



CITY COUNCIL STAFF REPORT

ITEM NO. 6.8

DATE: November 24, 2025

TO: Honorable Mayor and City Council

FROM: Brandon Cardwell, Innovation and Economic Development Director

SUBJECT: Resolution accepting the Livermore Downtown Inc Annual Report for Fiscal Year 2024-25 and authorizing the execution of a grant agreement with Livermore Downtown Inc. in the amount of \$90,000 for Fiscal Year 2025-2026.

RECOMMENDED ACTION

Staff recommends the City Council adopt a resolution accepting the Livermore Downtown Inc. Annual Report for Fiscal Year 2024-25 and authorizing the City Manager to execute a grant agreement with Livermore Downtown Inc. for grant activities from July 1, 2025, to June 30, 2026, in the amount of \$90,000.

DECISION TYPE

Administrative

SUMMARY

The City's agreement with Livermore Downtown Inc. (LDI) dated November 26, 2024, requires LDI to provide an annual report outlining the organization's accomplishments during the previous year and describing its goals for the coming year (Exhibit A to the resolution). Staff recommends the City Council accept the Livermore Downtown Inc. Annual Report for Fiscal Year 2024-25 and authorize the execution of a grant agreement (Exhibit B to the resolution) with Livermore Downtown Inc. providing \$90,000 from the General Fund for Fiscal Year 2025-26.

DISCUSSION

Since 1986, the City of Livermore, and for a time the former Redevelopment Agency, have provided annual grant funding to Livermore Downtown Inc. (LDI) as part of a common mission to enhance economic growth, assist downtown businesses, and promote the downtown and the City of Livermore. As required by the Grant Agreement, LDI has provided an Annual Report covering grant activities in Fiscal Year 2024-25, attached as Exhibit A to the Resolution. The report details the activities and accomplishments of the organization for the past year and also its plans for the coming year.

In FY 2024-25, LDI used the funds to meet its obligations under the agreement through events attracting a total of around three hundred thousand (300,000) people. Events include the year-round Sunday farmers market, Livermore Half Marathon, Downtown Street Fest, Summer farmers markets (Thirsty Thursdays and Family Nights at the Market), Witches Night Out, Kidz Town Halloween Hay Day, Earlier Than the Bird, Holiday Village, and the Holiday Sights and Sounds Parade. LDI also continued to partner with the City of Livermore on dissemination of pertinent information related to ongoing construction projects, outdoor dining policies, sound ordinances, Alcoholic Beverage Control (ABC) training for businesses, and other matters. LDI continued to enhance their website, as well as marketing and media efforts, including social media. This fiscal year, LDI's combined Instagram and Facebook followers has reached 38,600 and its newsletter subscribers has reached 8,000.

For this fiscal year, LDI will continue to partner with the City in promoting economic vitality and implementing sustainable business practices in the downtown, including educating downtown businesses on the City's Climate Action Plan. LDI will also expand on the Livermore Valley Made Initiative, Arts Promotion, and Livermore Valley Tourism efforts and programs, among other activities and programs highlighted in the attached Grant Agreement.

FISCAL AND ADMINISTRATIVE IMPACTS

The \$90,000 has already been budgeted in the City's General Fund (Fund 001) for FY 2025-26.

COMMUNITY PILLAR

2: Economy that Prospers

GOAL

1: Lead efforts, in collaboration with internal and external partners, to provide effective communication and engagement with businesses.

ATTACHMENTS

1. Resolution
2. Exhibit A - Annual Report 2024-2025
3. Exhibit B - Grant Agreement with Livermore Downtown Inc.

Prepared by: Theresa de la Vega
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Approved by:



Marianna A. Burch
City Manager

Fiscal Review by:



Tina Olson
Administrative Services Director