



## Legislation Details (With Text)

**File #:** 18-578      **Version:** 1      **Name:**  
**Type:** Consent Item      **Status:** Passed  
**File created:** 10/30/2018      **In control:** City Council/Public Finance and Economic Development Authority/Parking Authority/Successor Agency to the Redevelopment Agency  
**On agenda:** 11/19/2018      **Final action:** 11/19/2018  
**Title:** SUBJECT: Approval of Agreement with the Merced Main Street Association in the Amount of \$60,000 for Services and the Administration of the Downtown Business Improvement Area for Fiscal Year 2018-2019

### REPORT IN BRIEF

Considers approving an Agreement between the City of Merced and the Merced Main Street Association in the amount of \$60,000 to provide services to the Downtown Business Improvement Area during Fiscal Year 2018-2019.

### RECOMMENDATION

City Council - Adopt a motion approving an agreement with the Merced Main Street Association for Downtown Services for 2018-2019 in the amount of \$60,000.00, and authorizing the City Manager or Assistant City Manager to execute the necessary documents.

### Sponsors:

### Indexes:

### Code sections:

**Attachments:** 1. Merced Main Street Agreement 2018\_2019.pdf

Date	Ver.	Action By	Action	Result
11/19/2018	1	City Council/Public Finance and Economic Development Authority/Parking Authority/Successor Agency to the Redevelopment Agency	approved	Pass

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

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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.

Merced Main Street Association (MMSA) has been in a service agreement with the City of Merced for the administration of Downtown Services since January 2015. Contracted responsibilities continue to be based on a RFP prepared by the City of Merced focusing on safety, security, cleanliness, maintenance, events, and securing National Main Street program certification.

On October 6, 2018, Council approved an agreement with Merced Art Hop for \$15,000.

### Description

The Merced Main Street Association would like to continue serving as the contractor for the Downtown Improvement Fund for 2018-2019. The Merced Main Street Association Board, which is all volunteer, is committed to building on the progress they have made as an organization, focusing on how best to serve their Downtown business community. Merced Main Street Association is a non-profit organization operating pursuant to Section 501(c)(6) of the Internal Revenue Code, a member of the California Main Street Association and continuing to work on their National Main Street Association certification. They have opened an office in Downtown Merced in partnership with the Greater Merced Chamber of Commerce. In addition, they have agreed to take over the Downtown Christmas Parade from the Active 20/30 Club who decided it was time to turn it over to another organization.

### Key Deliverables/Milestones/Timelines

For FY 18-19, 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 Railroad Station
- Promote the Non/Certified Merced Farmer’s Market
- Contract with the Greater Merced Chamber of Commerce for administrative services
- Continue the Façade Grant for curb appeal improvements
- California Main Street Alliance membership
- Host Quarterly Membership Meetings
- Continue Celebrate Downtown program to underwrite groups who hold events in the downtown district to cover permitting fees
- Have interns to assist in marketing the Downtown Core
- Website Maintenance for MMSA
- 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 to purchase Holiday decorations for the Downtown district
- MMSA provides an Annual Report for distribution to showcase their accomplishments during each Fiscal Year.
- 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, Farm Bureau, California Women for Ag and Merced College
- Organize and arrange the Downtown Christmas Parade

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

## IMPACT ON CITY RESOURCES

Funding is available within FY 18/19 Downtown Fund (006) budget. The General Fund is not used to pay for services provided through the Agreement.

## ATTACHMENT

1. Merced Main Street Association Agreement for FY 18-19