



Cover Memorandum/Staff Report

File #: 18-0275 CRA

Agenda Date: 3/12/2019

Item #:

TO: CRA Board of Commissioners
FROM: Joan K. Goodrich, Economic Development Director
THROUGH: Jeff Costello, CRA Executive Director
DATE: March 12, 2019

FY 2018-19 FUNDING AGREEMENT WITH DOWNTOWN DEVELOPMENT AUTHORITY FOR DESTINATION EVENTS

Recommended Action:

Approve the FY 2018-19 Funding Agreement with the Downtown Development Authority (DDA) in the amount of \$25,000 for Destination Events

Background:

The CRA, through the Delray Beach Marketing Cooperative (DBMC), has been partially funding Destination Events such as "Sets in the West," Grove Week and "On the Ave" series for many years. The events are designed to highlight neighborhood and commercial corridors in the CRA District while seeking to engage local merchants, businesses and the community at large in order to help attract visitors, provide economic stimulation to the downtown area and help promote the overall downtown area as a dining, shopping, entertainment and cultural destination.

With the dissolution of the DBMC in December 2018, the DDA has stepped forward to plan, market and produce two Destination Events in FY 2018-19 including the first-ever Pineapple Grove Arts & Music Fest on Thursday, April 25, 2019 and the 2nd Annual Frog Alley Caribbean Festival on Saturday, June 8, 2019.

Attached is a Funding Agreement outlining the DDA's reporting requirements and other responsibilities as it relates to the partial funding of these activities in the amount of up to \$25,000 with \$12,500 allocated for each event.

Attachment(s): FY 2018-19 CRA-DDA Funding Agreement for Destination Events

CRA Attorney Review:

The CRA Attorney has reviewed the Funding Agreement to form and determined it to be accepted.

Finance Review:

N/A

Funding Source/Financial Impact:

CRA General Ledger# 7375 - Community Resource Enhancement

Timing of Request:

N/A

