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| ITEM #: | <u>9</u> |
| DATE: | <u>12-19-23</u> |
| DEPT: | <u>Admin</u> |

COUNCIL ACTION FORM

**SUBJECT: REQUEST FOR SUPPORT FOR AMES MAIN STREET PARTICIPATION IN
MAIN STREET IOWA PROGRAM**

BACKGROUND:

In 2009, Main Street Iowa, a program of the Iowa Economic Development Authority, approved an application from the Main Street Cultural District (now Ames Main Street, or AMS) to become a Main Street Iowa Community. Main Street Iowa provides training, technical support, and financial resources to participating Main Street Iowa communities. A program agreement between AMS, the Iowa Economic Development Authority, and the City outlines the responsibilities of each party for AMS to continue receiving this support.

The current program agreement is set to expire on December 31, 2023. A new agreement has been submitted for the City Council to consider. The proposed agreement would be in effect through December 31, 2027.

As with prior versions of this agreement adopted by the City, the City's responsibilities include adopting a resolution of support for the AMS, which commits the City to financially support AMS, a commitment to appoint a City official to the AMS board, and a commitment that the local program will follow the approach outlined by Main Street Iowa.

The City Council has provided support for the Main Street Cultural District on an annual basis. **Although this agreement requires a commitment of financial support for the Main Street Cultural District, the City Council ultimately determines its level of financial support for the program during each budget process.**

The program agreement contains minor adjustments compared to prior versions adopted by the City. The adjustments do not appear to obligate the City to any significant new terms or conditions. A resolution of support, which also must be submitted to IEDA, is attached to this report.

ALTERNATIVES:

1. Approve the Program Agreement and adopt a resolution of support for Ames Main Street.
2. Do not approve the Program Agreement or resolution of support.

CITY MANAGER'S RECOMMENDED ACTION:

Ames Main Street receives critical support from the Main Street Iowa program. This support facilitates the events, activities, promotions, beautification projects, and grant opportunities in which Ames Main Street participates. **Although the resolution and program agreement require a financial commitment to Ames Main Street on behalf of the City, the City Council is free to determine the level of financial support it wishes to grant to Ames Main Street.** Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

ATTACHMENT(S):

[Letter and Packet to City 12.7.2023 City Ames MSI Continuation Agreement.pdf](#)