



**Committee:** Directly to Council  
**Committee Review:** N/A  
**Staff:** Gene Smith, Legislative Analyst  
**Purpose:** To introduce agenda item – no vote expected  
**Keywords:** COVID, Economic development

AGENDA ITEM #5Q  
November 9, 2021  
**Introduction**

## SUBJECT

Special Appropriation to the FY22 Operating Budget, Montgomery County Government, Office of the County Executive – Online Sales and Telework Grant Program, \$869,733 (Source of Funds: State Grant) and an amendment to FY22 Resolution 19-872, Section G, FY22 Designation of Entities for Non-competitive Award Status – Conference and Visitors Bureau

## EXPECTED ATTENDEES

None

## COUNCIL DECISION POINTS & COMMITTEE RECOMMENDATION

- N/A

## DESCRIPTION/ISSUE

The Executive requests approval of the subject resolution to implement a State grant that supports businesses recovering from the pandemic. The grant will assist businesses to develop an online sales framework and/or offer employees telework opportunities. The County will administer the grant program and Visit Montgomery will assist with the creating a new business directory, marketing, business outreach for the program.

## SUMMARY OF KEY DISCUSSION POINTS

- The source of funding is a State grant and the grant agreement between the County and State govern the use of the funds.
- The State grant allows up to 10% of the grant to be used for administration of the program. The Executive proposes using \$80,000 for administrative purposes and will provide a grant to Visit Montgomery. This \$80,000 grant will allow Visit Montgomery to:
  - Market and conduct business outreach for the grant program; and
  - Create, launch, and manage a new business directory called Discover MoCo on Visit Montgomery's website.
- The remainder of the State grant (\$789,733) will be used for direct grants to eligible businesses. The County will administer the grant program.
- The State grant agreement stipulates eligibility. Businesses are eligible for this grant if it: 1) was established prior to March 9, 2020; 2) is registered and in good standing with Maryland SDAT; 3) is currently in operation; 4) is physically located in the County; and 5) is registered on the Discover MoCo Business Directory on the VisitMontgomery.com website. Priority consideration will be given to applicants that do not have more than 20 total employees and also have not previously

received a COVID-19 Business Relief Grant or Loan from the Maryland Department of Commerce or a grant from the Maryland Department of Labor for the purchase of equipment to assist in the expansion of opportunities for telework.

- A public hearing is tentatively scheduled for November 16, 2021 at 1:30 PM. Action is tentatively scheduled immediately following the public hearing.

**This report contains:**

Executive memo

© #1

Proposed resolution

© #3

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OFFICE OF THE COUNTY EXECUTIVE


Marc Elrich  
County Executive

**MEMORANDUM**

November 3, 2021

TO: Tom Hucker, President  
Montgomery County Council

FROM: Marc Elrich, County Executive 

VIA: Richard S. Madaleno, Chief Administrative Officer 

SUBJECT: Special Appropriation #22-18 to the FY22 Operating Budget  
Montgomery County Government, Office of the County Executive and  
Amendment to FY22 Resolution 19-872, Section G, FY22 Designation of Entities  
for Non-competitive Award Status - Conference and Visitor's Bureau  
Online Sales and Telework Grant Program; \$869,733 - State Grant Funds

I am recommending a special appropriation to the FY22 Operating Budget of the Office of the County Executive in the amount of \$869,733 for funds disbursed from the State of Maryland from the American Recovery Act grant for the Online Sales and Telework Grant Program. From this special appropriation, \$789,773 will fund Online Sales and Telework grants to businesses and \$80,000 will be granted to Conference and Visitor's Bureau of Montgomery County, Maryland, Inc. (CVB).

This appropriation is needed to support businesses that have been impacted by COVID-19. The program will provide grants, not to exceed \$10,000, to eligible businesses to assist with an online sales framework and/or offering employees telework opportunities. The County will administer these grants, including application development, reviewing applications, distributing grant proceeds to qualifying applicants, and reporting as required.

In addition, the Special Appropriation #22-18 resolution will update Resolution 19-872, Section G, FY22 Designation of Entities for Non-Competitive Award Status to allow the Office of the County Executive to amend a current noncompetitive award. The action will increase the amount of the award with CVB and amend the award's purpose to allow the organization to perform marketing and business outreach activities for the Online Sales and Telework Grant Program and establish and manage an online business directory. The Chief Administrative Officer has determined that funding for this contract with this entity serves a public purpose and that such an

Tom Hucker, President, County Council

November 3, 2021

Page 2 of 2

expense would be in the public interest.

I recommend that the County Council approves this special appropriation in the amount of \$869,733 and specify the source of funds as State Grant Funds.

I appreciate your prompt consideration of this action.

ME:sjss

Attachment: Special Appropriation #22-18 to the Fiscal Year 2022 Operating Budget and Amendment to FY22 Resolution 19-872, Section G, FY22 Designation of Entities for Non-competitive Award Status

cc: Richard S. Madaleno, Chief Administrative Officer  
Judith Costello, Special Projects Manager, Office of the County Executive  
Jake Weissmann, Assistant Chief Administrative Officer, Office of the County Executive  
Michael Coveyou, Director, Department of Finance  
Kelly Groff, President, Visit Montgomery Rockville  
Jennifer R. Bryant, Office of Management and Budget

Resolution No.: \_\_\_\_\_  
Introduced: \_\_\_\_\_  
Adopted: \_\_\_\_\_

COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND

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By: Council President at the Request of the County Executive

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SUBJECT: Special Appropriation to the Fiscal Year 2022 Operating Budget, Montgomery County Government, Office of the County Executive – Online Sales and Telework Grant Program, \$869,733 (Source of Funds: State Grant) and Amendment to the FY22 Resolution 19-872, Section G, FY22 Designation of Entities for Non-competitive Award Status – Conference and Visitor’s Bureau NDA

**Background**

1. Section 308 of the Montgomery County Charter provides that a special appropriation is an appropriation which states that it is necessary to meet an unforeseen disaster or other emergency, or to act without delay in the public interest. Each special appropriation shall be approved by not less than six Councilmembers. The Council may approve a special appropriation at any time after public notice by news release. Each special appropriation shall specify the source of funds to finance it.
2. The County Executive has requested the following FY22 Operating Budget appropriation increases for the Office of the County Executive:

<u>Personnel Services</u>	<u>Operating Expenses</u>	<u>Total</u>	<u>Source of Funds</u>
\$0	\$869,733	\$869,733	State Grant Funds

3. This appropriation is needed to support businesses who have been impacted by COVID-19. The program will provide grants to businesses to assist with an online sales framework and/or offering employees telework opportunities. In addition, it will update Resolution 19-872, Section G, FY22 Designation of Entities for Non-Competitive Award Status to allow the Office of the County Executive (CEX) to establish a contract amendment with the Conference and Visitor’s Bureau of Montgomery County, Maryland, Inc. (CVB) with the purpose of performing marketing and business outreach activities for the Online Sales and Telework Grant Program and establish and manage an online business directory.
4. Montgomery County, Office of the County Executive has entered into an agreement with the State of Maryland, under the American Rescue Plan Act, for a grant in the amount of

\$869,733 for the Online Sales and Telework Grant Program. The agreement allows for the use of up to 10% of this grant to be utilized to support administrative cost of the program.

5. CVB collaborating with the County's Business Advancement Team, will receive \$80,000 to provide marketing and business outreach activities to promote the Online Sales and Telework Grant Program. In addition, CVB will create, launch, and manage a new business directory, Discover MoCo, on their established website, VisitMontgomery.com.
6. The balance of \$789,733 will be distributed directly in grant amounts not to exceed \$10,000 for eligible businesses. The County will administer these grants, including application development, reviewing applications, distributing grant proceeds to qualifying applicants and reporting as required. An entity will be eligible to receive assistance from the Online Sales and Telework Grant program if it: 1) was established prior to March 9, 2020; 2) is registered and in good standing with Maryland SDAT; 3) is currently in operation; 4) is physically located within Montgomery County; and 5) is registered in the Discover MoCo Business Directory on the VisitMontgomery.com website.

Priority will be given to eligible applicants that: 1) that have not received a COVID-19 Business Relief Grant or Loan from the Maryland Department of Commerce or a grant from the Maryland Department of Labor for the purchase of equipment to assist in the expansion of opportunities for telework; and 2) do not have more than 20 total employees, including part-time employees, excluding the owner.

7. Per the terms of the "Modification to Grant Agreement," the County will administer these grants, including application development, reviewing applications, distributing grant proceeds to qualifying applicants, and reporting as required.
8. Section 11B-14 (a) (4) of the Montgomery County Code states that "a contract may be awarded without competition if the Chief Administrative Officer makes a written determination that the contract award serves a public purpose and proposed contractor has been identified in a grant or appropriation resolution approved by the Council." The result of this action is to amend FY22 Designation of Entities for Non-Competitive Contract Award status to include a new amendment to the award for Conference and Visitor's Bureau of Montgomery County, Maryland Inc., to perform all the marketing and business outreach activities related to the Online Sales and Telework Grant Program and establish and manage an online business directory.
9. The Chief Administrative Officer has determined that funding for this contract with this entity serves a public purpose and that such an expense would be in the public interest.
10. Notice of public hearing was given and a public hearing was held.

### **Action**

The County Council for Montgomery County, Maryland approves the following resolution:

A special appropriation to the FY 2022 Operating Budget for the Office of the County Executive:

<u>Personnel Services</u>	<u>Operating Expenses</u>	<u>Total</u>	<u>Source of Funds</u>
\$0	\$869,733	\$869,733	State Grant Funds

This resolution amends Resolution 19-872, Section G, FY22 Designation of Entities for Non-Competitive Award Status to allow CEX to amend a noncompetitive contract with Conference and Visitor’s Bureau of Montgomery County, Maryland Inc. The CEX will increase the value of a current award with the Conference and Visitor’s Bureau of Montgomery County, Maryland, Inc. by \$80,000 for a new total award of \$1,712,834. Furthermore, the purpose of the award is amended to read: “Provides for promotion of tourism in Montgomery County, perform marketing and business outreach activities for the Online Sales and Telework Grant Program, and establish and manage an online business directory.”

This appropriation is needed to act without delay in the public interest.

This is a correct copy of Council action.

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Selena Mendy Singleton, Esq.  
Clerk of the Council