



Legislation Details (With Text)

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File created: 7/21/2016 **In control:** City Council/Public Finance and Economic Development Authority/Parking Authority

On agenda: 8/15/2016 **Final action:** 8/15/2016

Title: SUBJECT: Professional Services Agreement Between the City of Merced and Merced Main Street Association in the Amount of \$105,000 for Fiscal Year 2016-2017.

REPORT IN BRIEF

Agreement between the City of Merced and Merced Main Street Association to provide services to the Downtown Business Improvement Area during Fiscal Year 2016-2017.

RECOMMENDATION:

City Council - Adopt a Motion:

A. Approving an agreement with the Merced Main Street Association for Downtown Services for 2016-2017 for the amount of \$105,000.00; and,

B. Approving a Supplemental Appropriation of \$25,000.00 from Unreserved/Unencumbered Funds from 006 (Downtown Fund) to 006-1801-512.17-00 Professional Services line; and

C. Authorizing the City Manager to execute the necessary documents.

Sponsors:

Indexes:

Code sections:

Attachments: 1. MMSA Agreement - 08-15-2016 CC Mtg (Modified - No Exh A).pdf, 2. MMSA Agreement - Revised Exhibit A.pdf

Date	Ver.	Action By	Action	Result
8/15/2016	1	City Council/Public Finance and Economic Development Authority/Parking Authority	approved	Pass

Report Prepared by: Karen Baker, Development Associate, Merced Visitor Services Program

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ALTERNATIVES

1. Approve as recommended by staff; or
2. Approve, subject to notifications as conditioned by Council; or,
3. Deny the request completely; or,
4. Refer back to staff for reconsideration of specific items as requested by Council; or,
5. Defer action until a specified date.

AUTHORITY

Charter of the City of Merced, Section 200, Merced Municipal Code section 3.44.

CITY COUNCIL PRIORITIES

Downtown Fund 006 - **GOAL** - Partner and continue to coordinate with the Merced Main Street Association through the Professional Services Agreement.

DISCUSSION

Background

In 1970, downtown business owners asked the City to increase the downtown business license taxes and create a downtown fund from the additional tax. According to Merced Municipal Code 3.44.070, proceeds from the additional tax may be spend on the following: 1) capital improvements, 2) administration, 3) promotion, and other uses as approved by the City Council.

The Downtown Business Improvement Area is defined in Section 3.44.020 of the Merced Municipal Code is bounded by "G" Street on the east, "V" Street on the west, Union Pacific Railroad tracks on the south, and the alley between 19th and 20th Streets on the north.

The City of Merced was responsible for the Downtown Business Improvement Area from 2007 to 2014. In August of 2014, the City issued a Request for Proposal to find an independent contractor to provide services to the Downtown Business Improvement Area. Merced Main Street Association (MMSA) was awarded the contract and began providing services to the Downtown Business Improvement Area beginning in January 2015. Contracted responsibilities were based on the RFP, focusing on safety, security, cleanliness, maintenance, events, and securing National Main Street Program certification.

MMSA submitted a report on March 2, 2016 that detailed their successes for FY 2014-2015 and published an Annual report that the City received in May 2016. Their accomplishments include:

1. Assisted the Certified Merced Farmer's Market move from "N" Street to Canal and 16th Street.
2. Supported the Art Hop in the amount of \$3,000.00 for 2015.
3. Established a partnership with the Greater Merced Chamber of Commerce for rent and administration.
4. Established a Façade Improvement program.
5. Joined the California Main Street Program.

6. Facilitated Monthly membership meetings.
7. Created the Celebrate Downtown program.
8. Hired an intern to assist with marketing the Merced Certified Farmer's Market.
9. MMSA website was developed-www.mercedmainstreet.com.
10. Facebook page was created.
11. Design, Promotion, Organization and Economic Committees were organized and monthly meetings were held.
12. MMSA's Downtown Fall Festival held on October 31, 2015.
13. Light Post Holiday Decorations were purchased for the downtown district.
14. Contacted business owners through mailers for mixers, events, and general correspondence.
15. An encroachment permit was acquired to put up Farmer's Market Banners on City light poles in and around the parking lot on "16th" and Canal Streets. Banners were purchased and installed.

In FY 2015-2016, MMSA has created programs that are geared towards their targeted goals and objectives. Those programs include:

MMSA's Programs

Facade Improvement Grant which is an assistance program that provides for the maintenance, rehabilitation, and upgrading of existing commercial properties within the Downtown Merced Business Improvement Area. The Grant program is intended to stimulate building improvements while being mindful of the historical significance and uniqueness of downtown architecture. This program is designed to enhance the appearance of the district, and indirectly, make a positive statement about Downtown Merced's business climate. Recipients of this grant were McAuley Motors for \$3,000.00 and Coffee Bandits for \$1,200.00.

Celebrate Downtown is a sponsorship program that seeks to encourage community event organizers to consider Downtown Merced for their street fairs, parades, and events by supplementing the costs of insurance and permit fees from the city and county. The program seeks to further establish Downtown Merced as a community space and solidly define the area as Merced's Arts and Entertainment District. Recipients of this fund were Art Hop for \$3,000.00, Farmer's Market for \$1,000.00, Merced FEAST for \$340.00 and Downtown Street Fair for \$650.00.

Emergency Lighting is designed to assist downtown business owners who make improvements to their security lighting to help downtown small businesses from being vandalized, create a safer area, and put the Downtown Business Improvement Area in a brighter environment. A prototype has been purchased and will be attached to the Five Ten Bistro building. The lighting is battery operated and is motion censored.

Block by Block is an effort to build sub-regions within the Downtown Business District to bolster neighborhood partnerships and create a stable and safe neighborhood, block by block. MMSA is gathering information on downtown businesses and identifying block captains.

Holiday Decoration is designed to build a holiday decoration effort and create festive holiday ambience in the downtown core. This will be a project that will take several years to accomplish. MMSA purchased \$8,000.00 worth of holiday decorations and will continue to expand their inventory each year.

Description

The Merced Main Street Association would like to continue serving as the contractor for the Downtown Improvement Fund for 2016-1017. The Merced Main Street Association Board, which is all volunteer, is committed to building on the progress they have made as a new organization, focusing on how to best serve their mission which is safety, security, maintenance, cleanliness, and events in the Downtown. They have completed and submitted their 501 C(6) application to the State of California, have a paid membership to the California Main Street Association, and have submitted an application and are compiling reports to achieve their National Main Street Association certification.

MMSA is following the guidelines of the National Main Street Association, creating five subcommittees which include the Organization Committee, Economic Restructuring Committee, Design Committee and Promotions Committee. They have been working closely with other organizations such as the Downtown Neighborhood Association and Greater Merced Chamber of Commerce.

KEY DELIVERABLES/MILESTONES/TIMELINES

For FY 16-17, the MMSA will continue to build upon the work they have accomplished and add to the areas they feel will best serve their core mission including: safety and security, maintenance and cleanliness, and events in the Downtown Area.

They will also support, or continue to support, the following downtown district efforts:

- Work towards a “Welcome to Merced” arch in conjunction with the proposed High Speed Rail Station.
- Promote the Non/Certified Merced Farmer’s Market.
- Support the Merced Art Hop.
- The Greater Merced Chamber of Commerce contract for their administration agreement.
- Continue the Facade Grant for curb appeal improvements.
- National Main Street Program membership.
- Continue filing for a Non-profit 501C (6) legal fees with the IRS.
- Host Monthly Membership Meetings.
- Continue the Celebrate Downtown program.
- Obtain interns to assist in marketing the Downtown Core.
- Continue website maintenance for the MMSA.
- Design, Promotion, Organization and Economic Committees monthly meetings.
- Support Farmers’ Market Fall & Spring Festivals in partnership with the Certified Market and Main Street Members/Merchants.
- Acquire additional holiday decorations for the downtown core.
- MMSA brochure/map designed and printed.

- Printing and postage for mixers, events, school flyers and general correspondence.
- Implement Emergency Lighting Program.
- Initiate Block by Block Security Program.
- Support the Merced Downtown Neighborhood Association.
- Merced FEAST (Festival Engaging Agriculture Sustainability to the Table) in partnership with the Certified Farmers' Market, Farm Bureau, California Women for Ag, Downtown Neighborhood Association and Merced College
- Continue to support Thursday Night Summer's Street Faire.

Deliverable Funding Allocation: The distribution of funds for the services proposed by the MMSA is as follows:

Task	Allocation
Marketing	\$25,000
Administration	\$14,000
Programs and Projects	\$53,000
Membership Services	\$13,000
Total	\$105,000

IMPACT ON CITY RESOURCES

The General Fund is not used to pay for services provided through the Agreement.

ATTACHMENTS

1. Merced Main Street Association (MMSA) Agreement
2. MMSA Exhibit A - Scope of Services