



Resolution 2022 – ARPA8 – Small Business Marketing/Digital Media Support

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 acknowledge the impact of the pandemic on residents who may have experienced financial hardships due to lost employment, reduced work hours, or unexpected medical expenses;

NOW THEREFORE, the Bellefonte Town Commission does hereby approve up to \$15,000 (Tranche #8) of ARPA funding received, to be used for a marketing/digital media campaign in support of businesses in both Bellefonte business districts; and

This campaign is to be developed and executed through subcontracted services through an agency that specializes in public relations/marketing/digital media placement for the sole purpose of increasing consumer traffic to the small businesses in Bellefonte (and the Shops of Bellefonte website).

After careful consideration, the Bellefonte Town Commission does hereby approve this resolution, effective February 14, 2022, a hereby authorizes the President to sign such contract for services.

Scott MacKenzie, Commission President / Date

Attest: _____

Secretary Andrew Ritchie/Date