



## Legislation Text

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**File #:** 18-132, **Version:** 1

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

**SUBJECT: Professional Services Agreement between the City of Merced and Merced Main Street Association in the Amount of \$60,000.00 for Fiscal Year 2017-2018**

### **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 2017-2018.

### **RECOMMENDATION**

**City Council** - Adopt a motion approving an agreement with the Merced Main Street Association for Downtown Services for 2017-2018 in the amount of \$60,000.00, and authorizing the City Manager or Assistant City Manager to execute the necessary documents.

### **ALTERNATIVES**

1. Approve as recommended by staff; or
2. Approve, subject to notifications as conditioned by Council; or,
3. Deny the requests 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 3.44.020.

### **CITY COUNCIL PRIORITIES**

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

### **DISCUSSION**

#### Background

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

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 that detailed their accomplishments for FY2016-2017 and published an Annual report. Their accomplishments include but are not limited to:

1. MMSA Website was created in July 2017.
2. Emergency Lighting Program is in place for merchants to place on their buildings.
3. Façade Grant was established and McAuley Motors, Coffee Bandits, Clifford Blauert Properties, and Gottschalks Music Building were recipients.
4. 68 Light Post Holiday decorations and banners were purchased for the 2016 season and 11 additional light pole decorations were purchased in 2017 for Bob Hart Square.
5. MMSA underwrote the extension of the Poppies Mural Project in Bob Hart Square.
6. MMSA acquired an encroachment permit to post banners highlighting the Certified Farmers Market on City light poles in and around the City parking lot at 16<sup>th</sup> and Canal.
7. Celebrate Downtown program assisted many events giving organizers up to \$500.00 per event. Events included Merced FEAST, Fall Festival, Art Hop, Spring Festival and Mercy Gulch.
8. The Merced FEAST was a sold out success highlighting Main Street. In addition, a free concert was added to this event on the following day.
9. Design, Promotion, Organization and Economic Committees continued to meet on a monthly basis.

The Merced Main Street Association Annual Report in full is attached.

### Description

The Merced Main Street Association would like to continue serving as the contractor for the Downtown Improvement Fund for 2017-2018. The Merced Main Street Association Board, which all volunteer, is committed to building on the progress they have made as a new organization, focusing on how best to serve their mission which is safety, security, maintenance, cleanliness, and events in the Downtown. They have completed, submitted and received their 501C (6) status. MMSA is a member of the California Main Street Association and are working on their National Main Street Association certification. Staff completed a 2016/2017 Agreement Compliance Evaluation (Attachment 2) based on MMSA's Scope of Services.

### Key Deliverables/Milestones/Timelines

For FY 17-18, 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, 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 High Speed Rail Station
- Promote the Non/Certified Merced Farmer's Market
- Continue the Façade Grant for curb appeal improvements

- Contract with the Greater Merced Chamber of Commerce for administration
- Host Monthly Membership Meetings
- Continue Celebrate Downtown program to underwrite groups who hold events in the downtown district
- MMSA brochure/map designed and printed
- Interns to assist in marketing in the Downtown Core.
- Design, Promotion, Organization and Economic Committees meet monthly
- Support Farmers' Market Fall and Spring Festivals in partnership with the Certified Market and Main Street Members/Merchants
- Continue Emergency Lighting Program
- Support the Merced Downtown Neighborhood Association
- Merced FEAST (Festival Engaging Agriculture Sustainability to the Table) Dinner and Concert in partnership with MCFM, Merced Farm Bureau, California Women for Agriculture, Merced College and UC Merced
- Thursday Night Summer's Street Faire
- Purchase additional Holiday Decorations
- Block by Block Security Program
- National Main Street Membership

<b>TASK</b>	<b>Allocation</b>
• Marketing	\$ 12,000.00
• Administrative	\$ 10,000.00
• Programs and Projects	\$ 34,000.00
• Membership	\$ 4,000.00
• <b>Total</b>	<b>\$ 60,000.00</b>

### IMPACT ON CITY RESOURCES

Funding is available within FY17/18 Downtown Fund budget. The General Fund is not used to pay for services provided through the Agreement.

### ATTACHMENTS

1. Merced Main Street Association (MMSA) Agreement
2. MMSA 2016/2017 Agreement Compliance Evaluation
3. MMSA Scope of Work
4. MMSA Annual Report