



**VISIONFIRST ADVISORS**

STRATEGY | ACTION | RESULTS

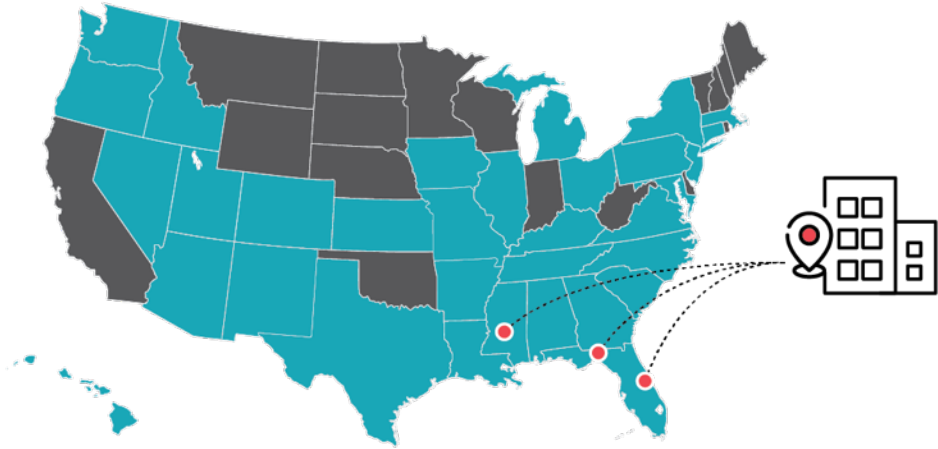
A SUBSIDIARY OF BUTLER SNOW LLP

# **Restore, Reinvent, Resiliency:** Santa Rosa County CARES Act Funding Framework

Gray Swoope  
VisionFirst Advisors

July 23, 2020





30+

STATES REPRESENTED  
IN OUR CLIENT BASE

5

FORTUNE 500  
COMPANIES REPRESENTED

3

OFFICE  
LOCATIONS

100+

COLLECTIVE YEARS  
IN THE FIELD

## WHAT WE DO

**We maximize your competitiveness.**



**Economic Development  
Strategy**



**Location Advisory**



**Strategic Solutions**



**Incentives  
Negotiation**



**Objective-Driven  
Marketing & Comm**



**Compliance**



**Reviewing,  
Analyzing  
& Reporting**

**LABOR MARKETS  
COMMUNITY COMPETITIVE ASSETS  
FACILITATED SESSIONS**



# DATA AT-A-GLANCE

|  | SANTA ROSA COUNTY | FLORIDA    | USA         |
|--|-------------------|------------|-------------|
| Population   | 170,442           | 20,598,139 | 322,903,030 |
| Population Annual Avg. Growth  | 2.1%              | 1.4%       | 0.7%        |
| Population per Square Mile   | 182.2             | 400.5      | 92.9        |
| Median Age   | 39.7              | 41.9       | 37.9        |
| Labor Force Participation Rate (Civilian Population 16 years and over) | 57.6%             | 58.5%      | 63.2%       |
| Prime-Age Labor Force Participation Rate (Civilian Population 25-54)   | 73.5%             | 80.8%      | 81.8%       |
| Unemployment Rate (Seasonally Adjusted, May 2020)                      | 9.6%              | 14.3%      | 13.0%       |
| Median Household Income  | \$66,242          | \$53,267   | \$60,293    |
| Median Home Value  | \$184,400         | \$196,800  | \$204,900   |
| Educational Attainment – (Ages 25-64) Associate's Degree or higher     | 43.5%             | 40.7%      | 42.0%       |
| Cost of Living Index   | 100.3             | 99.8       | 100.0       |



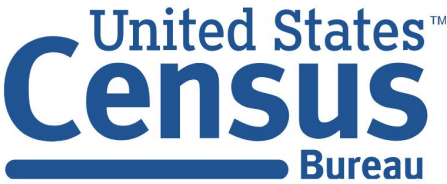
# INDUSTRY SNAPSHOT

| NAICS | Industry   | Employment | Avg Ann Wages | Ann % Growth Over Last 5 Years | Ann % Growth Projected 5 Year Growth |
|-------|--|------------|---------------|--------------------------------|--------------------------------------|
| 44    | Retail Trade   | 7,032      | \$25,943      | 3.10%                          | 0.90%                                |
| 72    | Accommodation & Food Services  | 6,203      | \$19,276      | 5.70%                          | 1.90%                                |
| 62    | Health Care and Social Assistance  | 5,500      | \$50,205      | 3.40%                          | 2.30%                                |
| 23    | Construction   | 4,154      | \$42,570      | 5.40%                          | 1.90%                                |
| 61    | Educational Services   | 3,637      | \$40,633      | 1.80%                          | 1.70%                                |
| 56    | Administrative and Support and Waste Management and Remediation Services | 3,469      | \$38,380      | 2.60%                          | 1.60%                                |
| 92    | Public Administration  | 2,981      | \$45,955      | 1.70%                          | 1.10%                                |
| 54    | Professional, Scientific, and Technical Services                         | 2,311      | \$67,000      | 1.10%                          | 2.00%                                |
| 81    | Other Services (except Public Administration)                            | 2,204      | \$28,839      | 2.00%                          | 1.30%                                |
| 52    | Finance and Insurance  | 1,257      | \$61,144      | 6.40%                          | 1.10%                                |

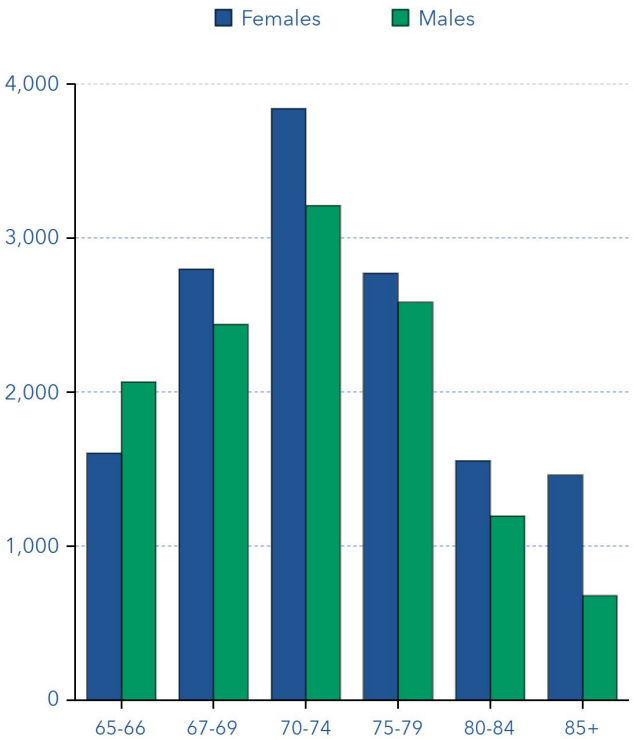


# COUNTY COVID-19 IMPACT PLANNING REPORT

Santa Rosa County, Florida (FIPS 12113)



## POPULATION 65 AND OLDER



## KEY FACTS

170,442

Total Population

61,345

Total Households

2.68

Average Household Size

39.7

Median Age

86.9%

Internet At Home

## BUSINESSES



2,745

Total Employer Establishments



26,637

Total Employees



\$937,653

Total Annual Payroll (\$1,000)



12,565

Total Non-Employer Establishments



\$536,836

Total Non-Employer Revenue (\$1,000)

## POVERTY



5,801

Households Below Poverty Level



6,958

Households Receiving Food Stamps/SNAP

## AT-RISK POPULATION



19,286

Households With Disability



5,079

Households w/Pop 65+ Living Alone



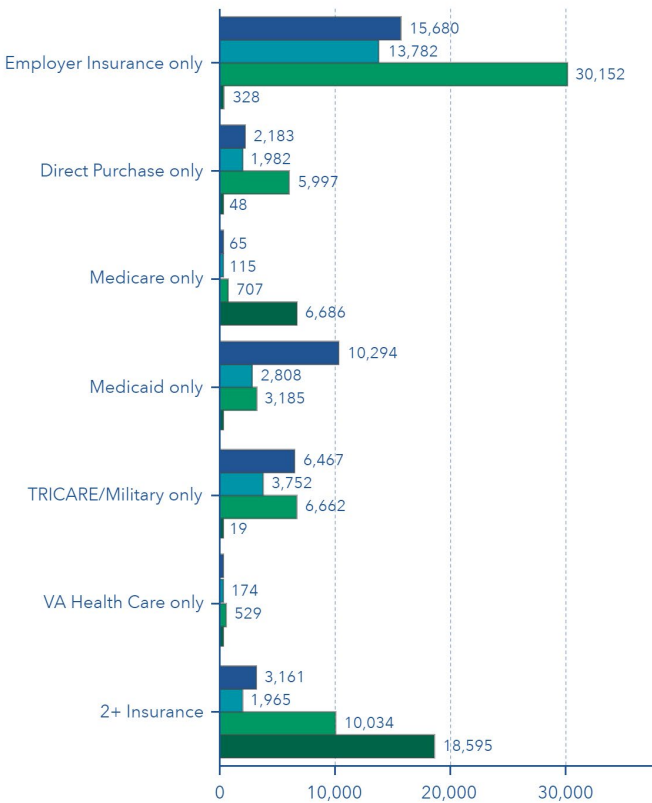
1,909

Households Without Vehicle

## HEALTH INSURANCE COVERAGE BY AGE

(Civilian Noninstitutionalized Population)

Pop 0-18 Pop 19-34 Pop 35-64 Pop 65+



# Stakeholder Input

- 300+ individuals participated in online survey
- 120+ business owners participated in online economic development survey
- 4 focus groups with nearly 150 participants
  - 30+ Non-Profit & Faith-Based leaders
  - 25+ Small Business Owners, Workforce Providers & Chamber Officials
  - 15+ Hospital Officials
  - 75+ Residents during online public meeting
- Municipalities, Law Enforcement, County Departments, Health Department



# SURVEY RESULTS - AT-A-GLANCE

## Total Ranking Counts

| RANKING | TESTING AND CONTACT TRACING | FOOD ASSISTANCE | UTILITY ASSISTANCE | CHILDCARE ASSISTANCE | SMALL BUSINESS GRANTS- BUSINESS INTERRUPTION, BUSINESS RELAUNCHES | SMALL BUSINESS GRANTS- SAFETY & SOCIAL DISTANCING ASSISTANCE | WORKFORCE OR REEMPLOYMENT TRAINING | PERSONAL PROTECTIVE SUPPLIES ASSISTANCE |
|---------|-----------------------------|-----------------|--------------------|----------------------|---|--|------------------------------------|---|
| 1       | 108                         | 50              | 19                 | 19                   | 67  | 7  | 13                                 | 23                                      |
| 2       | 27                          | 69              | 60                 | 30                   | 31  | 38   | 24                                 | 27                                      |
| 3       | 24                          | 55              | 60                 | 40                   | 36  | 30   | 31                                 | 30                                      |
| 4       | 33                          | 26              | 41                 | 65                   | 44  | 32   | 29                                 | 36                                      |
| 5       | 28                          | 28              | 40                 | 47                   | 39  | 38   | 47                                 | 39                                      |
| 6       | 18                          | 24              | 39                 | 34                   | 28  | 60   | 53                                 | 50                                      |
| 7       | 19                          | 32              | 28                 | 29                   | 33  | 61   | 61                                 | 43                                      |
| 8       | 49                          | 22              | 19                 | 42                   | 28  | 40   | 48                                 | 58                                      |

## Inverse Weighted Average

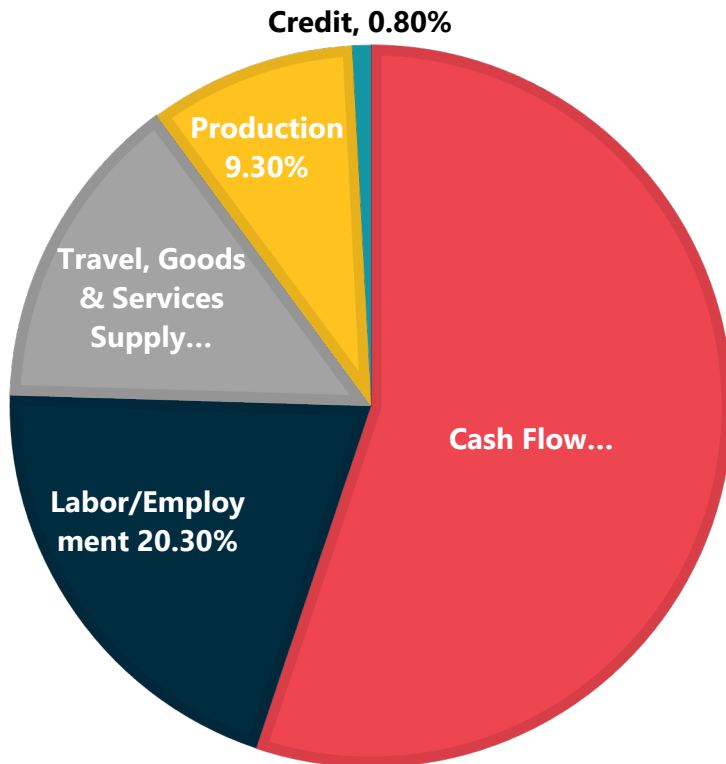
| TESTING & CONTACT TRACING | FOOD ASSISTANCE | SMALL BUSINESS GRANTS, BUSINESS INTERRUPTION, BUSINESS RELAUNCHES | UTILITY ASSISTANCE | CHILDCARE ASSISTANCE | PERSONAL PROTECTIVE SUPPLIES ASSISTANCE | SMALL BUSINESS GRANTS - SAFETY & SOCIAL DISTANCING ASSISTANCE | WORKFORCE OR REEMPLOYMENT TRAINING |
|---------------------------|-----------------|---|--------------------|----------------------|---|---|------------------------------------|
| 5.277                     | 5.271           | 4.977   | 4.866              | 4.303                | 3.866                                   | 3.777   | 3.660                              |





# BUSINESS SURVEY - HIGHLIGHTS

What has been the **main impact** of the COVID-19 pandemic **on your business?**



By how much has COVID-19 **reduced your revenues/sales?**

| Amount      | Response |
|-------------|----------|
| Over 50%    | 28.80%   |
| 21-30%      | 16.90%   |
| 41-50%      | 15.30%   |
| No Response | 14.40%   |
| 11-20%      | 9.30%    |
| 1-10%       | 7.60%    |
| 31-40%      | 7.60%    |

What can government do to **support your business** during COVID-19?

| Top Responses  |        |
|--|--------|
| Consider bigger economic stimulus package                        | 16.30% |
| Enhance economic development efforts to support local businesses | 14.40% |
| Wage replacement for employees                                   | 12.40% |
| Supply Personal Protection Program (PPE) mask and gloves         | 9.50%  |



# CARES ACT Funding Parameters



## **Eligible expenditure must be:**

- Necessary & incurred due to COVID-19 public health emergency
- Not accounted for in budget most recently approved as of enactment date [3/27/20]
- Incurred during the period beginning 3/1/20 & ending 12/30/20



**Inspector General of the U.S. Department of Treasury oversight**



**Funds not spent by December 30, 2020 must be returned Treasury**



**Funds may NOT be used to fill shortfalls in government revenue**

# Eligible Expenditures

## MEDICAL EXPENSES

Emergency medical response expenses

## PUBLIC HEALTH EXPENSES

Communication & enforcement; medical & protective supplies; disinfection

## PAYROLL EXPENSES FOR PUBLIC SAFETY & PUBLIC HEALTH SERVICES

Employees whose job duties have changed to COVID-19 response

## ACTIONS TO FACILITATE COMPLIANCE WITH PUBLIC HEALTH MEASURES

Sanitation measures; food stability; unforeseen teleworking costs

## PROVISION OF ECONOMIC SUPPORT

Small business support programs, mortgage, rent and utility programs

# Funding Framework

- Santa Rosa County is a sub-grantee of the State (Division of Emergency Management).
- Following initial disbursement of \$8 million, counties are required to complete quarterly reports on expenditures and projected spending of their initial allocation.
- Program activities and eligibility are subject to change as funding sources continue to provide updated guidance.
- All initial allocations are subject to change (increase or decrease) depending upon direction and eligibility requirements from funding sources, operational realities, shortages and surpluses.



**Public Health**



**Education**



**Human Services**



**Economic Recovery**



**Reserve**



# Recovery Platforms



**Public Health & Safety:** Most immediate needs to identify, treat, and contain the COVID-19 virus.



**Education:** Physical and virtual solutions to ensure that our children are educated, but that they remain as safe as possible in the process.



**Human Services:** Specific actions to help meet the physical needs of individuals affected by COVID-19. Programs, including food security, housing, utilities, and protecting vulnerable populations.



**Economic Recovery:** Specific actions to help small and medium businesses adversely affected by COVID-19 reopen and make modifications to their businesses to address COVID-19 issues related to health and safety.



**Reserves:** Regardless of analysis and preparation, emergencies and additional needs will be identified after the process is adopted. A moderate amount of funding will be held in reserve to address these emerging needs, with any remainder distributed into the other categories later in the year.

# Proposed Allocations

| Category          | Proposed First Allocation | First Allocation Percentage | Total Potential Allocation % | Total Potential Reimbursable |
|-------------------|---------------------------|-----------------------------|------------------------------|------------------------------|
| Public Health     | \$4M                      | 50%                         | 35%                          | \$11.2M                      |
| Education         | \$800k                    | 10%                         | 20%                          | \$6.4M                       |
| Human Services    | \$800k                    | 10%                         | 20%                          | \$6.4M                       |
| Economic Recovery | \$800k                    | 10%                         | 15%                          | \$4.8M                       |
| Reserves          | \$1.6M                    | 20%                         | 10%                          | \$3.2M                       |

- Once each program has been active for two weeks, the programs/process will be assessed and ensure that there are no issues or unanticipated challenges that need to be addressed.
- If improvements are needed, corrective actions will be proposed and implemented.
- Funding usage will be reviewed regularly to identify and implement actions that maximize utilization of available funds.

# Public Health & Government Services

- **Maximum Allocation: \$11.2 million**

- Funding will be utilized to expand and enhance testing, contact tracing, PPE supplies infection mitigation strategies and ensure coordination among partners.
- Funding to recover costs incurred directly by local government, law enforcement, County Health Department, County Constitutional Offices, and Judicial Offices to respond to the COVID-19 public health emergency.
- Immediate authorization to enter into an agreement with Sacred Heart Hospital to establish two mobile sites and associated items. Sites would test up to 300 people per day, 5 days a week.
- *Eligible expenses include (not limited to): PPE, testing kits, creation of testing sites, public health messaging, emergency information*



# Education

- **Maximum Allocation: \$6.4 million**

- Funding will be utilized to expand technology and digital learning needs as well as provide funding for sanitation and health infrastructure improvements.
- Expenses include laptops, expansion of wi-fi coverage, HEPA air purifiers and no contact thermometers.
- Project team will ensure no duplication of funding through other state and federal education sources.
- *Eligible expenses include (not limited to): enhanced cleaning and supplies, infrastructure improvements for social distancing, technology improvements for distance learning.*

# Human Services:

- **Maximum Allocation: \$6.4 million**

- Funding will be utilized for crisis intervention services which provide economic support and relief to those affected residents.
- Funding will not be distributed through individuals.
- Funds will be dispersed through the county's eligible non-profit organizations.
- *Allocations could include, food insecurity, utilities assistance, housing stability, childcare assistance, homelessness, transportation and mental health aid.*

# Economic Recovery:

- **Maximum Allocation: \$4.8 million**

- Funding will be utilized to support the reopening and recovery of local small businesses that experienced closures and impacts from the pandemic.
- Funding will also be utilized for unemployed citizens to retrain and provide up-skills training for in-demand industries and occupations.
- *Use for expenses not covered by other federal resources: sanitation, training, PPE, signage, marketing, etc.*

# Reserves:

- **Held for Emerging Needs: \$3.2 million**

- Additional community needs that may arise through the remainder of the calendar year.
- Reserve funds will be set aside for future COVID-19 related emergencies such as social distancing related to potential storm activity and address any other unanticipated un-budgeted needs.
- Reserve funds can also be reallocated to other programs if not needed.

# Next Steps

- To ensure the appropriateness and transparency of the expenditures that will be charged to the CARES Act program, staff has contracted with technical experts to develop programs and verify these expenditures.
- Staff will provide bi-monthly reports to the Board on the status of the programs, and related expenditures.

# Proposed Schedule

| Activity   | Proposed Date | Responsible Party    |
|--|---------------|----------------------|
| Approve Framework  | July 23       | SRCC                 |
| Develop programs, guidelines, applications, and procedures for each platform   | August 24     | Project Team         |
| Adopt CARES ACT programs   | August 27     | SRCC                 |
| Open programs, provide admin oversight, monitor activity, perform all reporting & data management activities.        | Ongoing       | Project Team         |
| Provide monthly update and propose any necessary program or budget modifications                                     | September 21  | Project Team         |
| Adopt CARES Act modifications, if necessary  | September 24  | SRCC                 |
| Provide monthly update and propose any necessary program or budget modifications.                                    | October 19    | Project Team         |
| Adopt CARES Act modifications, if necessary  | October 22    | SRCC                 |
| Monthly update & propose budget adjustments to utilize any remaining reserves, movement of funding among categories. | November 16   | Project Team         |
| Adopt CARES Act final budget modifications   | November 19   | SRCC                 |
| Close programs for new applicants  | December 1    | Project Team         |
| Complete processing on open applications   | December 8    | Project Team         |
| Submit final reimbursement requests  | December 15   | County Administrator |
| Provide final program report to Santa Rosa County Commission   | December 17   | Project Team         |
| Complete all remaining administrative tasks related to implementation of Cares Act Funding                           | December 30   | Project Team         |

# PROJECT TEAM OVERVIEW



**Project Lead  
Oversight, Coordination  
with County Staff &  
Stakeholders**

**Legal & Eligibility  
Component & Review**

**Compliance,  
Monitoring & Audit  
Components**



# Discussion





**VISIONFIRST ADVISORS**

STRATEGY | ACTION | RESULTS

A SUBSIDIARY OF BUTLER SNOW LLP

# THANK YOU!

---

Gray.Swoope@VisionFirstAdvisors.com

[www.VisionFirstAdvisors.com](http://www.VisionFirstAdvisors.com)