

**RESOLUTION NO. 2559**

A RESOLUTION OF THE CITY OF SALISBURY TO APPROVE A MARYLAND DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT, MAIN STREET IMPROVEMENT PROGRAM GRANT APPLICATION FOR FUNDS TO PROVIDE FOR A DOWNTOWN AMBASSADOR PROGRAM 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 Main Street Improvement Program for fiscal year 2016; and

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

WHEREAS, Downtown revitalization is an important aspect of the City's initiatives and creation of a welcoming ambassador program is a much needed asset.

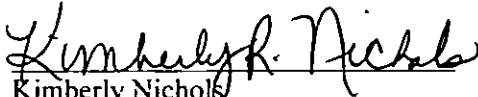
NOW, THEREFORE, BE IT RESOLVED THAT, the Council of the City of Salisbury, Maryland does hereby authorize the submission of an application for Main Street Improvement Program funds to forward the City's Downtown Revitalization initiatives. This will be accomplished by applying for approximately \$ 20,000 to provide for a seasonal Downtown Ambassador program.


BE IT FURTHER RESOLVED THAT, James P. 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 26, 2015, and is to become effective immediately.


ATTEST:

  
Kimberly Nichols  
CITY CLERK

  
Laura Mitchell  
COUNCIL VICE PRESIDENT

APPROVED BY ME THIS

30<sup>th</sup> day of Oct, 2015

  
James Ireton, Jr., Mayor

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INTER

OFFICE

# MEMO

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## *OFFICE OF THE MAYOR*

**To:** City Council  
**From:** Theo Williams, Laura Kordzikowski  
**Subject:** Main Street Improvement Program Grant – “Downtown Ambassadors”  
**Date:** 14 October, 2015

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Attached is a resolution of support for the City to apply for a grant from DHCD through their Main Street Improvement Program. At the request of the administration and Council President Day, Ms. Kordzikowski and Mr. Williams have been working on an application for a pilot “Downtown Ambassadors” program. Modelled off of numerous other cities throughout North America, these “ambassadors” will act as walking information booths, assisting visitors with finding businesses, restaurants, and services in the Downtown. In the words of Mr. Day, they will act as “ambassadors of good will to visitors, business owners, and patrons.” The proposed program will be staffed by four energetic and personable individuals, two of whom work a lunch shift (11am-2pm) and the other two work a dinner shift (5pm-8pm), six days a week (Monday-Saturday). These ambassadors will also staff Downtown events such as 3<sup>rd</sup> Friday and 1<sup>st</sup> Saturday. Additionally, they will attend a few large events each semester at Salisbury University to promote the Downtown. The program will run May 1<sup>st</sup> through October 31<sup>st</sup>, 2016, with training occurring in the month of April.

In total, the cost required to staff this program amounts to \$18,563; this includes both wages and the City’s FICA and W/C contributions. With the additional costs of uniforms and radios, the City will be requesting \$19,000. No match is required by the grant, but we have included a number of in-kind donations. Ms. Kordzikowski will oversee the creation of the program, the hiring of the ambassadors, their training, and the oversight of their work throughout the program; we estimate this will require a total of 100 hours. Salisbury’s HR Department will process all the necessary

paperwork, totaling forty hours. The requested radios will enable them to communicate directly with SPD's Downtown Officer, Aaron Hudson.

The City's intention of this pilot program is to demonstrate to the Downtown business community the necessity of Downtown Ambassadors. These ambassadors will not only assist visitors and patrons, but will increase the flow of knowledge between Downtown business owners, City staff, and the community. The possibility of DHCD funding this pilot program will demonstrate just how valuable that knowledge sharing will be.