

## Council Agenda Report

Agenda Item No. 09

Date: 01/28/2019

**Date:** January 28, 2019

**Submitted by:** Katie Clendaniel, Main Street Director

**Prepared by:** Patrick Comiskey, City Manager

**Subject:** Main Street Program Funding Request

**Recommendation:** That Commissioners consider the request. I also recommend that Commissioners consider directing some of the funds toward the Pine Street decorative lighting project.

**DISCUSSION:** Last spring, the Mayor and Commissioners requested Main Street incorporate more activities and programming for Pine Street. Main Street responded by holding a cultural festival on Pine Street in late summer. A financial contribution from Main Street and a letter of support may help the city receive state support for the lighting project.

**Fiscal Impact:** \$20,000

**Enforcement Authority:** Patrick Comiskey, City Manager

**Approved by:** Patrick Comiskey, City Manager

		City of Cambridge	CMS / GRANT FUNDS / Sponsorship	Total Cost	Notes / Description
1	Artist Banners on Pine Street	\$2,000	\$0	\$2,000	\$58.75 cost per banner x 34 banners = \$1997.5, does not include design. Art submissions by local artists, potential competition opportunity.
2	Public Art - Pine Street Mural	\$1,000	\$5,000	\$6,000	Secure and install a public art mural along Pine Street.
3	Mosaic - 500 block Race Street 2019	\$1,000	\$5,220	\$6,220	Grant for \$5,000 covers a portion of the project cost. Proposal specifics were presented to council. CMS will contribute \$220.00 towards this project.
4	300 High Holiday Wreaths & Bows 2019		\$2,420	\$2,420	Until end of February wreaths and bows are discounted 33%. Each wreath is \$310 with discount (need 5), each bow \$87 with discount (need 10). We have a grant for \$2,000 in hand. CMS will put \$420 towards this purchase.
5	Spring Valley Tree Lighting 2019	\$500	\$500	\$1,000	Costs include sound & production, cost of tree, candy canes for Santa, replacement of the luminary lights each year. A grant from Rotary for \$500 is sought each year.
6	Groove City Culture Fest 2019	\$3,500	\$6,500	\$10,000	City funds would go towards a portion of the cost of entertainment and production (such as talent costs, sound and stage rentals).
7	Groove Fest Downtown Music Festival - Entertainment 2019	\$2,000	\$2,800	\$4,800	City funds would go towards a little less than half of the entertainment & production costs for the event.
8	Marketing Fund - Promote Second Saturday, all festivals & events 2019	\$5,000	\$5,750	\$10,750	Funds would support marketing expenses for downtown festivals, events, attractions, Second Saturdays, and general district promotion.
9	Business Retention Program - SBDC Retail & Restaurant Specialist 2019	\$5,000	\$55,000	\$60,000	Garrett Glover (Statewide Retail and Restaurant Specialist SBDC) will be working in Cambridge one-on-one with downtown district businesses working towards strengthening existing businesses, helping them to achieve longevity, and develop tools and strategy for their businesses. This program successfully launched in Ellicot City following 2016 flood. Target is \$75,000 for first year, grants recieved to date from USDA & George B Todd Fund.
	<b>TOTALS</b>	<b>\$20,000</b>	<b>\$83,190</b>	<b>\$103,190</b>	