



Agenda Item: Resolution

Title: Resolution 2020-43 supporting four initiatives in the Downtown District in an effort to assist with economic development efforts related to COVID19.

Recommended Council MOTION:

I move that City Council approve Resolution 2020-43 supporting four initiatives in the Downtown District in an effort to assist with economic development efforts related to COVID19 and authorize the Mayor and Clerk to sign.

Administrative or Policy Goal:

Covid-19 Response to economic downturn.

Background:

Based on results of a survey conducted by the Laramie Main Street Alliance and staff evaluation of those results staff is recommending five items in an attempt to assist with economic development in Laramie, Wyoming.

The first initiative is the deployment of hand sanitizer stations in the Downtown District. The intent of the hand sanitizer stations is to provide increased sanitary services for those visiting the downtown and providing a safer environment. The second initiative is the approval of a blanket sidewalk sales permit obtained by the Laramie Main Street Alliance. The intent of this permit was to provide retail businesses the opportunity to present their goods in an outdoor environment providing a safer shopping experience. The third initiative is the development of liaison team (Reese, Bartholomew, Feezer) to encourage and assist with temporary or permanent right-of-way obstructions for the food and beverage service industry in the Downtown District. The fourth initiative was the implementation of the open container district approved on January 7, 2020. The intent of this initiative was to provide an avenue to encourage pick up and dine outdoor availability for those wishing to have that service in the Downtown District. The fifth, and final, initiative is the development of the "Hollyhock Commons." This initiative was to provide enhanced areas for outdoor dining and public use. This initiative was to convert the eastern 60' of the "Hollyhock Parking Lot" into a parklet complete with picnic tables, planters, flowers, umbrellas and synthetic turf. This initiative would provide eight six seat tables that are properly socially distanced.

Each of these initiatives alone may not seem to add to economic development however, all of these initiatives combined may provide positive support to the businesses in the Downtown District. There are concerns with all of these initiatives. Hand sanitizer stations could get vandalized, fail to work during the winter. The LMSA retailer permit may not have fair weather. The liaison team may not lead to any success. The open container district may have trash, enforcement and environmental issues. The "Hollyhock Commons" may have rules broken, reduce parking in the downtown by 5 to 6 spaces.

Staff has developed these concepts, weighed the concerns and believes that, on a trial basis, each of these initiatives are worth the effort to assist the Downtown District during the COVID19 pandemic.

Legal/Statutory Authority:

N/A

Budget/Fiscal Information:**Revenue**

| Source | Amount | Type |
|--------------------------|-------------|-------------------------------|
| Fees/Charges for Service | | |
| Grants for Projects | \$20,000.00 | COVD01 Project Code/Cares Act |
| Loans on Project | | |
| Other | | |
| Total | \$20,000.00 | |

Expense

Proposed Project Cost.

| Project Budget | Amount | Funds |
|------------------------|-------------|-------------------------------------|
| Project Cost | \$20,000.00 | Estimated to complete all projects. |
| Loans on Project | | |
| Grants for Project | \$20,000.00 | Cares Act Potential Application |
| Other/Outside Projects | | |
| City's Amount | \$0.00 | |
| Contingency 0% | \$0.00 | |
| Total Amount | \$20,000.00 | |

Responsible Staff:

Todd Feezer, Assistant City Manager, 721-5304, tfeezer@cityoflarame.org
Sarah Reese, Economic & Community Initiatives, 721-5201, sreese@cityoflarame.org

Attachments:

Resolution 2020.43 Downtown District Initiatives Resolution