



Legislation Text

File #: 19-521, **Version:** 1

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SUBJECT: Approval of Agreement with the Merced Main Street Association for \$65,000 for Services and the Administration of the Downtown Business Improvement Area for Fiscal Year 2019-2020

REPORT IN BRIEF

Considers approving an agreement between the City of Merced and the Merced Main Street Association for \$65,000 to provide services to the Downtown Business Improvement Area during Fiscal Year 2019-2020 to include oversight for the planning and execution of the quarterly Merced Art Hop events and the administration of the Downtown Christmas Parade.

RECOMMENDATION

City Council - Adopt a motion approving the agreement with the Merced Main Street Association for Downtown Services for 2019-2020 in the amount of \$65,000.00, and authorizing the City Manager or the 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 19th and 20th 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.

Description

The Merced Main Street Association would like to continue serving as the contractor for the Downtown Improvement Fund for 2019-2020. 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 an office in Downtown Merced in partnership with the Greater Merced Chamber of Commerce. In addition, they will be provide administration of the Downtown Christmas Parade and oversight of the quarterly Merced Art Hop events.

Key Deliverables/Milestones/Timelines

For FY 19-20, 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:

- Administration of the Merced Art Hop Funds for the fiscal year.
- Foster a partnership with the Downtown Neighborhood Association.
- Work towards a “Welcome to Merced” Arch in conjunction with the High Speed Railroad Station.
- Promote the Non/Certified Merced Farmer’s Market.
- Continue the Façade Grant for curb appeal improvements.
- Maintain the California Main Street Alliance program membership.
- Host Quarterly Membership Meetings
- Continue Celebrate Downtown program to underwrite groups who hold events in the downtown district to cover permitting fees incurred.
- Website Maintenance for MMSA.
- Design, Promotion, Organization and Economic Committees meet monthly.
- Continue to purchase Holiday decorations for the Downtown district.
- Printing and postage for mixers, events, school flyers and general correspondence.
- Continue Emergency Lighting Program
- Merced FEAST (Festival Engaging Agriculture Sustainability to the Table) Dinner and Concert in partnership with MCFM, Farm Bureau, California Women for Ag, Merced College, and UC Merced.
- Provide administration for the Downtown Christmas Parade.
- Maintain a MMSA Office in Downtown Merced.

TASK	Allocation
• Marketing	\$ 5,000.00
• Administrative	\$ 20,250.00
• Programs & Projects	\$ 22,750.00
• Membership	\$ 5,500.00
• Downtown Christmas Parade	\$ 3,500.00
• Merced Art Hop	<u>\$ 8,000.00</u>
• Total	\$ 65,000.00

IMPACT ON CITY RESOURCES

Funding is available within FY 19/20 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 19/20
2. MMSA Annual Report