



Thomas P. McNamara, Mayor

MEMORANDUM

TO: City Council
Mayor

FROM: Carrie Hagerty, Finance Director

RE: American Rescue Plan Implementation Phase 3

DATE: December 14, 2023

Staff requests Council approval of the American Rescue Plan (ARP) Phase 3 Implementation Plan as presented. City Council previously approved ARPA Implementation Phase 1 and Phase 2 funding, the previously approved phases are on the City website here: <https://rockfordil.gov/277/American-Rescue-Plan> .

As bids are issued, all contract awards for work to be completed or items to be purchased under this plan will proceed to City Council for approval in accordance with our purchasing procedures prior to implementation. Funding for community programs will be presented to Council as they are prepared, either as new funding agreements or as amendments to existing agreements.

Understanding Phase 2 funding included multiple year programing for Youth Violence Reduction Programs - Community Centers, there will be additional funding agreements from Phase 2 funding that will continue.

ARP Implementation Phase 3 proposal is attached and explained below:

Forward for Fun 2024 & 2025 – \$280k. \$140k per year, same as previous years.

Public Art Displays – \$200k. Expansion of art throughout the city including the reestablishment of Founder Landing piece removed as part of relocation of S. Main Street. There are also additional art pieces that have been secured for display that these funds would assist in the installation of these pieces.

Excel Center – \$600k. Goodwill Industries of Northern Illinois will open the first Excel Center in Illinois in Rockford in fall 2024. The Excel Center is a free Adult High School that provides a high school diploma, workforce credentials and dual credits, and free childcare and wrap-around supports in one location for adult learners. It is a proven model with over 37 high schools around the country run by Goodwill agencies and independently studied for efficacy and impact.

Beyer Field improvements for Rockford Peaches – \$400k. Cost for field improvements to assist in securing women's baseball demonstration tournament in Rockford. After the USA Women's Baseball National Team event

in August of this year, there has been interest from Women’s Baseball World Cup, USA Women’s National team, Major League Baseball and World Baseball Softball Confederation (WBSC) for future events which would require additional field improvements.

Made for Rockford Campaign for 2 years - \$200k (100k per year for 2 of 5 year program). Partner with the private sector to continue Made for Rockford campaign by reactivating advertising and regional/national public relations, invest in tools to support recruiters, activation of the ‘Go Team band of volunteers, dedicated social media platforms, web and social content, local awareness-building and resident engagement.

Rockford Family Peace Center - \$1M Acquisition of the temporary library for the relocation of the Family Peace Center to include additional partners that the current space is not able to house. Service at the Family Peace Center are critical not only for survivors, but as part of the City’s violent crime reduction efforts.

Major Corridor Signage and Landscaping \$425k– Establish entry signs and landscaping on certain main entrance locations into the City. If approved, staff will bring back a data drive approach to additional signage location for consideration by Council.

Neighborhood Sign Program – \$ 100k assist neighborhoods and neighborhood groups in signage identification for neighborhoods. Create brand identity and pride.

ARPA GRANT FUND PROGRAM ALLOCATION		Obligated 12/31/2024 Spent by 12/31/2026	
Remaining Allocation			3,204,264
Community Investment			
Beyer Field Rockford Peaches			400,000
Forward for Fun 2024 & 2025			280,000
Excel Center			600,000
Made for Rockford Campaign 100k per yr for 2 of 5 year commitment			200,000
Major Corridor Signage and Landscaping			425,000
Public Art Displays			200,000
Neighborhood Sign Program			99,264
FPC			1,000,000
2023 Proposed Commitment Total			3,204,264