

RESOLUTION NO. 2451

A RESOLUTION OF THE CITY OF SALISBURY TO APPROVE A MARYLAND DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT, TECHNICAL ASSISTANCE GRANT APPLICATION FOR FUNDS TO PROVIDE FOR DOWNTOWN BRANDING AND MARKETING EFFORTS AND TO AUTHORIZE THE MAYOR TO SIGN ALL DOCUMENTS NECESSARY FOR THE RECEIPT OF SAID FUNDS.

WHEREAS, the Maryland Department of Housing and Community Development (DHCD) has solicited applications from eligible jurisdictions to apply for funding under the Technical Assistance Grant Program for fiscal year 2015; and

WHEREAS, the City of Salisbury is eligible to apply for funds from DHCD; and

WHEREAS, DHCD, either through the Technical Assistance Grant or through other Programs of the Department, or in cooperation with other State Departments or agencies, may provide a dollar to dollar match for the financing for the Project (the "Project Financing") in order to assist in making it financially feasible; and

WHEREAS, Downtown revitalization is an important aspect of the City's initiatives and creation of a cohesive brand, image, and portal for information is a much needed asset.

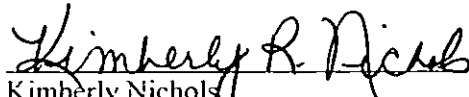
NOW, THEREFORE, BE IT RESOLVED THAT, the Council of the City of Salisbury, Maryland does hereby authorize the submission of an application for Technical Assistance Grant funds to forward the City's Downtown Revitalization initiatives. This will be accomplished by applying for approximately \$20,450 to provide funds for Downtown branding efforts.

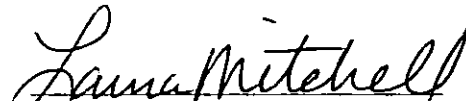
BE IT FURTHER RESOLVED THAT, James Ireton, Jr., Mayor is authorized and empowered to execute any and all documents required for the submission of this grant application; and

BE IT FURTHER RESOLVED THAT, copies of this Resolution be sent to the Secretary of the Department of Housing and Community Development of the State of Maryland for consideration by the Technical Assistance Grant board.

THE ABOVE RESOLUTION was introduced and duly passed at a meeting of the Council of the City of Salisbury, Maryland held on October 13, 2014, and is to become effective immediately.

ATTEST:


Kimberly Nichols
CITY CLERK


Laura Mitchell
COUNCIL VICE PRESIDENT

APPROVED BY ME THIS

14th day of October, 2011


James Ireton, Jr., Mayor

INTER

OFFICE

MEMO

OFFICE OF BUSINESS DEVELOPMENT

To: Tom Stevenson – City Administrator
From: Laura Kordzikowski
Subject: Technical Assistance Grant resolution
Date: September 22, 2014

The Office of Business Development is applying for a Technical Assistance Grant from DHCD to aid in the branding and revitalization efforts for Downtown Salisbury. The project is to develop a cohesive brand and supporting campaign for Downtown Salisbury. The scope will include the brand, logo, refresh of the Downtown Salisbury web site, training of appropriate staff on web site update procedures and tools, purchase of associated/similar domain names, integration of the Downtown Salisbury social media accounts, establishment of any new social media accounts needed (i.e., YouTube), design of associated social media branding/messaging, identification of appropriate media for enhancing brand awareness, design and production of the associated media (i.e., print material, videos), and coordination with regional Tourism organizations and agencies to ensure brand awareness and integration.

The Technical Assistance Grant application requires a Resolution of Support for funding consideration. The application is due to DHCD as soon as possible and a signed resolution needs to be provided to them as soon as it is passed.

Attached is the Resolution of Support for the FY 2015 Technical Assistance Grant funding application for Downtown branding efforts. Please forward this resolution to the City Council so that it may be placed on their agenda.

Please contact me if you have any questions.