



Deputy County Manager

Jimmy Gisi, Deputy County Manager

District All

Cobb County...Expect the Best!

TO: Dr. Jackie R. McMorris, County Manager

FROM: Jimmy Gisi, Deputy County Manager
William Volckmann, Chief Financial Officer
Debra Blair, Deputy County Attorney

DATE: February 14, 2023

PURPOSE

To approve an appropriation of funds received pursuant to the American Rescue Plan Act of 2021, in an amount not to exceed \$21,513,980.02 for economic development projects designed to aid economic recovery through business sector support and workforce opportunities.

BACKGROUND

Congress enacted the American Rescue Plan Act of 2021, signed into law on March 11, 2021 ("ARPA"), to provide needed relief to state, local, and Tribal governments to enable them to continue to respond to the public health emergency with respect to COVID-19 and its negative economic impacts. The County has received two equal allocations of \$73,824,239.00 for a total of \$147,648,478.00.

Over the last several months, the County used a multi-step process to engage a broad range of stakeholders, analyze the needs that were identified, prioritize the resulting areas of need, and finalize investment guidance. This Investment Guidance Report was approved by the Board on April 12, 2022. The Guidance prioritizes five areas: community health, support services, economic development, county infrastructure, and public safety with twenty-one subtopics between those prioritized areas. A public application process opened on June 6, 2022 and closed on September 9, 2022. Each submitted application has been reviewed for eligibility and alignment with ARPA Regulations and the approved Investment Guidance Report.

The Economic Development Subcommittee reviewed ninety-five applications and is recommending ten projects for funding that align with the County's Economic Development priority area. These fall into the Workforce Development, Small & Minority-Owned Business, Employee Retention, and Hospitality and Tourism subtopics.

It is requested that the Board of Commissioners authorize an appropriation from the funding distributed to Cobb County under this plan, in an amount not to exceed \$21,513,980.00, to support economic development. Individual project budgets are proposed maximum awards based on information provided by the applicants; only ARPA eligible expenditures will be considered and permitted for funding reimbursements and advancements.

IMPACT STATEMENT

The funding requested does not impact any budgeted Cobb County funds. The allocation will be made from previously awarded and accepted funding under the American Rescue Plan Act of 2021.

FUNDING

Funding Statement Attached

RECOMMENDATION

The Board of Commissioners approve an appropriation of funds from funding received pursuant to the American Rescue Plan Act of 2021, in an amount not to exceed \$21,513,980.02 to support economic development and to assist those negatively affected by the economic impacts of COVID- 19; authorize the corresponding budget transactions; and further authorize the Chairwoman to execute the agreement and any other necessary documents for said purpose.

ATTACHMENTS

1. Economic Development Funding Statement
2. Economic Development Project Funding Summary
3. Recommended Economic Development Project Summaries

FUNDING

Decrease Expenditure	279	030	ED00	8005	Preliminary Estimates	\$21,513,980.01
Increase Expenditure:	279	030	ED02	6574	Contributions	\$1,800,000.00
Increase Expenditure:	279	030	ED03	6574	Contributions	\$3,773,358.00
Increase Expenditure:	279	030	ED04	6574	Contributions	\$3,165,274.00
Increase Expenditure:	279	030	ED05	6574	Contributions	\$4,950,000.00
Increase Expenditure:	279	030	ED06	6574	Contributions	\$2,310,385.01
Increase Expenditure:	279	030	ED07	6574	Contributions	\$3,965,700.00
Increase Expenditure:	279	030	ED08	6574	Contributions	\$64,800.00
Increase Expenditure:	279	030	ED09	6574	Contributions	\$963,737.00
Increase Expenditure:	279	030	ED10	6574	Contributions	\$421,176.00
Increase Expenditure:	279	030	ED11	6574	Contributions	\$99,550.00

Economic Development Subcommittee - Recommended Projects

Organization/Individual Name	Project Name	Amount Recommended
Tommy Nobis Center	Workforce Development Services for Cobb County Residents with Disabilities	\$1,800,000
CobbWorks, Inc.	Cobb Workforce Access Points, a CobbWorks and Cobb County library system collaboration	\$3,773,358
CobbWorks, Inc.	BOSS YOUNG PROFESSIONAL CAREER EXPLORATION PROGRAM	\$3,165,274
SelectCobb	Child Care Learning Center - Employee Grant Proposal	\$4,950,000
Cobb Travel & Tourism, Inc.	Hospitality & Tourism - Workforce Employee Retention Grant Administration Proposal	\$2,310,385
Cobb County Business Boot Camp	Cobb County Business Boot Camp	\$3,965,700
Family Life Restoration Center, Inc.	South Cobb County Resilience and Stabilization for All	\$64,800
Urban League of Greater Atlanta (ULGA)	Workforce Development, Basic Needs, and Small Business Assistance for Black Families in Cobb County Impacted by the Pandemic	\$963,737
Urban League of Greater Atlanta (ULGA)	Workforce Development, Basic Needs, and Small Business Assistance for Black Families in Cobb County Impacted by the Pandemic	\$421,176
Greater Wealth Works	Pathways to Economic Mobility - Entrepreneurship/Career/Financial Wellbeing Income Strategies	\$99,550
		\$21,513,980



Recommended Project Summaries

Applications that passed initial review and were recommended by subcommittees as of December 2022

Considerations

When possible, language and information within this document has been pulled directly from application submissions or from the applicant. For consolidation purposes, language may have been summarized according to information provided in the original application submission or compiled from notes taken during the subcommittee evaluation process. Opinions stated within are not the personal opinions of the author or any member of the Cobb County ARPA team.

ARPA alignment categories indicate which expenditure categories align with the anticipated project costs. These alignments may be refined during the pre-award and reporting processes.






Any questions should be directed to the Cobb County ARPA team at cobbcountyARPA@deloitte.com.

Table of Contents

6	Community Health
36	Support Services
74	Economic Development
86	County Infrastructure
97	Public Safety

Priority Areas

Outlined below are the designated priority areas and respective subtopics.

 <p>COMMUNITY HEALTH</p> <p>1.1 Mental Health</p> <p>1.2 Public Health Disparities</p> <p>1.3 Substance Abuse</p> <p>1.4 Healthcare Capacity</p> <p>1.5 COVID-19 Mitigation</p>	 <p>SUPPORT SERVICES</p> <p>2.1 Rental & Mortgage Assistance</p> <p>2.2 Homelessness</p> <p>2.3 Food Security</p> <p>2.4 Affordable Housing</p>	 <p>ECONOMIC DEVELOPMENT</p> <p>3.1 Workforce Development</p> <p>3.2 Small & Minority-Owned Business</p> <p>3.3 Employee Retention</p> <p>3.4 Hospitality & Tourism</p>	 <p>COUNTY INFRASTRUCTURE</p> <p>4.1 County Facilities</p> <p>4.2 Stormwater</p> <p>4.3 Broadband & Digital Equity</p> <p>4.4 Transportation</p>	 <p>PUBLIC SAFETY</p> <p>5.1 Mental Health Response</p> <p>5.2 Court Backlog</p> <p>5.3 Public Safety Hiring, Retention & Staffing</p> <p>5.4 First Response</p>
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Template Overview

Outlined below are explanations of the information included in each summary.

Applicant Type	<i>County government department, non-profit organization, Business, etc.</i>
Applicant Name	<i>Name of applicant as written in the original application submission.</i>
County Priorities	<i>County priority and subtopic(s) that the application was determined to best fit within.</i>
Project Name	<i>Deloitte designated project number and name of project as written in the original application submission.</i>
Project Summary	<i>Summary of project using, when possible, language from the original application submission.</i>
Budget	<i>Amount of funding recommended by the subcommittee after evaluating the application.</i> This amount may be different from what the applicant requested on their original application. In parenthesis () is the estimated project duration according to the application submission. In cases where applications have been funded using money from multiple priority areas, multiple budgets may be listed indicating the amounts recommended for each subcommittee for the expenses and project activities applicable to that specific priority area.

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	The American Rescue Plan Act (ARPA) State and Local Fiscal Recovery Funds (SLFRF) Final Rule legislation outlines parameters for expenditure eligibility. Projects that have been determined to be in alignment with the legislation will receive a yes for this question.
Summary of Project Scope:	Using the information provided in the Project Scope section of the original project application and additional information provided in the project submission, the activities in the application have been summarized. When possible, language has been directly quoted from the original application.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	In accordance with the Final Rule, potential expenditure categories (e.g.; 1. Public Health, COVID-19 Mitigation and Prevention – 1.1, 1.2, 1.3, 1.7) have been identified to determine a project's alignment with the legislation. In addition to the expenditure category, a direct quote from the Final Rule narrative that supports the projects alignment has been provided with a citation, e.g.; (See Federal Register Vol 87, No. 18, pg. 4353). As per the final rule, certain populations including households, individuals, or organizations located in a Qualified Census Tract (QCT) may be presumed eligible for ARPA.*
Evaluation Considerations:	<i>Subcommittees evaluated projects based on 8 criteria to determine their funding recommendations. Specific criteria definitions are as follows:</i> Equity: The extent to which a project demonstrates advancement of equity to cultivate the consistent and systematic fair, just, and impartial treatment of all individuals as defined in Executive Order 13985. Program location: If the project will take place in Cobb County as indicated in the original application submission and where the applicant organization is located. Impact: The extent to which a project has significant return on investment for the Cobb County community. Financial continuity: The extent to which a project's costs will be entirely carried by the program, at no continued cost to Cobb County.

*The Final Rule defines a QCT in alignment with 26 U.S.C. 42(d)(5)(B)(ii)(I): "The term "qualified census tract" means any census tract which is designated by the Secretary of Housing and Urban Development and, for the most recent year for which census data are available on household income in such tract, either in which 50 percent or more of the households have an income which is less than 60 percent of the area median gross income for such year or which has a poverty rate of at least 25 percent. If the Secretary of Housing and Urban Development determines that sufficient data for any period are not available to apply this clause on the basis of census tracts, such Secretary shall apply this clause for such period on the basis of enumeration districts."

Priority Area: Economic Development

Economic Development Funding Plan

The funding plan as recommended by the Economic Development Subcommittee

Project #	Project Name	Organization	Budget
1.82	Cobb Workforce Access Points, a CobbWorks and Cobb County library system collaboration	CobbWorks, Inc.	\$3,773,358
1.9	BOSS Young Professional Career Exploration Program	CobbWorks, Inc.	\$3,165,274
1.44	Workforce Development Services for Cobb County Residents with Disabilities	Tommy Nobis Center	\$1,800,000
1.208.1	Workforce Development, Basic Needs, and Small Business Assistance for Black Families in Cobb County Impacted by the Pandemic	Urban League of Greater Atlanta (ULGA)	\$421,176
1.62.2	South Cobb County Resilience and Stabilization for All	Family Life Restoration Center, Inc.	\$64,800
Workforce Development Total Recommended Amount:			\$9,224,608
1.176	Cobb County Business Boot Camp	Cobb County Business Boot Camp	\$3,965,700
1.208.2	Workforce Development, Basic Needs, and Small Business Assistance for Black Families in Cobb County Impacted by the Pandemic	Urban League of Greater Atlanta (ULGA)	\$963,737
1.52	Pathways to Economic Mobility - Entrepreneurship/Career/Financial Wellbeing Income Strategies	Greater Wealth Works	\$99,550
Small and Minority-Owned Business Total Recommended Amount:			\$5,028,987
1.103	Child Care Learning Center - Employee Grant Proposal	SelectCobb	\$4,950,000
Employee Retention Total Recommended Amount:			\$4,950,000
1.224	Hospitality & Tourism - Workforce Employee Retention Grant Administration Proposal	Cobb Travel & Tourism, Inc.	\$2,310,385
Hospitality and Tourism Total Recommended Amount:			\$2,310,385

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization
Applicant Name	CobbWorks, Inc.
County Priorities	Economic Development 3.1 Workforce Development – Providing workforce training to low- and moderate-income individuals
Project Name	1.82 Cobb Workforce Access Points, a CobbWorks and Cobb County library system collaboration
Project Summary	The project will create a Workforce Access Point in Northern Cobb County at the Gritters Branch Library and open a full-service workforce development center with support services in South Cobb.
Budget	Total Recommended Funding (2 Years): \$3,773,358.00

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to provide workforce training to low- and moderate-income individuals who have had a negative economic impact due to COVID-19.
Summary of Project Scope:	CobbWorks, in collaboration with Cobb County Public Library (CCPL), is requesting support for expansion of access to workforce development resources and services to North and South Cobb residents and employers. CobbWorks will prioritize minorities and low-income persons to improve equity in education and employment. The goals and objectives are to strengthen and improve the County's talent pool by expanding job seekers' access to employment, education, training, and support services to help them succeed in the labor market.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2. Negative Economic Impacts, Assistance to Households – 2.10: Assistance to impacted individuals who want and are available for work, including job training, public jobs programs and fairs, support for childcare and transportation to and from a jobsite or interview, incentives for newly-employed workers, subsidized employment, grants to hire underserved workers, assistance to unemployed individuals to start small businesses & development of job and workforce training centers. (See Federal Register Vol 87, No. 18, pg. 4369)
Evaluation Considerations:	Equity: The applicant states that the project will target underserved communities and invest in low- and moderate-income individuals. Program location: The project will take place in Cobb County and the organization is located in Districts 3 and 4. Impact: The applicant intends on completing renovations and open Cobb Workforce and Economic Development Center (CWEDC) and an access point in the Gritters Library; host two grand openings to raise community awareness; increase center usage to 3,000 persons (in-person or virtual); enroll 100 youth in education/skills training programs with 80% credential attainment; place 100 youth in paid internship work; enroll 100 adults in education/skills training program with 75% completion; Enroll 75 Adults/Youth (drop-outs) in GED/Adult High School. Financial Continuity: The project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. Funding is being requested to complete building renovations, construction, resources and services at two new workforce development facilities and access points, targeting North and South Cobb residents and employers.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization
Applicant Name	CobbWorks, Inc.
County Priorities	Economic Development 3.1 Workforce Development – Providing job opportunities to young adults
Project Name	1.9 BOSS YOUNG PROFESSIONAL CAREER EXPLORATION PROGRAM
Project Summary	CobbWorks is seeking funding to provide paid summer and year-round job opportunities to Cobb County youth, allowing participants to gain work experience while helping employers fill talent pipelines.
Budget	Total Recommended Funding (2 Years): \$3,165,274.00

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project will support and strengthen economic conditions for communities facing economic strains, including those with workforce development needs that continue to surge in response to the social and economic impacts of COVID-19.
Summary of Project Scope:	The project will implement a workforce development program to provide job opportunities to 500 young adults from ages 15-24 over the span of two years. The program will provide the opportunity for young adults to participate in summer and/or year-round paid positions. Working in partnership with area employers, program attendees will participate in planned, structured learning experiences that expand knowledge, awareness, and requirements for securing available careers. Participants will also engage in career readiness, work-skills training, mentorship, and education while earning weekly wages of \$11-\$15 an hour. Additionally, the program aims to support 100 individuals in completing their GED/Adult High School Diploma programs.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2. Negative Economic Impacts, Assistance to Households – 2.10: Assistance for individuals who want and are available for work, including those who are unemployed, have looked for work sometime in the past 12 months, who are employed part time but who want and are available for full-time work, or who are employed but seeking a position with greater opportunities for economic advancement. (See Federal Register Vol 87, No. 18, pg. 4449)
Evaluation Considerations:	Equity: The applicant states that the project will target low-income populations with barriers to employment. Program location: The project will take place in Cobb County and the organization is located in District 3. Impact: Over the course of the project, 500 County youth will be served. The applicant anticipates that 75% of youth enrolled in the program will receive fulltime permanent employment opportunities, 50% youth will enroll WIOA post-secondary education/training programs, and Cobbworks will receive an 30% increase in workforce development program participation from adults/youth. Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. The budget indicates that funding is requested to address the economic and social impacts of COVID-19 over the course of the 2-year project duration. Funding will be utilized for program personnel, seasonal employment, along with rent, insurance, and other associated supplies.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-profit Organization
Applicant Name	Nobis Works, Inc.
County Priorities	Economic Development 3.1 Workforce Development – Providing job training and professional development
Project Name	1.44 Workforce Development Services for Cobb County Residents with Disabilities
Project Summary	Adult and youth services, including work readiness training, skills development, job placement support, and an array of other workforce development activities to target individuals with disabilities.
Budget	Total Recommended Funding (2 Years): \$1,800,000.00

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to provide workforce training to the disabled population. The applicant states that people with disabilities “face compounded inequities, rampant unemployment, and greater economic insecurity resulting from the repercussions of COVID-19.”
Summary of Project Scope:	This project will deliver comprehensive and customized workforce development services to Cobb residents and families living with, and/or directly impacted by, disabilities. Adult and youth services include work readiness training, skills development, job placement support, and an array of other workforce development activities that will stimulate labor participation across Cobb County and aid in its recovery from the negative economic impacts generated by the COVID-19 pandemic. This project will also support an accelerated expansion of workforce development services into Cobb’s most underserved and economically disadvantaged communities, helping their most vulnerable populations with disabilities gain increased accessibility to no-cost vocational training, community engagement and education, and job placement support.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2. Negative Economic Impacts, Assistance to Households – 2.10: Assistance to impacted individuals who want and are available for work, including job training, public jobs programs and fairs, support for childcare and transportation to and from a jobsite or interview, incentives for newly-employed workers, subsidized employment, grants to hire underserved workers, assistance to unemployed individuals to start small businesses & development of job and workforce training centers. (See Federal Register Vol 87, No. 18, pg. 4369)
Evaluation Considerations:	Equity: The applicant states that the project will target persons with disabilities. Program location: The project will take place in Cobb County and the organization is located in District 3. Impact: Through this project, the applicant aims to serve a minimum of 1,250 Cobb County residents and families living with disabilities, while employers across the Cobb business sector will be supported through the provision of an equipped, trained, and motivated talent pipeline deserving of equitable employment opportunities. Financial Continuity: The project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. The applicant states that they remain active in the diversification of revenue sources by developing and cultivating relationships with new funders, as well as revitalizing current funding strategies through innovative fundraising approaches to increase revenue streams.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization
Applicant Name	Urban League of Greater Atlanta (ULGA)
County Priorities	Support Services, Economic Development 2.3 Rental and Mortgage, 3.1 Workforce Development , and 3.2 Small and Minority Owned Businesses – Providing workforce training to underserved populations
Project Name	1.208.1 Workforce Development, Basic Needs, and Small Business Assistance for Black Families in Cobb County Impacted by the Pandemic.
Project Summary	The Urban League of Greater Atlanta will offer services through their integrated economic mobility model to individuals and families in meeting basic needs of housing and food, offering workforce development opportunities, and helping small businesses recover.
Budget	Total Recommended Funding (3 Years): \$2,022,248.00 (Recommended Funding for Subtopic 2.3 – \$637,371.00) (Recommended Funding for Subtopic 3.1 – \$421,176.00) (Recommended Funding for Subtopic 3.2 – \$963,371.00)

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to provide workforce training to an underserved population affected by COVID-19.
Summary of Project Scope:	Through the applicant's Financial Empowerment and Emergency Resource Center, ULGA will offer services through their integrated economic mobility model. These services are for individuals and families for meeting basic needs of housing and food, offering workforce development opportunities, and small businesses recover. Funding through this opportunity will allow ULGA to stabilize families with basic needs support, create a workforce pathway for Certified Nursing Assistants with partner Wellstar, and provide support to stabilize small businesses and help them grow. The target populations are those residing in federally Qualified Census Tract (QCT)s, the 25% or more of the families that are stuck in poverty, and the unemployed and underemployed.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2: Negative Economic Impacts, Assistance to Households – 2.1, 2.2: Enumerated eligible uses included: Food assistance; rent, mortgage, or utility assistance; ...; cash assistance; or job training to address negative economic or public health impacts experienced due to a worker's occupation or level of training. (See Federal Register Vol 87, No. 18, pg. 4359) 2. Negative Economic Impacts, Assistance to Households – 2.10, 2.30: The interim final rule included assistance to unemployed workers as an enumerated eligible use, including "services like job training to accelerate rehiring of unemployed workers." Technical assistance, counseling, or other services to assist with business planning needs. (See Federal Register Vol 87, No. 18, pg.4377)
Evaluation Considerations:	Equity: The applicant states that the project will target minorities and low-income individuals. Program location: The project will take place in Cobb County and the organization is located in Fulton County. Impact: 60 families will be provided with housing assistance; 60 families will be provided Food Assistance; 30 candidates will receive CNA training, work experience, and certificates; 75 small businesses will receive technical assistance and coaching. Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. However, the applicant is requesting funding for new positions so there will be additional costs to retain the staff after the project ends.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization
Applicant Name	Family Life Restoration Center, Inc.
County Priorities	Support Services, Economic Development 2.2 Homelessness, 2.3 Rental & Mortgage Assistance, 3.1 Workforce Development – Provides rental and mortgage assistance for low- to moderate-income households, assistance to the unsheltered population, and assistance with employment
Project Name	1.62.2 South Cobb County Resilience and Stabilization for All
Project Summary	The Family Life Restoration Center is seeking funding to provide services to homeless residents, mortgage and rental assistance to historically disadvantaged communities, and workforce placement training for recent graduates, as well as under- and unemployed.
Budget	Total Recommended Funding (18 Months): \$156,800.00 (Recommended Funding for Subtopic 2.2 – \$55,000.00) (Recommended Funding for Subtopic 2.3 – \$37,000.00) (Recommended Funding for Subtopic 3.1 – \$64,800.00)

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to help restabilize those adversely and disproportionately impacted by the COVID-19 pandemic, and the organization has increased the provision of services during the pandemic. The project will also reduce communicable diseases such as COVID-19 among homeless residents.
Summary of Project Scope:	The South Cobb County Resilience and Stabilization for All project is based on the real time needs of special populations. The project seeks to stabilize the homes of low-to-moderate income families as well as the health and wellness of the unsheltered. South Cobb County Resilience and Stabilization for All serves low-to-moderate income households of historically underserved, marginalized, or adversely affected groups. The project will also focus on neighborhoods disproportionately impacted by the COVID-19 pandemic. Services provided to applicants include healthy boxed meals, critical hygiene items and affordable housing units to those in need. The organization also provides rental and mortgage assistance to allow families to remain in their homes and stay together. GED counselors and job readiness coaches will help to ensure that currently unemployed, under-employed, and low-income high school students will obtain and increase employment that provides sufficient gross income to maintain housing and livability in Cobb County.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2. Negative Economic Impacts, Assistance to Households – 2.2: Housing stability services that enable eligible households to maintain or obtain housing, such as housing counseling, fair housing counseling, case management related to housing stability, outreach to households at risk of eviction or promotion of housing support programs. (See Federal Register Vol 87, No. 18, pg. 4360) 2. Negative Economic Impacts, Assistance to Households – 2.1: Enumerated eligible uses included: food assistance; rent, mortgage, or utility assistance; counseling and legal aid to prevent eviction or homelessness; emergency assistance for burials, home repairs, weatherization, or other needs; internet access or digital literacy assistance; cash assistance; or job training to address negative economic or public health impacts experienced due to a worker's occupation or level of training. (See Federal Register Vol, No. 18, pg. 4359) 2. Assistance to Unemployed or Underemployed Workers – 2.10: Assistance to impacted individuals who want and are available for work, including job training, public jobs programs and fairs, support for childcare and transportation to and from a jobsite or interview, incentives for newly-employed workers, subsidized employment, grants to hire underserved workers, assistance to unemployed individuals to start small businesses & development of job and workforce training center. (See Federal Register Vol 87, No. 18, pg. 4369)
Evaluation Considerations:	Equity: The applicant states that the project will target historically underserved, marginalized, and adversely affected communities, such as homeless individuals and those living in Qualified Census Tracts (QCTs). Program location: The project will take place in Cobb County and the organization is located in District 4. Impact: The applicant anticipates that 100 households will receive housing counseling and eviction prevention services, 200 adults and young adults will receive resiliency-focused mental and behavioral health educational resources and/or case management, 50 senior adults and teens will complete ten hours of entrepreneurial 101 training per program year, 500 households will receive healthy, safe food boxes and have access to two affordable housing units, 100 low income families will receive home mortgage or rental assistance to prevent housing insecurity, and 100 under-employed, unemployed and High School residents (Ages 15+) will receive Workforce (Job) Readiness and Preparedness counseling. Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. The budget indicates that requested funding will be utilized to expand existing services to address the increased need stemming from COVID-19.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Business
Applicant Name	Business Innovation Team
County Priorities	Economic Development 3.2 Small and Minority Owned Business – Provides training and assistance for minority-owned businesses
Project Name	1.176 Cobb County Business Boot Camp
Project Summary	Cobb County Business Boot Camp helps small business improve their processes and sustainability through refined business planning, marketing, sales, capital acquisition, processes, hiring and onboarding.
Budget	Total Recommended Funding (2 Years): \$3,965,700.00

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to aid small businesses impacted by the negative economic impacts of COVID-19.
Summary of Project Scope:	Cobb County Business Boot Camp seeks to provide training and assistance to help minority business owners to plan and manage their businesses so they can attract funds, integrate networking throughout the solution components, provide extensive skill development using a variety of methods and languages, and broaden their ability to attract and retain the right people for their businesses. The curriculum for this training will consist of “do it yourself” (DIY) courses, live in-person workshops, mastermind groups, and one-to-one consulting sessions. The applicant expects that this program will increase these businesses’ likelihood of growing their businesses and increasing their revenues.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2. Negative Economic Impacts, Assistance to Small Businesses – 2.30: Treasury is maintaining enumerated eligible uses from the interim final rule for assistance to impacted small businesses. These include but are not limited to: Technical assistance, counseling, or other services to assist with business planning needs. (See Federal Register Vol 87, No. 18, pg. 4377)
Evaluation Considerations:	Equity: The applicant states that the target population is underserved small businesses owners. Program location: The project will take place in Cobb County and the organization is located in District 2. Impact: The applicant hopes to engage about 600 small businesses in the first nine months and grow enrollments by 10% year-over-year; 30% of enrollees meet with Manager of Client Success to determine which programs will have the highest impact on their business. Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. Funding is requested to help small businesses develop a recovery plan to rebound from the negative impacts of COVID-19. Funding will be utilized for sales and marketing, program development, program delivery, salaries for program staff, administrative costs, and program services.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization
Applicant Name	Urban League of Greater Atlanta (ULGA)
County Priorities	Support Services, Economic Development 2.3 Rental and Mortgage, 3.1 Workforce Development, and 3.2 Small and Minority Owned Businesses – Providing workforce training to underserved populations
Project Name	1.208.2 Workforce Development, Basic Needs, and Small Business Assistance for Black Families in Cobb County Impacted by the Pandemic.
Project Summary	The Urban League of Greater Atlanta will offer services through their integrated economic mobility model to individuals and families in meeting basic needs of housing and food, offering workforce development opportunities, and helping small businesses recover.
Budget	Total Recommended Funding (3 Years): \$2,022,248.00 (Recommended Funding for Subtopic 2.3 – \$637,371.00) (Recommended Funding for Subtopic 3.1 – \$421,176.00) (Recommended Funding for Subtopic 3.2 – \$963,371.00)

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to provide workforce training to an underserved population affected by COVID-19.
Summary of Project Scope:	Through the applicant's Financial Empowerment and Emergency Resource Center, ULGA will offer services through their integrated economic mobility model. These services are for individuals and families for meeting basic needs of housing and food, offering workforce development opportunities, and small businesses recover. Funding through this opportunity will allow ULGA to stabilize families with basic needs support, create a workforce pathway for Certified Nursing Assistants with partner Wellstar, and provide support to stabilize small businesses and help them grow. The target populations are those residing in federally Qualified Census Tract (QCT)s, the 25% or more of the families that are stuck in poverty, and the unemployed and underemployed.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2: Negative Economic Impacts, Assistance to Households – 2.1, 2.2: Enumerated eligible uses included: Food assistance; rent, mortgage, or utility assistance; ...; cash assistance; or job training to address negative economic or public health impacts experienced due to a worker's occupation or level of training. (See Federal Register Vol 87, No. 18, pg. 4359) 2. Negative Economic Impacts, Assistance to Households – 2.10, 2.30: The interim final rule included assistance to unemployed workers as an enumerated eligible use, including "services like job training to accelerate rehiring of unemployed workers." Technical assistance, counseling, or other services to assist with business planning needs. (See Federal Register Vol 87, No. 18, pg.4377)
Evaluation Considerations:	Equity: The applicant states that the project will target minorities and low-income individuals. Program location: The project will take place in Cobb County and the organization is located in Fulton County. Impact: 60 families will be provided with housing assistance; 60 families will be provided Food Assistance; 30 candidates will receive CNA training, work experience, and certificates; 75 small businesses will receive technical assistance and coaching. Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. However, the applicant is requesting funding for new positions so there will be additional costs to retain the staff after the project ends.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization
Applicant Name	Greater Wealth Works (Formerly The Edge Connection)
County Priorities	Economic Development 3.2 Small and Minority Owned Businesses – Providing business and workforce to underserved individuals
Project Name	1.52 Pathways to Economic Mobility - Entrepreneurship/Career/Financial Wellbeing Income Strategies
Project Summary	The purpose of this project is to primarily assist the current population of micro/solo business owners who have had a reduction in business income, have closed their businesses, or are now needing to seek employment or job options.
Budget	Total Recommended Funding (9 Months): \$99,550.00

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to provide business and workforce training. The applicant explains that the “project will assist in the continued recovery of the micro and small business community impacted by the economic downturn caused by COVID 19 shutdown in 2020 and 2021” and that the pandemic’s “impact is still being felt by the small business community and those that may have lost jobs as a result of [COVID-19] and are looking for other options”.
Summary of Project Scope:	Greater Wealth Works will provide services for self-employment and small business income strategy through one-on-one coaching and training. The applicant will provide access to workforce/job readiness skills training through the Google Technical Skills Certificate Program, AARP job skills program, and referrals to Worksource Cobb for job opportunities. Requested funding will support the staff, technology, and materials associated with the program. The project aims to address the disproportionate distribution of wealth for individuals that have been historically underserved or marginalized. Their target group includes low net worth populations with high debt and limited assets, systemically under-resourced small businesses, and individuals with limited career mobility. The goal of the project is to primarily assist the current population of micro/solo businesses who have experienced a reduction in business income, along with income strategy, financial wellbeing and health wellbeing for individuals. This project will build upon their current services and Greater Wealth Works plans to continue to offer these services once the program is complete.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2: Negative Economic Impacts, Assistance to Households – 2.10: Assistance to impacted individuals who want and are available for work, including job training. Assistance to unemployed individuals to start small businesses & development of job and workforce training centers. (See Federal Register Vol 87, No. 18, pg. 4369)
Evaluation Considerations:	Equity: The applicant states that the project will target small- and minority-owned businesses. Program location: The project will take place in Cobb County and the organization is located in District 1. Impact: 460 participants complete one or more workforce/job readiness skill training sessions that focus on income strategy, financial wellbeing, and health wellbeing. Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. The budget indicates that funding will be utilized for the program staff, administrative costs, necessary coursework materials, technology, and equipment during the 9-month project duration.

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization
Applicant Name	SelectCobb
County Priorities	Economic Development 3.3 Employee Retention - Helping offset the cost of retaining and recruiting workers
Project Name	1.103 Child Care Learning Center - Employee Grant Proposal
Project Summary	This project will assist Child Care Learning Centers & Family Child Care Learning Homes with their current workforce challenges. The purpose of the grant program is to help offset the costs of retaining and recruiting workers.
Budget	Total Recommended Funding (8 Months): \$4,950,000.00

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to aid businesses affected by COVID-19.
Summary of Project Scope:	The Cobb Chamber/SelectCobb would like to work with CobbWorks, the Cobb Collaborative, the Georgia Department of Early Care & Learning, and Cobb County Government to assist Child Care Learning Centers & Family Child Care Learning Homes with their current workforce challenges. The applicant is proposing to distribute \$4,500,000 in reimbursement grants that will be directly provided to the early childhood education and day care industry, with an additional 10% of this amount to fund program management. The purpose of the grant program is to help offset the cost of retaining and recruiting workers in this difficult labor market for a specific segment of the economy that has a profound impact on families. The Child Care Grant Program is intended to help offset some of the impacts of higher wages, retention bonuses, and training to allow childcare centers to access or upskill the talent needed to care for the youngest children in Cobb County.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	Yes; per the Final Rule 2: Negative Economic Impacts, Assistance to Small Businesses – 2.29: Treasury is maintaining enumerated eligible uses from the interim final rule for assistance to impacted small businesses. These include but are not limited to: <ul style="list-style-type: none"> Loans or grants to mitigate financial hardship such as declines in revenues or impacts of periods of business closure, for example by supporting payroll and benefits costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs. (See Federal Register Vol 87, No. 18, pg. 4378)
Evaluation Considerations:	<p>Equity: The applicant states that the project will target childcare centers.</p> <p>Program location: The project will take place in Cobb County and the organization is located in District 2.</p> <p>Impact: Applicant expects that over 80% of the 216 Child Care Learning Centers in the County will participate in the program. Through the grant application process, the applying organization will be able to identify the number of employees that have experienced a rise in compensation, training, or other factors that will assist the company in retaining their workforce through the program.</p> <p>Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. Funding will mainly be utilized for reimbursement grants, along with grant administration costs.</p>

Cobb County ARPA SLFRF – Board Review Summary

Applicant Type	Non-Profit Organization (501(c)(6))
Applicant Name	Cobb Travel & Tourism
County Priorities	Economic Development 3.4 Hospitality and Tourism – Administering grants to four hospitality and tourism organizations
Project Name	1.224 Hospitality & Tourism - Workforce Employee Retention Grant Administration Proposal
Project Summary	Project will work with Cobb County and the Cobb Chamber/SelectCobb to administer a grant program to assist four highly impacted areas of Cobb's hospitality and tourism industries with current workforce challenges: arts organizations, live entertainment venues, tourist attractions, and craft beverage makers.
Budget	Total Recommended Funding (2 Years): \$2,310,385.01

Response: Does the proposed project align with one or more of the ARPA expenditure categories?	Yes; the project aims to support organizations whose industry was severely impacted by COVID-19.
Summary of Project Scope:	Cobb Travel & Tourism requests funds to administer grants to four Cobb County based hospitality and tourism organizations. The applicant will partner with Cobb County and the Cobb Chamber/SelectCobb to distribute grants to selected art organizations, live entertainment venues, tourist attractions, and craft beverage makers who are experiencing workforce challenges as a result of the COVID-19 pandemic.
ARPA Alignment: Do intended project expenditures align with one or more of the SLFRF eligible expenditure categories per Treasury guidance?	<p>Yes; per the Final Rule</p> <p>2. Negative Economic Impacts, Aid to Impacted Industries– 2.35:</p> <p>Under the final rule, recipients may provide eligible aid (described in further detail herein) to the tourism, travel, and hospitality industries.</p> <p>(See Federal Register Vol 87, No. 18, pg. 4381)</p> <p>Eligible responses to impacted industries: Aid to mitigate financial hardship due to declines in revenue or profits by supporting payroll costs and compensation of returning employees for lost pay and benefits during the COVID-19 pandemic, as well as support of operations and maintenance of existing equipment and facilities, such as rent, leases, and utilities.</p> <p>(See Federal Register Vol 87, No. 18, pg. 4383)</p>
Evaluation Considerations:	<p>Equity: The applicant states that the project will target organizations impacted by COVID-19 and that fit into the four impacted categories, with targeted marketing to underserved communities to stimulate participation.</p> <p>Program location: The project will take place in Cobb County and the organization is located in Districts 1, 2, 3, and 4.</p> <p>Impact: Award 100, \$20,000 grants to eligible Cobb County arts organizations, live entertainment venues, tourist attractions and craft beverage makers; administer a 90-day post-award survey and receive completed documentation compliance certifications and survey responses.</p> <p>Financial Continuity: Project will not impose ongoing costs on Cobb County beyond the requested amount of ARPA funding. Budget indications that funding will be used for grant awards, along with costs associated with the administration process of grant awards and the costs of program personnel.</p>