

# Work Session Agenda Memo

**From:** Paul M. Briseno, City Manager

**Council Meeting:** March 17, 2020

**Subject:** Chamber/Downtown Operation & Event Update

**Person(s) Responsible:** Paul M. Briseno, City Manager

## **Summary:**

The Brookings Chamber of Commerce and Downtown was asked to update the City Council of existing operations, downtown goals, financing, and 2020 planned events. This is the second year of the newly formed operational agreement.

## **Background:**

In 2018, the Brookings Chamber of Commerce took over the downtown management. A fulltime Downtown Director and oversight of the Downtown at Sundown took place in 2019. The City provides \$83,075 of Third B funding to the Chamber (\$25,575), Downtown (\$30,000) and Downtown at Sundown (\$27,500) in 2020. The Downtown Acceleration Grant Program (\$50,000) was not funded in 2020.

The Brookings Chamber of Commerce provides oversight of the Downtown through the Director who is a Chamber employee. The Downtown has an advisory board who provides insight of business, patron and community desires, opportunities, and issues. The Director further provides management of multiple events with the assistance of Chamber staff and countless volunteers.

## **Item Details:**

The Brookings Chamber of Commerce was asked to give City Council a brief update of existing operations, downtown goals, financing, and 2020 planned events. The strong support of the Chamber and Downtown has realized growth in events and programming.

## **Legal Consideration:**

None.

## **Strategic Plan Consideration:**

A strategic initiative from the 2018-2023 City of Brookings Strategic Plan includes efforts of the Chamber/Downtown. Specifically, assist new business expansion within the downtown central business district and encourage renovation, develop and implement a Downtown Master Plan, sponsor/support special events and activities to increase visitor traffic.

**Financial Consideration:**

The City provides \$83,075 to the Chamber and Downtown through the Third B revenues. In 2020, the downtown acceleration grant of \$50,000 was cut as revenues did not support this expenditure. It's critical groups who receive Third B revenues assist in strengthening growth.

**Supporting Documentation:**

1. Presentation