



Legislation Details (With Text)

File #: 2078-2021 **Version:** 1

Type: Ordinance **Status:** Passed

File created: 7/20/2021 **In control:** Small & Minority Business Committee

On agenda: 7/26/2021 **Final action:** 7/28/2021

Title: To authorize the Director of the Department of Development to enter into contract with the Capital Crossroads Special Improvement District of Columbus, Inc. (SID) to provide funding for the “Welcome Back Downtown” Marketing Campaign in an amount up to \$15,000.00 and to pay for expenses starting June 1, 2021; to authorize the expenditure of \$15,000.00 from the 2021 General Fund Operating Budget; and to declare an emergency. (\$15,000.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. ORD2078-2021 2021-07-20 ED Cap Cross SID Welcome Back GF

Date	Ver.	Action By	Action	Result
7/28/2021	1	CITY CLERK	Attest	
7/27/2021	1	MAYOR	Signed	
7/26/2021	1	Columbus City Council	Approved	Pass
7/26/2021	1	COUNCIL PRESIDENT	Signed	

BACKGROUND: This legislation authorizes the Director of the Department of Development to enter into a not-for-profit contract with the Capital Crossroads Special Improvement District of Columbus, Inc. (SID) in an amount up to \$15,000.00 to provide funding for the “Welcome Back Downtown” Marketing Campaign within the Special Improvement District boundaries and to allow for payment of expenses starting June 1, 2021.

Due to the COVID-19 pandemic, many downtown businesses had many of their workers work remotely for the past 16 months. As a result of the development of vaccines and increasing numbers of vaccinations, downtown businesses are starting to return their workers to the office. The “Welcome Back Downtown” Marketing Campaign includes banners on downtown streetlights, digital advertising, window clings for downtown businesses, physical buttons to be worn by front-line workers, and short videos with downtown business owners and boosters to be shared online.

The Capital Crossroads Special Improvement District of Columbus, Inc. (SID), a non-profit organization, established since 2002, provides cleaning, safety, marketing, and beautification and advocacy services in the core area of downtown Columbus. The Capital Crossroad Special Improvement District, Inc. (SID) also provides business recruitment to attract and retain new retail businesses to downtown Columbus.

The services included in this non-for-profit service contract cannot be provided by existing city employees because these services are beyond the City’s current staffing capacity to provide.

Emergency action is requested to allow the Capital Crossroads Special Improvement District to begin the “Welcome Back Downtown” Marketing Campaign to continue the services provided without interruption.

FISCAL IMPACT: The funding of \$15,000.00 has been allocated from the Department of Development’s Economic Development 2021 General Fund Budget.

CONTRACT COMPLIANCE: The vendor's contract compliance number is 006946 and expires on 12/6/21.

To authorize the Director of the Department of Development to enter into contract with the Capital Crossroads Special Improvement District of Columbus, Inc. (SID) to provide funding for the "Welcome Back Downtown" Marketing Campaign in an amount up to \$15,000.00 and to pay for expenses starting June 1, 2021; to authorize the expenditure of \$15,000.00 from the 2021 General Fund Operating Budget; and to declare an emergency. (\$15,000.00)

WHEREAS, the COVID-19 pandemic resulted in many downtown businesses having their employees work remotely for the last 16 months and now businesses are starting to return workers to the office; and

WHEREAS, the City and the SID wish to embark on a "Welcome Back Downtown" Marketing Campaign to include banners on downtown streetlights, digital advertising, window clings for downtown businesses, physical buttons to be worn from front-line workers, and short videos with downtown business owners and boosters to be shared online; and

WHEREAS, the campaign began ramping up in June for those returning to the office in July and some expenses have already been incurred, and by way of this legislation the Director is requesting City Council approval to pay for expenses starting June 1, 2021; and

WHEREAS, an emergency exists in the usual daily operation of the Development Department in that it is immediately necessary to authorize the Director to enter into contract with the Capital Crossroads Special Improvement District of Columbus, Inc. (SID) for the "Welcome Back Downtown" Marketing Campaign in order to continue the services provided without interruption, all for the immediate preservation of the public health, property, safety and welfare; **NOW, THEREFORE,**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Director of the Department of Development is hereby authorized to enter into a not-for-profit contract with the Capital Crossroads Special Improvement District of Columbus, Inc. (SID) in an amount up to \$15,000.00 to provide funding for the "Welcome Back Downtown" Marketing Campaign within the Special Improvement District boundaries and allowing for payment of expenses starting June 1, 2021.

SECTION 2. That for the purpose stated in Section 1, the expenditure of \$15,000.00 or so much thereof as may be needed, is hereby authorized in Fund 1000 (General Fund), Dept. 44-02 (Economic Development), in Object Class 03 (Contractual Services) per the accounting codes in the attachment to this ordinance.

SECTION 3. That this contract is awarded in accordance with the relevant provisions of City Code Chapter 329 relating to not-for-profit service contracts.

SECTION 4. Funds are hereby deemed appropriated and expenditures and transfers authorized to carry out the purposes of this ordinance and the City Auditor shall establish such accounting codes as necessary.

SECTION 5. That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

SECTION 6. That, for the reasons stated in the Preamble hereto, which is hereby made a part hereof, this Ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor or ten days after passage if the Mayor neither approves nor vetoes the same.