facing businesses.

Our team of 60 helps communities thrive through experience, data tools, and human effort.





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Using ARPA to Invest in your Community

ARPA Update

Partner with Us

Economic Recovery Investments

- Retail Recruitment
- Downtown Revitalization
- Small Business Support



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retail recruitment

retail academy

downtown strategies

small business support

Extension of City Hall

Our Role

Needs:

Communities have challenges to overcome, such as finding enough time, building a network, the collateral and resources, and the specific experience needed in the retail industry.

Desired Goals/Outcomes:

Increased tax revenue and job creation, often through new businesses. A combination of these goals increases the quality of life for citizens, spurring on more growth.

NEEDS

Network

Time

Resources

Experience

Tax Revenue

Job Creation

Quality of Life

New Business

GOALS





Small Business Support

Small Business Support

- 750 Local Small Businesses Participating Across the USA
- In 2020, over 60% of small businesses had no online presence
- Year-long program to invest in local business owners

The screenshot shows the user interface of the Small Business Support platform. At the top, there is a navigation bar with links for Home, My Learning, Resources, and Forum, along with a search bar and notification icons. Below the navigation bar is a large banner image of a brick building at sunset with the text "Start Here" and "How to use this platform". A personalized greeting "Hi, welcome back!" is displayed. The main content area is divided into two sections: "Learning in progress" and "Learning not started". The "Learning in progress" section features a course card for "Restaurant Resiliency: Getting Started" with a progress indicator showing "1/2 modules completed". The "Learning not started" section displays a row of course cards with titles like "The New Economy", "Operating Your Establishment Safely", "Financial Education", "Finding Your Funding", and "Focus on People".

Technical Assistance



E-commerce
Workbooks



Self-paced
Training



Downloadable
Resources

Technical assistance & training

Learning Paths

40 training courses for Local Business Owners focused on Five Technical Assistance & Training Learning Paths :

1. Omni-Channel Retail Strategies

2. Restaurant Resiliency

3. Business Modernization

4. Holiday Trends & Predictions

5. Property Owner Training & Toolkit



CBDG Funding

Youngstown, Ohio

In this partnership, the Retail Strategies team provides Small Business Support services to local business owners through industry-specific resources, tutorials, market data, and webinars.

Further, our team has provided one-on-one coaching and consulting to selected businesses. These sessions empowered business owners with additional resources for funding and tips for marketing and branding.

When the pandemic hit, the city of Youngstown, Ohio knew they needed to help their small businesses, so they turned to Retail Strategies. Utilizing a Community Development Block Grant (CDBG), the City targeted several small businesses within low to moderate income neighborhoods to go through a pilot program with Retail Strategies.

“The city of Youngstown has made continuous strides in advancing our city. This latest partnership with Retail Strategies adds to our city’s objective of focusing on retail progression in our market. In addition, Youngstown is proud to provide support to our local business owners through small business training and job retention programming with Retail Strategies. Their team has access to key tools that will promote Youngstown and opportunities within our market.”



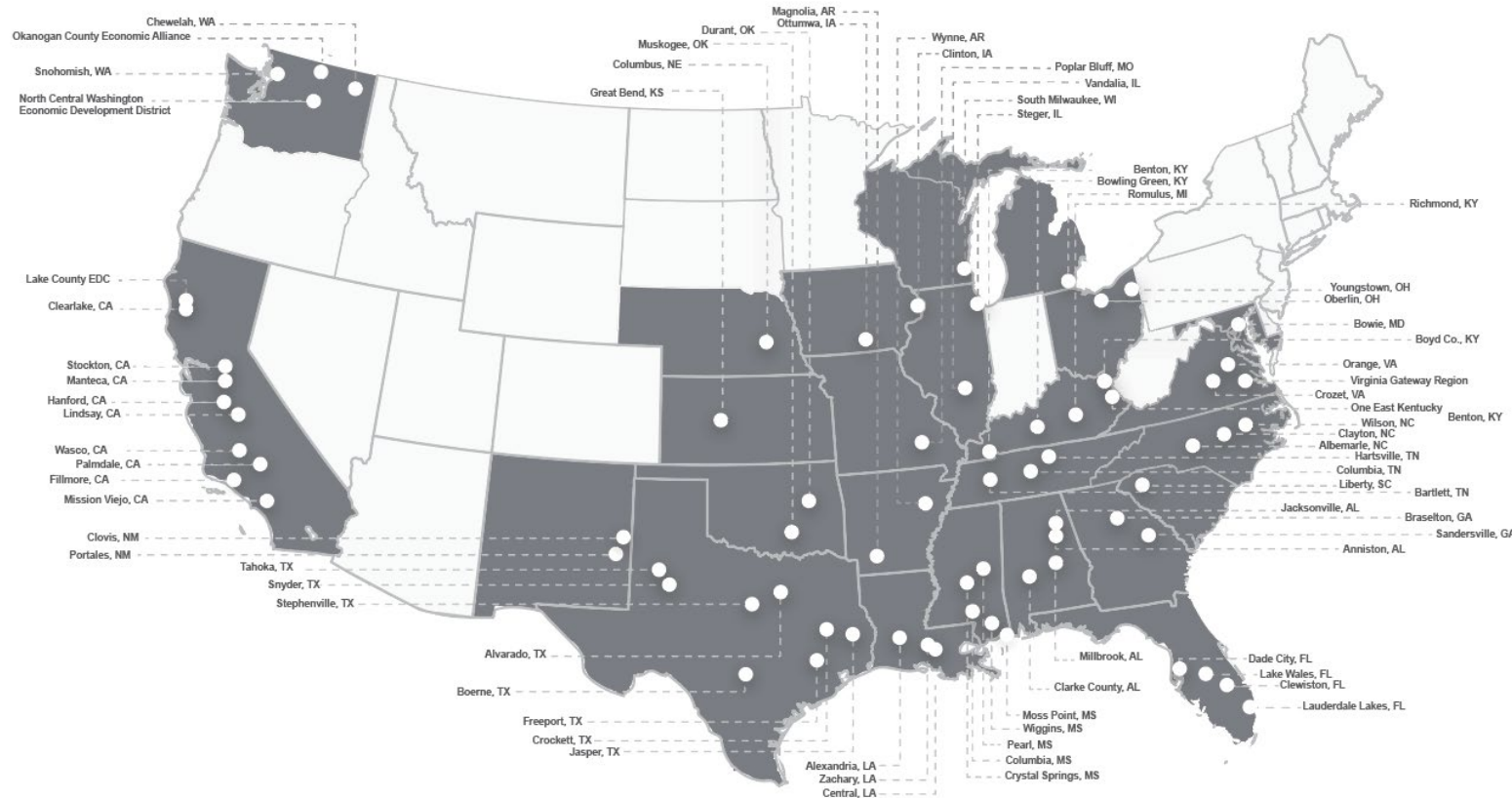
Mayor Jamael Tito Brown
Youngstown, Ohio



Downtown Strategies

Downtown Strategies

- Worked with 200 communities in 25 States
- Team of Former Downtown and Main Street Practitioners
- Only firm offering Downtown Action Plans *with* Implementation Support



Focus Areas



Policy &
Administration



Design



Tourism &
Promotion



Economic
Vitality

Success Story

Portales, New Mexico

Focus Areas

Policy, Tourism & Promotion, and Economic Vitality

Population

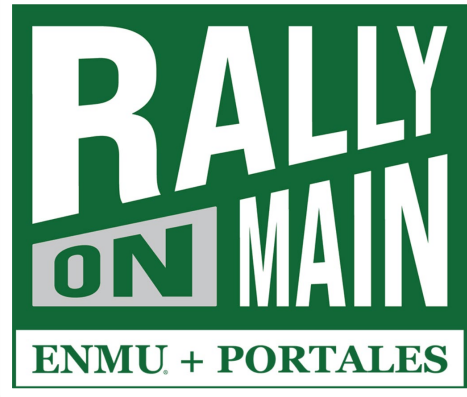
11,700

Client Since

2019

Median HH Income

\$38,666



Façade Grant Program

“Rally on Main” town/gown event

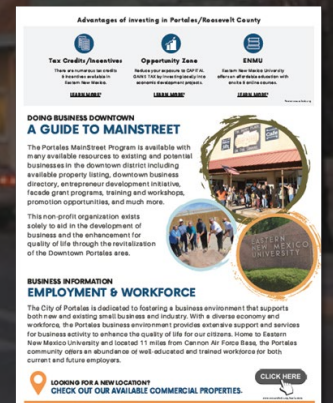
Add-on tourism event

Vacant storefront public art project

Activated vacant properties

Wayfinding signage concepts

Only 90 days later, two of the four properties had new tenants contributing to the City’s business mix and tax revenue.





National Retail & Restaurant Recruitment

Retail Recruitment

- Worked with 450 communities since 2011
- Vast network of retail and restaurant industry professionals
- Only municipal firm with in-house commercial real estate team



Our Process



Retail Recruitment

Economic Development

Retail Strategies dedicates Real Estate Professionals to your community to perform the heavy lifting of retail recruitment. We leverage our extensive real estate experience and industry connections to position your community in front of expanding businesses.

Extension of Your Team

Acting as an extension of your community, your dedicated team at Retail Strategies connects the dots to decisionmakers both nationally and locally. We ensure your community's voice is represented and heard.



I've worked with retail consultants before, and they helped with demographics and statistics, but it was nothing like the partnership we have with Retail Strategies. I have a team of experienced retail recruiters who assist us with the things we are unable to do. It's like having another whole department in our office. ””

**Carolyn Gibson,
Executive Director,
El Campo, Texas**

Success Story

Snyder, Texas

Annual Sales Tax Revenue

\$51,000

Jobs Created

48

Annual Sales From New Retailers

\$2.56M



Retailers Recruited



“After lengthy discussions and an outstanding presentation from Retail Strategies, the Snyder City Council approved the funding request for the project. This initiative will use some of the \$2.7M dollars the City of Snyder will receive from the federal American Rescue Plan.

Retail Strategies will focus on post-pandemic economic recovery in Texas, as well as Downtown Revitalization, and recruit new businesses based on specific data unique to Snyder.”

Doug Dowler
Executive Director of DCOS



Poll

Would you like to learn more about our
Economic Recovery Investments?

Community Resources

Tap into our free resources at any time. We are here to help!

Articles

Articles to aid your community retail growth and real estate knowledge.

Resources

Expert staff, Industry data, and custom reports mapping year-over-year trends.

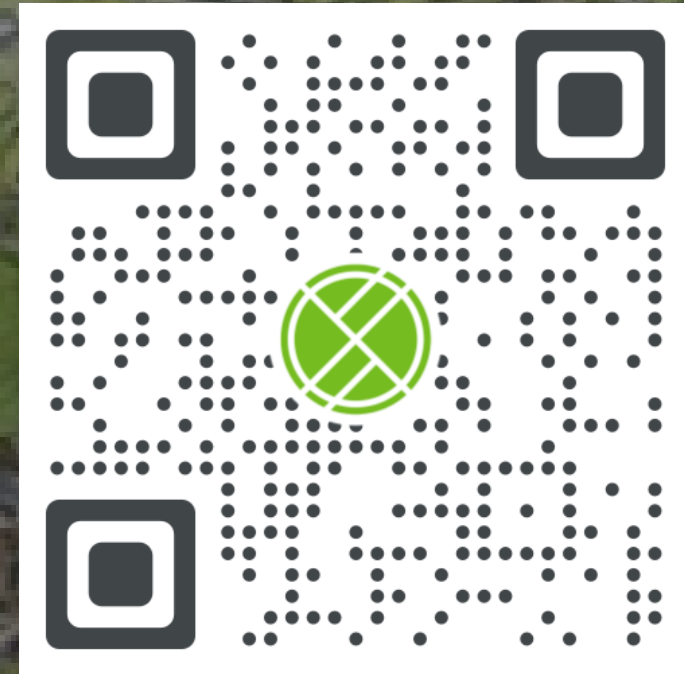
Webinars

Education series of complimentary webinars on retail, real estate, and downtown best practices.

Data

We use industry-leading data, filtered through retail experts to represent your community.

Community Assessment Free Report



Scan to request a
complimentary
Walkability Assessment.



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Your Questions

