American Rescue Plan and City Improvements Webinar
Thursday, June 10, 2021

ARP Funding Utilization Plans
Last 15 months

11,300 cases in Pasadena
346 deaths in Pasadena
Last 15 months

- Outreach to Residents and Businesses
- Residential/Commercial eviction moratorium
- $11 million in utility reimbursements
- Small Business Grant Program - 39 businesses with a $10,000 grants.
- Micro-businesses assistance (CDBG) $7,500 reimbursement for 55 businesses
- Lunch/Meal programs to students and seniors
- $1M in rental assistance for 275 households
- Testing and Vaccination clinics
- Shop local campaigns
- Supported variety of new outdoor dining options.
Restaurants

- Casual Dining: Count 255
- Quick Service Restaurants: Count 352
- Fast Casual Restaurants: Count 50
- Fine Dining: Count 20

Graph showing the trend of restaurant counts over time from 4Q 17 to 4Q 20.
Restaurant Support

- Limits on 3rd party delivery charges
- Street Dining Permits
- Expanded Sidewalk use
- K-Rail rental
- K-Rail purchase
- Parking Lot Use Permits
- City Health Department
Three Year Sales Tax Trends

Sales Tax by Major Industry Group

- Autos And Transportation: Count 322
- State & County Pools
- General Consumer Goods: Count 4309
- Restaurants And Hotels: Count 808
- Food And Drugs: Count 186
- Business And Industry: Count 2021
- Building And Construction: Count 139
- Fuel And Service Stations: Count 37

Chart showing trends from 4Q17 to 4Q20 with various industries and their respective tax counts.
Pasadena – Financial Impact of Covid -19

- Rose Bowl... - $30M
- Convention Center... - $11M
- Utility Bills... - $7M
- Parking Garages and Meter Revenues
- General Fund... - $22M

Range of Covid related City expenditures

$90 Million 😊
ARPA

- The American Rescue Plan Act of 2021 (ARPA) is a $1.9 trillion economic stimulus
- Signed into law by the President on March 11, 2021
- On May 10, 2021 the U.S. Treasury released a 151 page interim guidance document on how the funds may and may not be spent.
Pasadena - $52 Million ARPA Fund Allocation

Ineligible Categories:
- Debt Service
- Pension Payments
- Replenish Reserves
- Utility Revenue Loss

Eligible Categories:
- Premium Pay
- Health Costs
- Revenue Loss
- Infrastructure
Pasadena - $52 Million ARP Fund Allocation

- Moving up timeframe to obligate funds
- City Council to consider later this month
- Initial actions as part of FY 2022 Budget
- Money must be used before end of 2024
Local Context / Considerations

• Expect rebound of Leisure/Food
• Institutional Investment
• TBD on new Office Dynamic
• TBD on new Retail Dynamic
• Housing

• Caution on ARPA projects sparking perpetual costs
Likely Categories for ARPA Funds:

- Infrastructure/CIP Projects
- Building Maintenance/Equipment
- Tech Upgrades / Security
- Rehiring Staff
- Health Programs
- Other Covid Recovery Programming – Social and Economic