

Merced Main Street Association Fiscal Year 2016/2017 Agreement Compliance Evaluation

ATTACHMENT 2

Agreement for Professional Services	Task	Performance
Administration -	Establishment of a Downtown office or presence.	Established an office in the Greater Merced Chamber of Commerce.
	Administration Costs must be below 15% of the Award amount.	Administration costs budgeted were \$15,797.00 Out of the \$120,000.00 awarded.
Records & Reports	Records and reports made available to the City.	Generally provided as agreed. Financials and reports were turned in with the request for payments.
Organizational Structure	Establish an organizational structure based on The structure National Main Street Association.	MMSA established the organizational structure of the National Main Street Association. The Committees include the Organization Committee Promotion Committee, Design Committee, and Economic Restructuring Committee. The Committees meet monthly and they are working to become a California Main Street Program.

Downtown Outreach	Proposed social media plan, implementation Of a newsletter and outreach to businesses within the district.	Website was recreated in July 2017. A MMSA has a Facebook page and delivers invitations for monthly mixers. An electronic newsletter has created using Facebook as their medium.
Financial Records	Maintain full and complete records.	Provided as agreed
Insurance	Full Worker's Compensation of a minimum of \$100,000. General liability and automobile insurance of at least \$500,000.00. Certificate of Liability Insurance.	Done Done Submitted
<u>Scope of Work</u>		
Safety and Security	Emergency Lighting Program. Block to Block Security Program .	Emergency Lighting Program is in place for Merchants to place on their buildings. The Block to Block Security Program is out to MMSA's membership.
Promotions	Façade Grant was established for businesses within the district.	McAuley Motors, Coffee Bandits, Clifford Blauert Property and Gottschalks Music Building were

recipients of the Façade Grant. The Partisan Lounge is approved but pending its completion. Total fund disbursed was almost \$12,000.00.

Holiday Decorations.

68 Light Post Holiday decorations and banners were purchased for the 2016 season. 11 additional large pole decorations were purchased in 2017 for Bob Hart Square.

The Poppies Mural Project

MMSA underwrote the extension of the Poppies Mural Project around the complete perimeter of the flag pole flower bed in Bob Hart Square.

Events

Merced Certified Farmers Market

MMSA acquired an encroachment permit to post banners on City light poles in and around the parking lot at 16th and Canal.

Celebrate Downtown

Celebrate Downtown program was established to underwrite groups who hold events in the Downtown district to cover permitting fees. Event Organizers are given up to \$500.00 per event.

Merced FEAST

The inaugural and 2nd Annual Merced FEAST were sold out successes. MMSA in partnership with the Merced County Certified Market, Downtown Neighborhood Association (DNA), UC Merced and Merced College.

Fall Festival

Over 800 children participated in trick-or-treating in dozens of downtown businesses. Games, face-painting, and music for the public to enjoy.

Art Hop

The Merced Art Hop was given \$ 4,000.00 for their quarterly program from MMSA, in addition to City support of \$15,000.00

Spring Festival

MMSA hosted a Spring Festival for children which included egg hunts and activities for Children in Bob Hart Square.

Mercy Gulch

MMSA supported Mercy Gulch as a sponsor.

MMSA Annual Meeting

Annual meeting was held at the Multicultural Art Center.

Maintenance and Cleanliness

Steam cleaning

MMSA is looking into a steam cleaning program.