

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	October 25, 2010
	Agenda Item No.	30
	Roll Call No.	[_____]
	Communication No.	<u>10-647</u>
	Submitted by:	Matthew Anderson Economic Development Administrator

AGENDA HEADING:

Resolution of Support and Approval of the Main Street Iowa Program Agreement with the Iowa Department of Economic Development and 6th Avenue Corridor, Inc.

SYNOPSIS:

On March 23, 2009, by Roll Call No. 09-503, the City Council endorsed an application by the River Bend and Cheatom Park Neighborhood Associations to participate in the Iowa Main Street Program as an Urban Neighborhood District. That application was subsequently approved by the Iowa Department of Economic Development. 6th Avenue Corridor, Inc. was incorporated under the Revised Iowa Nonprofit Corporation Act to administer and fulfill the activities required under the Main Street Iowa Urban Neighborhood District Program. The City and 6th Avenue Corridor, Inc. must sign a Main Street Iowa Program Agreement to continue participation in the program.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

In May, 2009, the River Bend Neighborhood Association received the Main Street Urban Neighborhood District Program designation for the 6th Avenue Corridor. This project will be administered through Iowa Department of Economic Development (IDED) and the National Trust for Historic Preservation Main Street Center. The ultimate goal of this project is to develop economically, physically and socially healthier River Bend and Cheatom Park neighborhoods. To support this project, the City Council agreed on March 23, 2009 to contribute \$30,000 over three years to assist with the administrative costs associated with the project.

The Urban Neighborhood District Program provides the opportunity to hire and train a director who will organize and promote local-area businesses which will increase sales and help form a 6th Avenue brand identity. The program will also provide training for business owners.

Main Street Boundaries:

Sixth Avenue from I-235 north to the Des Moines River, from the street to the alleys; and Seventh Street from I-235 to where it joins Sixth Avenue south of University Avenue, from the street to the alleys.

PREVIOUS COUNCIL ACTION(S):

Date: March 23, 2009

Roll Call Number: [09-503](#)

Action: Resolution designating support of the River Bend Neighborhood Association participation in the Main Street program, approving an economic development grant in the amount of \$30,000 to be paid out over three years, and approving a commitment to designate a city official to represent the city on the local nonprofit main street governing board of directors upon its creation. ([Council Communication No 09-185](#)) Moved by Hensley to adopt. Motion carried 5-2.

Date: July 27, 2009

Roll Call Number: [09-1346](#)

Action: Appointment of Terrance N. Vorbrich to Sixth Avenue Corridor, Inc., Main Street Board of Directors. ([Council Communication No. 09-497](#)) Moved by Vlassis to adopt. Motion carried 7-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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