

Introduced by: Councilmember Grimes

**CITY OF TAKOMA PARK, MARYLAND
RESOLUTION 2013-67**

**AUTHORIZING EXECUTION OF AMENDMENT TO AGREEMENT WITH
OLD TAKOMA BUSINESS ASSOCIATION**

WHEREAS, the City of Takoma Park, Maryland is interested in promoting the revitalization of the community by encouraging the development and expansion of businesses within the Old Takoma area; and

WHEREAS, the Old Takoma Business Association (OTBA) represents the shared interests of the businesses, organizations, and property owners in Old Takoma, from Takoma Junction to 4th Street, NW, in Washington, D.C.; and

WHEREAS, the Council recognizes the many contributions that OTBA, through its Main Street Takoma initiative, has made to promote the business community and to maintain the economic vitality of the area; and

WHEREAS, the City has provided technical and financial support to the organization and wishes to continue this support.

NOW, THEREFORE, BE IT RESOLVED THAT the Council of the City of Takoma Park, Maryland hereby authorizes the execution of an Amendment to the three-year Agreement with the Old Takoma Business Association, effective July 1, 2013.

BE IT FURTHER RESOLVED that an annual operating subsidy in the amount of Thirty-Five Thousand Dollars (\$35,000) shall be awarded to the Old Takoma Business Association for FY 2014, with an additional Five Thousand Dollars (\$5,000) provided upon demonstration of matching funds of a minimum of Five Thousand Dollars (\$5,000) from the District of Columbia. Subsequent awards are subject to the appropriation of sufficient funds by future Councils.

BE IT FURTHER RESOLVED that an amount not to exceed Fifteen Thousand Dollars (\$15,000) shall be provided to OTBA in FY14 for programming designed to increase the economic vitality of Takoma Junction.

BE IT FURTHER RESOLVED that the City Manager is hereby authorized to execute any agreements and take any action necessary to carry out the intent of this resolution.

Adopted this 14th day of October, 2013.

ATTEST:

Jessie Carpenter, CMC
City Clerk

AMENDMENT TO AGREEMENT

City of Takoma Park, Maryland and Old Takoma Business Association, Inc.

THIS AMENDMENT TO AGREEMENT is made as of the 1st day of July 2013, by and between the City of Takoma Park, Maryland (“City”), a municipal corporation, and the Old Takoma Business Association, Inc. (“OTBA”), a Maryland non-profit corporation, and sets forth the amended agreement between the City and OTBA.

Recitals

A. The City and OTBA entered into an Agreement as of July 1, 2012, providing for financial support of OTBA and the Main Street Takoma (“Main Street”) program for the term of July 1, 2012 (FY 13), through June 30, 2015 (FY 15).

B. The parties wish to amend the July 1, 2012, Agreement to reflect revised Work Plan goals for the Main Street program and for Takoma Junction and new Operating and Program Subsidy terms.

1. Article 3, WORK PLAN, of the July 1, 2012, Agreement is deleted and replaced with the following:

A. Main Street Takoma. OTBA shall operate pursuant to a work plan which establishes the following goals for the individual Main Street Committees. Work plan goals shall be updated on an annual basis in conjunction with the City and incorporated in this Agreement.

1. The Design Committee will organize and host two Old Takoma Clean-up Days.

2. The Economic Restructuring Committee will host a minimum of one workshop designed to assist business owners, and support funding options for local businesses through the Main Street Revolving Loan Fund project and other financing. The committee will share info with local businesses about Montgomery County’s mandatory commercial recycling requirements.

3. The Organization Committee will endeavor to increase OTBA membership revenue by 20 percent over membership revenue in 2012.

4. The Promotions Committee will organize a “Buy Local” campaign and, organize general “Old Takoma” promotions.

B. Takoma Junction. OTBA shall develop, organize and undertake a minimum of three activities in the Takoma Junction between July 1, 2013 and June 30, 2014. Activities shall be designed to enhance the economic vitality of area businesses and the commercial district as a whole, to fill commercial vacancies at the Junction, and to create a sense of community among

area businesses and the adjoining residential neighborhoods. Work plan, budget and anticipated outcomes detailing proposed programming, included as Attachment A, have been submitted by OTBA and are incorporated in this Agreement.

2. Article 4. OPERATING SUBSIDY – Main Street Takoma, of the July 1, 2012, Agreement is deleted and replaced with the following:

A. Operating Subsidy. For FY 14 (July 1, 2013 – June 30, 2014), an operating subsidy in an amount not to exceed Thirty Thousand Dollars (\$30,000.00) shall be provided to OTBA by the City for its Main Street program. Funds are to be provided on a dollar for dollar match basis as set forth in Article 4.B. An additional Ten Thousand Dollars (\$10,000) shall be provided to OTBA when OTBA demonstrates matching funds of a minimum of Five Thousand Dollars (\$5,000) from the City of Washington DC in FY14.

Operating subsidy funds for OTBA’s Main Street program for FY 15 (July 1, 2014 – June 30, 2015) are contingent upon budget appropriations by the City Council. If operating subsidy funds are provided by the City Council in FY 15, then such funds will be subject to the terms and conditions of this Agreement.

B. Eligible Matching Funds and Documentation. Eligible matching funds include membership dues, proceeds from special events, and cash donations. Documentation of the match may include verification of deposits by OTBA. Matching funds from the City of Washington DC must be documented by copies of checks or verification of deposits.

C. Disbursement of Funds. Operating subsidy funds shall be disbursed to OTBA by the City in four equal quarterly payments during each fiscal year of this Agreement, after receipt and acceptance of documentation of required matching funds and progress reports, detailed in Article 6. Funds shall be disbursed within 30 days after acceptance of referenced documentation and reports.

3. Article 5. PROGRAM SUBSIDY – Takoma Junction, of the July 1, 2012, Agreement is deleted and replaced with the following:

A. Program Subsidy. A program subsidy in an amount not to exceed Fifteen Thousand Dollars (\$15,000.00) shall be provided to OTBA by the City for Takoma Junction programming upon acceptance by the City of the work plan and budget detailed in Article 3B.

B. Disbursement of Funds. Funds will be disbursed to OTBA by the City after receipt and acceptance of documentation of budgeted expenditures, invoices and proof of payments, and progress reports specific to activities at the Takoma Junction, detailed in Article 6. Funds shall be disbursed within 30 days after acceptance of referenced documentation and reports.

4. Article 6. RECORDS AND PROGRESS REPORTS, of the July 1, 2012, Agreement is deleted and replaced with the following:

A. Records. OTBA shall maintain records, including copies of bills, invoices and receipts as appropriate, to establish the total of expenditures and payments and shall make these records available to the City upon request. During the term of this Agreement, OTBA shall provide to the City a quarterly accounting of revenues and expenditures with copies of income statements and a balance sheet. OTBA shall maintain these records for a period of three years following the termination of this Agreement.


B. Progress Reports. OTBA shall provide quarterly reports to the City of the overall activities and accomplishments of OTBA and information on the progress made towards the goals set forth in Article 3. Work Plan, including regular reporting on organizational and board membership, revolving loan activity, businesses opening or closing, vacancies, and promotional efforts.

C. Quarterly Statements and Progress Reports. OTBA's quarterly financial statements and quarterly progress reports shall be submitted to the City on or before October 15th (for the period between July 1st and September 30th), January 15th (for the period between October 1st and December 31st), April 15th (for the period between January 1st and March 30th), and July 15th (for the period between April 1st and June 30th) of each fiscal year of this Agreement.

5. All other terms and provisions of the July 1, 2012, Agreement remains in full force and effect.


IN WITNESS WHEREOF, the City of Takoma Park, Maryland, and the Old Takoma Business Association, Inc. have signed this Amendment to Agreement effective as of July 1, 2013.

OLD TAKOMA BUSINESS ASSOCIATION, INC.



Rocco Casagrande, President

Date signed: 9/17/13

Attest:


Ethan Landis, Secretary

Date signed: 9/24/13

CITY OF TAKOMA PARK, MARYLAND

Brian T. Kenner, City Manager

Date signed: _____

Approved as to form and legality:

Linda S. Perlman, Assistant City Attorney

Date signed: _____

Old Takoma **business association** *Your Main Street Takoma*

FY14 Takoma Junction Programming Proposal

Mission: The OTBA is proposing 4 events at the Takoma Junction that are designed to enhance the economic vitality of the area businesses and the commercial district as a whole, to fill commercial vacancies at the Junction, and to create a sense of community among area businesses and the adjoining residential neighborhoods.

Plan: The plan is to build upon the success of the events offered in FY13 and grow the events by increasing the number of attendees which in turn provides additional foot traffic on the streets to patronize those shops that are open and hopefully generate return visits for those that are not. Additionally, the general increased activity during event days offers the community and visitors a fresh view of the Takoma Junction neighborhood as a active and vital neighborhood.

Partnerships: The OTBA plans to partner with the following Takoma Junction businesses for the events Historic Takoma, TPSS Co-op, The Green Commuter, The Richardson School of Music.

Benchmarks to gauge success:

Generate foot traffic of a minimum of 1,000 attendees per event.

Initiate inquiries for available vacant space.

Offer a minimum of 25 vendors at each event.

Offer entertainment each event that appeals to the community and adjoining residential neighborhoods.

FY2014 Takoma Junction Proposal Work Sheet V2

TKPK Earth Day

Expenses:

Organizer and On-Site Coordinator	\$ 2,100.00
Marketing - includes website, graphic design, posters, signs, banners, post cards, advertising, t-shirts, printing.	\$ 3,700.00
Event Supplies	\$ 100.00
Performers, Entertainment and Speakers	\$ 300.00

Revenue:

Food Trucks	\$ 105.00
Booth Sales and Sponsorship (less Paypal)	\$ 3,410.00

TOTAL EVENT 1	\$ 6,200.00		\$ 3,515.00
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Grant Avenue Market: April, May and June 2014

Expenses:

Organizer and On-Site Coordinator - 4 markets	\$ 2,800.00
Marketing - includes website, graphic design, posters, signs, banners, post cards, advertising, printing.	\$ 5,200.00
Event Supplies	\$ 300.00
Performers and Entertainment	\$ 500.00

Revenue:

Booth Sales -3 Markets (less Paypal)	\$ 3,637.50
Food Trucks	\$ 105.00

TOTAL EVENTS 2, 3, 4	\$ 8,800.00		\$ 3,742.50
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Total Actual	\$ 15,000.00		\$ 7,257.50
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