

ARPA Project Tranche 1 Funding Ending 12/31/22

Project Name	Description	Allocated	Expended	Available	% Spent
Stormwater Impr-Older City Facilities	Install stormwater improvements at older city facilities to separate stormwater and sanitary sewer discharges	556,250.00	33,434.89	522,815.11	6.0%
Hull/Grove St Stormwater Infrastructure	Eliminate flooding at the intersection of Hull/Grove St by installing stormsewer infratrucure along Hull to the existing inlets on Comanche Street.	150,000.00	49,152.80	100,847.20	32.8%
Briarwood & River Ridge Improvements	Briarwood & River Ridge Stormwater Imp Project funding. Benefits LMI county residents and industrial/commercial city properties. Identified for DR funding but was not able to be included due to funding constraints.	1,078,085.00	1,018,460.00	59,625.00	94.5%
HSAB Programs	Additional \$150,000 allocated for HSAB COVID response programs	150,000.00	139,310.21	10,689.79	92.9%
Email Marketing & Campaign Platform		15,000.00	3,680.00	11,320.00	24.5%
Search Engine Marketing	Increase to current contract - Marketing to increase travel industry interest and revenue; Utilize expertly selected keywords relevant to your destination to give your prospective travelers the right information at the right time through paid search ads.	22,000.00	19,800.00	2,200.00	90.0%
Conversant Marketing	Increase to current contract - Marketing to increase travel industry revenue with market spend data; Digital and display ads served based on traveler intent. Includes economic impact report following each campaign	100,000.00	99,999.99	0.01	100.0%
Tourism Videos Marketing	Increase to budget - Marketing to increase travel industry revenue; Filming of annual events/seasonal activities for updated tourism videos	50,000.00	22,028.00	27,972.00	44.1%
Meeting Campaign	Increase to current contract - Marketing to increase travel industry revenue ; Digital ads served to meeting planners and on LinkedIn	30,000.00	5,950.00	24,050.00	19.8%
Audio Ads Marketing	Increase to current contract - Marketing to increase travel industry revenue; Audio ads served on music subscription services	15,000.00	15,000.00	-	100.0%
Vision Data & Management Dashboard	New: Measures and communicates the impact of marketing campaigns with actionable insights to effectively use and adjust the marketing budget. Daily updated reports include 12 months of historical data at sign up + quarterly analysis during Quarterly Business Review Meetings	35,000.00	35,000.00	-	100.0%
Influencer Campaign	New: Get in front of an engaged audience interested in travel or experiences found in your destination, such as shopping, dining, or outdoor adventure.	15,000.00	775.87	14,224.13	5.2%
Social Media Lead Generation	New: Facebook, Pinterest and Instagram leads to use in upcoming ads and email campaigns	15,000.00	1,975.78	13,024.22	13.2%

Vocational Instruction Program	Provide vocational instruction to improve workforce salaries. Classes would include HVAC, Welding, Information Security, Vmware, and Microsoft Certification. This would be a partnership with Community Action and Workforce Solutions. We would provide location and they would pay for the students that qualify for their programs. We would assist students that did not qualify for the other funding. Library staff would also provide assistance with applications and FAFSA support.	25,000.00	-	25,000.00	0.0%
Mermaid Festival 2021	Recipient provides support to the recovery of community and to reversing negative economic impacts in the City. Recipient will utilize these funds to provide continued services to the San Marcos community and promote economic development. These funds will support the Mermaid Society Festival (scheduled from Sep 11 - 25, 2021) and the recovery of the San Marcos community and economy.	25,000.00	25,000.00	-	100.0%
Nosotros La Gente	Recipient provides support to those in need, including senior citizens by providing meals, shoes, warm clothing, medical expenses, rent and utility assistance, funeral assistance as well as transportation assistance. CSLFR funds will allow recipient to expand the number of clients that their current programs can assist.	25,000.00	25,000.00	-	100.0%
Downtown Events	Funding for downtown events which drive visitor traffic and generate sales tax + heads in beds	45,000.00	39,208.78	5,791.22	87.1%
Digital Campaigns/Marketing	Marketing Grant for Digital Campaigns to indicate open for business	53,000.00	10,000.00	43,000.00	18.9%
BIG Grant	Funding for BIG Grant with additional focus on touchless and air filtration improvements	150,000.00	21,059.70	128,940.30	14.0%
Small Business Counseling Program		400,000.00	-	400,000.00	0.0%
Business Retention & Expansion	Business Retention and Expansion Program development, including new CRM s/w to track health of businesses served	18,000.00	8,856.00	9,144.00	49.2%
Training & Professional Development	Training and Professional Development on small business development strategies, covid recovery, etc.	15,000.00	2,856.49	12,143.51	19.0%
Minority Small Business Stabilization		100,000.00	-	100,000.00	0.0%
Owner Occupied Housing Rehab Program	Implementation of an owner occupied housing rehabilitation program in future years, including 5% for administration of the program.	863,761.00	-	863,761.00	0.0%
Shelter/Transitional Housing	Spending to be determined after completion/ presentation of Homeless Needs Assessment.	400,000.00	-	400,000.00	0.0%
Addressing Cancer Together	Recipient provides aid and support to uninsured, low-income women at risk of breast cancer. Recipient shall utilize funds to address health disparities specifically related to breast cancer among uninsured, low-income women at risk of breast cancer.	271,915.00	135,957.00	135,958.00	50.0%

Pay for Two Part-Time Social Workers	Hire two part-time temporary Social Workers to provide case management services homeless coalition: Social Workers would participate and prioritize City Council initiatives. They would also provide assistance during and after any disasters (examples flood, COVID, cold weather). Further direction would be provided when the results of the Needs Assessment are available.	60,000.00	-	60,000.00	0.0%
Translation Services & Outreach		250,000.00	26,864.71	223,135.29	10.7%
Together for a Cause	Transitional housing	100,000.00	100,000.00	-	100.0%
Critical Systems/Security Hardware Upgrades	Enhance security hardware for critical systems (network equipment) at each city facility, and city wifi)	1,000,550.00	-	1,000,550.00	0.0%
Public Wi-Fi Expansion (Parks & Library)	Public Wi-fi Expansion (Parks & Library)	500,000.00	-	500,000.00	0.0%
Christus Santa Rosa Hospital	Recipient provides medical and hospital services in Hays, County Texas and has been adversely impacted by the pandemic regarding the ability to retain and hire medical staff including nursing staff. Recipient will utilize these funds to provide continued medical services by retention and hiring of hospital medical staff in order to provide care for patients hospitalized for treatment of COVID-19 during the current surge in cases in San Marcos, and within Hays County.	500,000.00	500,000.00	-	100.0%
KZSM Radio	Recipient provides support to the San Marcos community and wider central Texas area by providing live-streaming internet radio transmission, which provides public health information and promotes city-wide events and activities. Use of funds by the recipient will allow for expanded outreach through additional news programming and public service announcements by providing crucial information about the pandemic and other emergencies.	25,000.00	25,000.00	-	100.0%
City Facilities Air Improvements	Provide commercial grade HEPA Air Disinfecting Systems for assembly and meeting facility locations	367,680.00	366,892.47	787.53	99.8%
Chatbot	Chatbot function for City website to provide better user experience for the public. Recurring Annual Expense Quote specified automated from information on website; no staff person needed	7,500.00	-	7,500.00	0.0%
PD Internet Connection Improvements	We are looking to upgrade and provide a more reliable, diverse, and usable internet connection at the PD.	50,000.00	7,408.00	42,592.00	14.8%
Public Safety Software/CAD/RMS	New CAD/RMS system to support police, fire and EMS. Suggestion to use ARP dollars to fund public safety salaries and divert supplanted GF dollars to this project. (recurring annual cost - would replace current recurring costs); County would share in cost, \$800k is worst case scenario.	800,000.00	580,697.92	219,302.08	72.6%

Telephone Licenses/Support	Telephone license that would allow a user using a virtual desktop to answer & make a call. The licenses (150) will provide flexibility answer /make calls while in the officer or teleworking. This will provide a level of customer experience that the city is expecting. One time cost is \$11,251.50 and reoccurring cost of \$5,400.	17,000.00	16,651.50	348.50	98.0%
FARO Laser Measurement System	Crime scene digital laser mapping system. Suggestion to use ARP dollars to fund public safety salaries and divert supplanted GF dollars to this project.	135,000.00	91,690.50	43,309.50	67.9%
Pay for Temporary Grant Specialist	Includes partnership with Texas State to provide grant assistance for local nonprofits	115,000.00	-	115,000.00	0.0%
2022 Personnel & Operating Costs	2022 operating budget personnel and operating costs associated with pandemic; final guidance has broadened general eligible uses	500,000.00	-	500,000.00	0.0%
		9,050,741.00	3,427,710.61	5,623,030.39	37.9%

ARPA Project Tranche 2 Funding Ending 12/31/22

Project Name	Description	Allocated	Expended	Available	% Spent
Cyber Security - Intrusion Prevention System	Purchase a managed service solution to provide an Intrusion Prevention System on three (3) internet ingress/egress connections.	195,000.00	-	195,000.00	0.0%
Fire/Police/EMS Dispatch Consoles	Fully equipping 7 remaining dispatch consoles in the 911 Center. The includes radio equipment, 911 consoles, and dispatch computers.	185,000.00	-	185,000.00	0.0%
Dunbar Park Public Restrooms Facilities	Proposing to construct a public restroom facility to provide park patrons a proper sanitary facility to use.	150,000.00	-	150,000.00	0.0%
Recruitment Incentives/Internal Compensation	Incentives needed to attract and retain difficult to fill positions and to address related compensation issues for existing employees.	300,000.00	-	300,000.00	0.0%
Police Headquarters Radio Reception	Adding BDA to the building. A BDA is an amplifier which amplifies radio frequency (RF) signals in two directions simultaneously, both from a subscriber up to the radio repeater system and back down. BDAs improve in-building coverage for radio communications, cellular signals, and are occasionally used for improvements in outdoor coverage.	50,000.00	-	50,000.00	0.0%
Police/Fire/EMS Dispatch Historical Data Conversion	Will convert all historical call for service information from current CAD system into new CAD system. Historical data will be used for improved safety and response plans for emergency responders. Historical data will also be used for statistical purposes.	90,000.00	-	90,000.00	0.0%
Youth Activity Scholarships (Funding for 5 Years)	With additional ARP funding, we will be able to administer scholarship funds (covering half of the participant fee) for youth programs offered by the city and our partner organizations (camps, swim lessons, sports, Surge Soccer and San Marcos Youth Baseball Softball Association (SMYBSA))	205,000.00	-	205,000.00	0.0%
Network Specialist (Funding for 5 Years)	This request will support the core infrastructure as the city continues to grow and expand it facility footprint. With introduction of new core infrastructure technology, continue expansion of wireless IoT devices, fiber infrastructure to each electric substation, water and wastewater facility, and traffic register addition staffing is required to support, maintain and advance the core network.	415,000.00	-	415,000.00	0.0%
Mental Health Clinician Collaboration (Funding for 5 Years)	By collaborating with Scheib, the Police Department can work through an interlocal agreement and provide funding for am embedded master's level mental health clinician to be assigned to the mental health unit. This ensures immediate access to case management and hospitalization identification / prioritization, while also improving the outcomes with people with complex needs who routinely cycle between jails, emergency departments, and inpatient care.	425,000.00	-	425,000.00	0.0%

Mermaid Festival 2022	Recipient provides support to the recovery of community and to reversing negative economic impacts in the City. Recipient will utilize these funds to provide continued services to the San Marcos community and promote economic development. These funds will support the Mermaid Society Festival (scheduled for Sep 24, 2022) and the recovery of the San Marcos community and economy.	25,000.00	25,000.00	-	100.0%
Antivirus Technology Software	Replace our current antivirus technology with a solution that uses a combination of advanced technologies to protect against a variety of threats, including ransomware, spyware, and even never-before-seen zero day attacks.	140,000.00	-	140,000.00	0.0%
Arizona Senior Center Renovations	The project will replace an aging HVAC unit and two exterior doors.	40,000.00	-	40,000.00	0.0%
Price Senior Center Improvements	The project will replace a deteriorated wood deck and sidewalks along the front side entrance to provide a safe entry way for seniors and visitors.	150,000.00	-	150,000.00	0.0%
Family Planning Center Renovations	Renovate the Family Planning Center including installing a new roof and siding.	90,000.00	-	90,000.00	0.0%
East Side Workforce Training Center Renovations - Phase 1	Creating the first phase of a workforce training center in a historically underserved area of the city to provide training in skilled occupations. This requires renovations to the former SMEU facility on Hwy 123 to remove physical barriers to and provide an appropriate setting for the instruction.	240,000.00	-	240,000.00	0.0%
Quail Creek/Eastside Regional Park Acquisition	Acquisition of former Quail Creek Golf Course in order to create an eastside regional park.	700,000.00	700,000.00	-	100.0%
Video Conferencing Resources for City Facilities	Equip multiple conference rooms with Video Conferencing technology.	400,000.00	-	400,000.00	0.0%
Home Repair and Rehabilitation	To fund a home repair and rehabilitation program that could possibly use a combination of volunteer labor or contractors to help residents improve their homes (repair or replace roofs, foundations, electrical or plumbing issues). The funding is \$350,000 and \$50,000 to fund a project/program manager for the non profit for two years.	800,000.00	-	800,000.00	0.0%
Mobile Message Signs (Trailers)	Social media and press releases are ineffective in reaching individuals needing services or information. Mobile message signs can inform or direct residents to where they can receive services, go for assistance, or obtain additional information. The signs can also be used to announce events in specific neighborhoods where the city will be providing information or help.	96,000.00	-	96,000.00	0.0%

Permanent LED Message Signs	Social media and press releases are ineffective in reaching individuals needing services or information. Message signs can inform or direct residents to where they can receive services, go for assistance, or obtain additional information. The signs can also be used to announce events in specific neighborhoods where the city will be providing information or help.	75,000.00	-	75,000.00	0.0%
Neighborhood Signage (Temporary Notification Signs)	To be able to get more information into the community. This is a common request from council to get information to the community (covid, ERA, utility assistance). This is another way to get information out. This would give us additional resources to get information out. These are the yard signs that would be put up at entrances to a neighborhood to get whatever message we need to get out to the residents.	600.00	-	600.00	0.0%
Unhoused: Camp Clean Up (Funding for 2 Years)	Be able to provide rolloffs for 10 cleanups per year for two years	10,000.00	3,000.00	7,000.00	30.0%
Tree Removal Program for Private Property Owners	The proposed grant will assist private property owners that are classified as low income address dead and dying trees with removal. This grant will provide a reputable tree company that has an ISA certified arborist on staff, is properly insured and skilled in tree removal perform the removal(s). Additionally, we will provide replacement tree(s) along with care and maintenance instructions through the city tree adoption program.	135,000.00	-	135,000.00	0.0%
ARP Grant Consultant (Funding for 2 Years)	Grant consultant to establish compliance reporting, grant administration, and department coordination	110,000.00	-	110,000.00	0.0%
Equity Program Coordinator (Temporary for 2 Years)	Identifying underserved areas in order to mitigate blind spots and biases; equitably allocate resources across the community; improve internal awareness and increase employee/community engagement; implement employee training, policy review, and establish policies and procedures	200,000.00	-	200,000.00	0.0%
		5,226,600.00	728,000.00	4,498,600.00	13.9%

CRF Assistance Funding Ending 12/31/22

Project Name	Description	Allocated	Expended	Available	% Spent
Ongoing Pandemic Expenses	Extraordinary City expenditures related to the COVID-19 Pandemic	153,995.00	40,113.26	113,881.74	26.0%
Utility Bill Assistance	Administered by the City; was used to pay off all utility accounts with balances >60 days past due	1,000,000.00	1,000,000.00	-	100.0%
Rent-Mortgage Assistance	Administered by Community Action, Inc. in partnership with BR3T	174,399.00	172,513.29	1,885.71	98.9%
Small Business Assistance (< 30 Employees)	Recently reallocated to accounting software training (\$100,000) and childcare assistance (\$100,000)	200,000.00	-	200,000.00	0.0%
One-Time Grant Fund	Notice of Funding Availability open to applications by agencies serving San Marcos, evaluated by Human Services Advisory Board	640,000.00	292,674.32	347,325.68	45.7%
One-Time Non-Profit Capacity Building	Includes funding for a comprehensive needs assessment with a focus on resolving gaps in assistance for homeless and non-homeless, and funding for programs based on the needs assessment	493,600.00	15,000.00	478,600.00	3.0%
HMIS Licenses	For agencies in the Local Homeless Coalition that agree to be points of entry (approximately 12 agencies)	10,000.00	233.28	9,766.72	2.3%
		2,671,994.00	1,520,534.15	1,151,459.85	56.9%