



Staff Report

File #: 20-347

Version: 1

Date: 9/14/2020

Item #: 3.3f.

TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Kristin Retherford, Urban Development Director

SUBJECT:

Grant to Salem Main Street Association for Holiday Promotion and Events

Ward(s): Ward 1

Councilor(s): Councilor Kaser

Neighborhood(s): CANDO

Result Area(s): Strong and Diverse Economy; Welcoming and Livable Community.

ISSUE:

Shall the City Council authorize the City Manager to execute the attached grant agreement for \$5,000 with the Salem Main Street Association (SMSA), a 501 (c)(3), to fund costs associated with marketing and organizing downtown holidays events?

RECOMMENDATION:

Authorize the City Manager to execute the attached grant agreement for \$5,000 with the Salem Main Street Association (SMSA), a 501 (c)(3), to fund costs associated with marketing and organizing downtown holidays events.

SUMMARY:

The economic impacts of the COVID-19 pandemic are severe for many Salem businesses. To support local businesses, specifically downtown businesses during the upcoming holiday season, staff is proposing a grant to SMSA in the amount of \$5,000.

Grant funds will be used to support SMSA's efforts to market Salem's downtown and draw shoppers to the area during the holiday season. Eligible expenses include promotion of downtown events, marketing materials produced by SMSA, and funding a temporary staff position hired by SMSA to coordinate these promotional efforts.

FACTS AND FINDINGS:

There is sufficient budget authority within the Urban Development General Fund budget to fund the grant.

BACKGROUND:

The City has adopted several grant programs to support small businesses in the community, established downtown street closures to assist restaurants serve more customers, and authorized grants to local Cultural and Heritage non-profits to aid with business expenses. This grant aligns with the City's efforts to support local businesses during the pandemic (Attachment 1).

Renee K Frazier
Financial Services Manager

Attachments:

1. Grant Agreement