

Memorandum



CITY OF DALLAS

DATE April 29, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Rental Mortgage Assistance Program and Small Business Continuity Fund**

As we prepare to launch the Rental and Mortgage Assistance Program and the Small Business Continuity Fund, I would like to provide the following guide in English and Spanish. This guide will provide a high-level overview of each of the programs as well as Frequently Asked Questions in which residents should familiarize themselves with prior to each program's launch.

These programs are meant to assist City of Dallas residents and small businesses who have experienced hardship due to COVID-19. We recognize that many of those who will apply were already facing challenges prior to this pandemic. We want to serve as many people as we can, but we know this money will go quickly. For those who don't qualify or those who aren't able to receive assistance because of the limited funds, we are providing them with informational resources, so they know that help from other agencies is out there.

While current funds are limited for this process, the City of Dallas urges HUD to quickly release the other two allocations of funding so that we may use any additional money we receive to provide more rental, mortgage, or utility assistance, or small business assistance.

For the Rental or Mortgage Assistance program, the pre-screening process will begin on May 4, 2020. City of Dallas residents are invited to participate online at www.dallascityhall.com. The application is available on a smart phone, tablet, or desktop computer. For those residents without access to the internet, call center agents are available at 469-749-6500 from Monday-Friday, 9 a.m.-5 p.m. Due to expected higher than average call volume, residents may experience higher than average call times or a busy signal. Eligible applications will be processed on a first come, first serve basis.

The Small Business Continuity fund portal will also open on May 4, 2020, and remain open through May 11, at 11:59 p.m. The selection process is a lottery. All completed, eligible applications will be reviewed for consideration. Both loans and grants are available citywide. However, there is \$1.25 million dollars in priority grants for businesses located in highly distressed Census tracts. This information is being shared amongst small businesses located in those tracts. Additionally, the information will be highlighted on the Small Business Continuity Portal.

The Small Business Continuity fund application will be available at www.dallascityhall.com, starting on Monday, May 4. We are asking small business

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owners to attempt to fill out the application online first. If a small business owner still has questions about the application, they are invited to email SBCF@DallasCityhall.com or to call 469-749-6500 from Monday-Friday, 9 a.m.-5 p.m. Please note, call agents will not be able to fill out the application on behalf of the small business owner. Additionally, Due to high call volume, you may experience higher than average wait times.

Messaging and marketing materials will be pushed out starting on Thursday but the website and call center will not go live until Monday.

We are focused on ensuring a fair and equitable process for the disbursement of funds for both programs. Staff has been working around the clock to stand up a call center, recruit and train staff to answer calls, develop the applications, the process, the messaging, the website, and so much more. We are committed to the success of this roll out and appreciate your support and feedback.

For any questions or concerns, please do not hesitate to reach out.

Thank you,



Dr. Eric A. Johnson,
Chief of Economic Development and Neighborhood Services

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billieae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Laila Alequresh, Chief Innovation Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors