



Resolution 2021 – ARPA2 – Advertising Program for Business Districts

WHEREAS the Town of Bellefonte has received \$111,712.50 from the U.S. Treasury, via the State of Delaware Treasurer’s Office, for the purpose of dispensing such funds under the guidance put forward by the U.S. Treasurer, pursuant to the American Rescue Plan Act (ARPA) as approved by Congress on March 6, 2021, and signed into law by President Biden on March 11, 2021, and

WHEREAS the expressed intent of ARPA is to 1) Respond to the COVID-19 emergency and address its economic effects, including through aid to households, small businesses, nonprofits, and industries such as tourism and hospitality; 2) Provide premium pay to essential employees or grants to their employers. Premium pay couldn’t exceed \$13 per hour or \$25,000 per worker; 3) Provide government services affected by a revenue reduction resulting from COVID-19; and 4) Make investments in water, sewer and broadband infrastructure, and

WHEREAS the Town of Bellefonte held Public Hearings on May 10 and July 12, the Town Commission solicited testimony from residents, representatives of non-profit agencies, and business owners. And

WHEREAS the Commissioners of Bellefonte have reviewed proposed spending under ARPA and its requirements and agree to the following:

The Bellefonte Town Commission does hereby approve up to \$40,000 (Tranche #2) for an advertising and public relations contract with Bracy and Associates (Wilmington) and hereby authorize Scott MacKenzie to sign a contract with same for the agreed-upon deliverables; for the purpose of promoting the Town and our businesses with the intent of bringing consumers back following the impact of the COVID-19 pandemic.

After careful consideration, the Bellefonte Town Commission does hereby approve this resolution, effective July 12, 2021.

Signed,

Commission President / Date

Attest: _____

Secretary Andrew Ritchie/Date