



Agenda Item: Presentation

Title: Fee for Service Agreement with the Laramie Main Street Alliance

Administrative or Policy Goal:

Holistic Economic Development Goal A1:

Through and with the City’s economic development partners, recruit 3-4 new businesses within the Retail, Service, and/or Manufacturing Industries.

Background: In 2005, the City of Laramie applied for and received designation by the Wyoming Business Council as an inaugural Main Street community. The Laramie Main Street Alliance (LMSA) formed shortly thereafter. The City of Laramie has contributed \$341,585 to LMSA over the past ten years. Until recently, this contribution was made via the Community Partners grant program. With the switch to a Fee for Service funding mechanism, the City’s contribution increased to by 25%.

LMSA partners with the Wyoming Business Council’s Main Street Division and is guided by the principles of the National Main Street program which employs a “Four-Point Approach” to downtown development which includes economic development, design, organization, and promotion.

The mission of LMSA is to strive “to preserve historic Downtown Laramie while enhancing its economic and social vitality”.

Notable outcomes of the Laramie’s investment in LMSA are detailed within the [2010-2018 Economic Development Update](#). Refer to pages 15-18.

(Note: LMSA’s Fee for Service contract only addresses professional services provided to the City of Laramie by LMSA, but there is another project/property specific contract related to the Business Ready Community funded Empress Redevelopment project.)

LMSA Director, Trey Sherwood, will present an update to the council on each of the services provided by contract to the City. In FY 2018/ 2019, \$50,000 was paid for the following services:

- a. *Support pertinent City Council goals and municipal initiatives and encourage economic development within the Downtown Development Authority District which shall enhance the quality of life for city residents by offering cultural and social amenities, attracting and retaining employers, creating and retaining jobs, increasing the economic vitality of businesses in the district and fostering the enhancement of public space downtown.*
- b. *Promote and market the district to attract customers, retain, grow and recruit businesses.*
- c. *By October 1, 2018 communicate to CITY staff a plan for assessing the effectiveness of such economic development activities provided by LMSA under this Agreement and provide an annual report to the CITY.*

- d. *By March 31, 2019, provide to the CITY a plan for attaining organizational self-sufficiency such that funding support through the CITY will no longer be necessary to maintain the regular day-to-day operations of the LMSA*
- e. *Maintain sound financial accounting procedures and practices for the funds received from the CITY under the terms of this Agreement, including financial books, ledgers, records, documents and other evidence necessary to sufficiently and properly reflect all transactions involving funds from the CITY or grant funds which are passed through the CITY. This includes all development projects in which the CITY was the grant recipient. Upon written request of the CITY, LMSA will make these documents available for inspection at the LMSA offices within five (5) business days.*
- f. *Provide a written financial and transaction report of the sources and uses made of funds received under this Agreement. The report will be provided to the City Manager and City Council on July 10 of each year for the prior year activity (i.e., the report for July 1, 2018 – June 30, 2019, will be due on July 10, 2019.) If the report is not received, payments under this or subsequent agreements may be withheld.*
- g. *Participate in any reporting as required by the Wyoming Business Council for the Empress Lot Redevelopment Project.*
- h. *Acknowledge, as appropriate, the City of Laramie's contribution to the Laramie Main Street Alliance and its participation in the Empress Lot Redevelopment project and other relevant projects and initiatives in press releases, social media posts, and public forums.*

Main Street submitted the self-sufficiency plan and the performance measures that were newly required this year. Staff have instructed the agency to provide an initial brief overview as part of their annual report

(Note: Staff would advise Councilors to consider information related to both the self-sufficiency plan and performance measures as merely a “first-draft” initial concept at this time. Staff are actively working with partner agencies to improve consistency and accuracy of the financial data and performance statistics they have provided.)

2010 to 2014 Investment in LMSA

	2010	2011	2012	2013	2014	5-Yr. Change, 2010 to 2014
LARAMIE AIRPORT	\$85,278	\$82,578	\$80,528	\$80,528	\$91,628	7.4%
LCBA	\$78,000	\$79,000	\$90,000	\$90,000	\$110,000	41.0%
MAIN STREET	\$26,961	\$25,556	\$26,722	\$26,722	\$25,778	-4.4%
	\$190,239	\$187,134	\$197,250	\$197,250	\$227,406	19.5%

2015 to 2019 Investment in LMSA

	2015	2016	2017	2018	2019	5-Yr. Change, 2015 to 2019
LARAMIE AIRPORT	\$94,692	\$96,324	\$92,704	\$95,617	\$120,000	26.7%
LCBA	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	0.0%
MAIN STREET	\$40,000	\$40,000	\$40,000	\$40,000	\$50,000	25.0%

10-Year City Investment in LMSA

	10-Yr. Change, 2010 to 1029	10-Yr. Total
LARAMIE AIRPORT	40.7%	\$919,877
LCBA	41.0%	\$997,000
MAIN STREET	85.5%	\$341,739
	47.2%	\$2,258,616

City Investment Statistics, 2019

	<u>By District Area Served</u>	<u>Per Capita</u>	<u>Per Household</u>
LARAMIE AIRPORT	\$6,749 per sq. mi.	\$3.89	\$8.91
LCBA	\$6,187 per sq. mi.	\$3.57	\$8.17
MAIN STREET	\$440,141 per sq. mi. (\$1,786 per block)	\$1.62	\$3.71

City Investment Statistics, 2010 -2019

	<u>Annual Average, By District Area Served</u>	<u>Per Capita</u>	<u>Per Household</u>
LARAMIE AIRPORT	\$5,174 per sq. mi./yr.	\$29.85	\$68.30
LCBA	\$5,607 per sq. mi./yr.	\$32.35	\$74.03
MAIN STREET	\$300,827 per sq. mi./yr. (\$12,205 per block/yr.)	\$11.09	\$25.37