

AGENDA REQUEST FORM

FOR: Council Meeting of October 20, 2020

FROM: Council Member Matthew Petty

ORDINANCE OR RESOLUTION TITLE AND SUBJECT:

A RESOLUTION TO ACCEPT A PROPOSAL BY THE FAYETTEVILLE ADVERTISING & PROMOTION COMMISSION FOR A SERIES OF FOUR OUTDOOR EVENTS IN THE DOWNTOWN AREA AND PROVIDE FUNDING IN THE AMOUNT OF \$20,000.00, AND TO APPROVE A BUDGET ADJUSTMENT

APPROVED FOR AGENDA:

Approved by email
Council Member Matthew Petty

10/20/2020
Date


Asst. City Attorney Blake Pennington
Approved as to form

10/20/2020
Date



MEETING OF NOVEMBER 5, 2020

TO: Mayor and City Council
THRU: Susan Norton, Chief of Staff
FROM: Mary McGetrick, Long Range Planner
Devin Howland, Director of Economic Vitality
DATE: October 16, 2020

SUBJECT: A resolution to appropriate funding to Experience Fayetteville for a series of fall/winter socially distanced outdoor events to assist businesses and to approve a budget adjustment

RECOMMENDATION:

Staff is recommending approval of a resolution which appropriates \$20,000 to Experience Fayetteville for a series of four socially distanced outdoor events and approves a budget adjustment.

BACKGROUND:

As the economic challenges of the COVID-19 pandemic continue, Mayor Jordan's Small Business Resiliency Task Force continues to meet weekly to identify opportunities to aid small businesses. One such effort, identified and piloted on August 27th, was socially distanced popup events that generate increased sales and safe programming in downtown on slower days of the week.

DISCUSSION:

The attached proposal outlines a series of four events which will utilize the Outdoor Refreshment Area (ORA) to provide socially distanced programming throughout downtown. These Fall/Winter pop-up events will provide safe opportunities for residents to enjoy downtown while simultaneously providing a revenue boost to businesses within the various areas on slower days of the week. Working with local businesses and various stakeholders, the events will take place in different locations in order to ensure a broad range of businesses are able to benefit from the programming and giving residents different opportunities to experience various locations in downtown. Managed by Experience Fayetteville, the events will include heaters, tents and lighting, sanitization practices as required by ADH, and programming and promotion.

City staff is also exploring opportunities for philanthropic and private matching funds to expand and bolster these events. Throughout the pandemic Fayetteville has witnessed so much ingenuity and creativity from our local businesses- it is staff's hope that these events help continue to inspire more socially distanced events and adaptation to the pandemic.

The resolution also provides funding to keep the restrooms at the Fayetteville Town Center open through the months of November and December during Lights of the Ozarks. Open restrooms on the square will help alleviate the burden on local businesses who are often asked to provide restroom access to Lights of the Ozarks visitors and patrons of ORA.

BUDGET/STAFF IMPACT:

The program will be funded using \$20,000 from the emergency relief funds. Staff believes these events will be reimbursable through the City's application for reimbursement with the CARES Act.

Attachments:

Proposal from Experience Fayetteville

Fall/Winter Lounge Pop-up Proposal

Background

After the success of the city's Block Street micro-closure, supported by Experience Fayetteville, we received great feedback from local business owners. As recommended by the Mayor's Small Business Development Task Force, similar activations will be needed throughout the winter months to help drive business to local establishments and create a continued positive economic impact in the downtown area heavily impacted by Covid-19 restrictions.

Proposal

With the city's support, Experience Fayetteville will host a series of four events featuring outdoor seating, to be promoted as Fall/Winter Lounge pop-up events, for patrons to utilize in the Outdoor Refreshment Area (ORA). Experience Fayetteville will work with the appropriate city departments to secure any needed street closures. These will be located throughout the ORA with exact locations and times to be determined.

The deliverables of this proposal are a series of outdoor events as well as restroom access for ORA and Lights of the Ozarks patrons.

Outdoor Lounge Pop-up events

1. Thursday, November 5th
2. Tuesday, November 17th
3. Wednesday, December 2nd
4. Wednesday, December 16th ** *This activation has the potential to expand to be a multi-day endeavor*

Restrooms on the Square

These funds will also allow us to keep the FTC restrooms open during the month of November throughout the end of Lights of the Ozarks on December 31st to help alleviate the burden on local businesses around the square who are often asked to provide restroom access.

How much: \$20,000 total

Cost estimates for each installation are based off the following event expenses.

- Tent rentals
- Heaters
- Lighting
- Labor
- Sanitation products
- Signage
- Programming and marketing
- Support for restrooms

