



Takoma Park City Council Meeting – September 18, 2019 Agenda Items 3A and 3B

Voting Session (Consent Agenda)

Single Reading Ordinance Approving a Contract for Services with the Old Takoma Business Association

Single Reading Ordinance Approving a Contract for Services with the Takoma/Langley Crossroads Development Authority

Recommended Council Action

Adopt the ordinances.

Context with Key Issues

The City of Takoma Park, Maryland is interested in promoting the revitalization of its commercial areas by encouraging the development and expansion of the many businesses operating within the community.

The Takoma/Langley Crossroads Development Authority, Inc. (CDA) represents the shared interests of nearly 200 businesses, organizations, and property owners located in the vicinity of the intersection of New Hampshire Avenue and University Boulevard, commonly known as the "Crossroads." The CDA was organized in 1987 for the purposes of advancing the interests of the diverse businesses within its service area, providing marketing, security, and maintenance support.

The Old Takoma Business Association (OTBA) represents the shared interests of the businesses, organizations, and property owners located along and in the vicinity of Carroll Avenue from Lee Avenue in Takoma Park to 4th Street NW in Washington, DC. The mission of OTBA, a designated Maryland Main Street, includes the preservation and enhancement of the physical appearance and health of the area, the retention of its diverse businesses, and the recruitment of new businesses that will contribute to the economic vitality of the city.

The City Council, having identified the Crossroads and Main Street Takoma as important commercial centers within the city, recognizes the need to supplement the economic development services provided by the City with annual contracts for services.

Council Priority

Advance Economic Development Efforts: Contracts for economic development services in Old Takoma and Takoma Langley Crossroads business districts

Environmental Impact of Action

N/A

Fiscal Impact of Action

The City contracts annually with the Takoma-Langley Crossroads Development Authority and the Old Takoma Business Association to assist with the economic development efforts of the City for the cost of \$36,750 each. The terms of both contracts are for one year commencing July 1, 2019 and ending June 30, 2020. Both contracts are renewable for up to 2 additional 1-year terms. This expenditure is included in the adopted budget for FY20.

Racial Equity Impact of Action

The Takoma/Langley Crossroads CDA area is located in Ward 6, which has a non-white population of 81.5%. The Old Takoma Business Association area is located in Ward 1, with a non-white population of 27% and Ward 3, with a non-white population of 38.1%. Both contracts provide technical assistance and support, the lack of which is a barrier to growth for small businesses and particularly business owners of color. These services will reduce the gap in marketing and business operations knowledge for CDA and OTBA businesses.

Attachments and Links

- Ordinances
- Takoma/Langley Crossroads CDA website: <http://takomalangley.org/>
- [Takoma/Langley Crossroads CDA Annual Report](#)
- Old Takoma Business Association website: <http://www.mainstreettakoma.org/>
- [Old Takoma Business Association Presentation](#)

Introduced by:

Single Reading

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE NO. 2019-

AUTHORIZING EXECUTION OF A CONTRACT FOR ECONOMIC DEVELOPMENT SERVICES WITH OLD TAKOMA BUSINESS ASSOCIATION, INC.

WHEREAS, the City of Takoma Park, Maryland is interested in promoting the revitalization of its commercial areas by encouraging the development and expansion of the many businesses operating within the community; and

WHEREAS, the Old Takoma Business Association (“OTBA”) represents the shared interests of the businesses, organizations, and property owners located along and in the vicinity of Carroll Avenue from Lee Avenue in Takoma Park to 4th Street NW in Washington, DC., commonly known as “Main Street Takoma”; and

WHEREAS, the mission of OTBA, designated by the State of Maryland as a Maryland Main Street, includes the preservation and enhancement of the physical appearance and health of the area, the retention of its diverse businesses, and the recruitment of new businesses that will contribute to the economic vitality of the city; and

WHEREAS, the City Council, having identified Main Street Takoma as an important commercial center within the city, recognizes the need to supplement the economic development services provided by the City; and

WHEREAS, the City’s FY2020 Budget includes funding for contracted economic development services in the Main Street Takoma commercial area with the OTBA.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager is hereby authorized to enter into a one-year contract with Old Takoma Business Association, Inc. in an amount not to exceed \$36,750.00 for economic development services in the Main Street Takoma commercial center.

SECTION 2. The City Manager is further authorized to renew, as appropriate, such contract for up to two additional one-year terms.

SECTION 3. This Ordinance shall become effective immediately.

ADOPTED this ____ day of September, 2019 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT:

Introduced by:

Single Reading

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE NO. 2019-

AUTHORIZING EXECUTION OF A CONTRACT FOR ECONOMIC DEVELOPMENT SERVICES WITH TAKOMA/LANGLEY CROSSROADS DEVELOPMENT AUTHORITY, INC.

WHEREAS, the City of Takoma Park, Maryland is interested in promoting the revitalization of its commercial areas by encouraging the development and expansion of the many businesses operating within the community; and

WHEREAS, the Takoma/Langley Crossroads Development Authority, Inc. (CDA) represents the shared interests of nearly 200 businesses, organizations, and property owners located in the vicinity of the intersection of New Hampshire Avenue and University Boulevard, commonly known as the “Crossroads”; and

WHEREAS, the CDA was organized as a Commercial Management District in 1987 for the purposes of advancing the interests of the diverse businesses located within its service area, providing marketing, security, and maintenance support; and

WHEREAS, the City Council, having identified the Crossroads as an important commercial center within the City, recognizes the need to supplement the economic development services provided by the City to the area; and

WHEREAS, the City’s FY2020 Budget includes funding for contracted economic development services in the Crossroads commercial area with the CDA.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager is hereby authorized to enter into a one-year contract with Takoma/Langley Crossroads Development Authority, Inc. in an amount not to exceed \$36,750.00 for economic development services in the Crossroads.

SECTION 2. The City Manager is further authorized to renew, as appropriate, such contract for up to two additional one-year terms.

SECTION 3. This Ordinance shall become effective immediately.

ADOPTED this ___ day of September, 2019 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: