



## Legislation Text

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**File #:** 1366-2024, **Version:** 1

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**Background:** To authorize the Director of the Department of Development to enter into a grant agreement with the Greater Columbus Convention & Visitor's Bureau dba Experience Columbus, to provide funding to support minority businesses through the Minority Owned Business Sponsorship Program. Approval is also requested for reimbursement of expenses incurred prior to execution of the purchase order, starting June 1, 2024.

Experience Columbus is an accredited leading force in creating and revealing the best of the Columbus experience to the world. Experience Columbus' mission is to sell, market and promote the Destination Columbus experience to visitors. Experience Columbus seeks to rectify the disparity faced by small, minority businesses in attaining visibility in the marketplace, by launching a program to provide access to marketing resources, exposure to the community through visitor and local awareness, and networking opportunities to help these businesses continue to thrive.

Many small minority owned businesses have financial and marketing barriers that are hindering them from being able to market themselves to the public. Experience Columbus is launching a program to provide access to marketing resources, exposure to the community through visitor and local awareness, and networking opportunities to help these businesses continue to thrive.

This program will help support up to 100 small, minority owned businesses through Experience Columbus partnerships and the scaling of marketing campaigns to expose these businesses to the community. The program plans to achieve increased visibility in the community, generate profits by promoting sales through social media and seasonal gift guides, and other potential opportunities for increased marketing. This program will build and foster connections between the selected minority businesses and other local businesses across industries.

**Fiscal Impact:** This legislation authorizes the total expenditure of up to \$200,000.00 over one year from the General Fund Budget, Jobs Growth Subfund.

**Contract Compliance:** the vendor number is 006014 and expires on 10/5/24.

To authorize the Director of the Department of Development to enter into a grant agreement with the Greater Columbus Convention & Visitor's Bureau dba Experience Columbus to provide programming to support minority-led businesses in the community; and to authorize the appropriation and expenditure of up to \$200,000.00 from the 2024 Jobs Growth Subfund; and to allow for expenditures prior to the execution of the purchase order. (\$200,000.00)

**WHEREAS,** the City will enter into a one-year grant agreement in the total amount of up to \$200,000.00 with the Greater Columbus Convention & Visitor's Bureau dba Experience Columbus in order to provide financing for the Minority Owned Business Sponsorship Program; and

**WHEREAS,** approval is also requested for reimbursement of expenses incurred prior to execution of the purchase order, starting June 1, 2024; and

**WHEREAS**, the Greater Columbus Convention & Visitor's Bureau dba Experience Columbus is supporting up to 100 small minority businesses through Experience Columbus partnerships and the scaling of marketing campaigns to expose these businesses to the community and achieve the program goals; and

**WHEREAS**, support of this initiative aligns with Columbus City Council's priorities of building strong neighborhoods, promoting the creation of good-paying jobs and developing pathways out of poverty; **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 the grant agreement in the total amount of up to \$200,000.00 with the Greater Columbus Convention & Visitor's Bureau dba Experience Columbus to provide financing for the Minority Owned Business Sponsorship Program and to allow for expenses incurred prior to the execution of the purchase order beginning June 1, 2024.

**SECTION 2.** That from the unappropriated monies and from all monies estimated to come into said fund from any and all sources and unappropriated for any other purpose during the fiscal year ended December 31, 2024, the sum of \$200,000.00 is appropriated in Fund 1000 (General Fund), Subfund 100015 (Jobs Growth Subfund) Dept-Div 44-02 (Economic Development), in object class 05 (Other) per the account codes in the attachment to this ordinance.

**SECTION 3.** That for the purpose stated in Section 1, the expenditure of up to \$200,000.00, is hereby authorized in Fund 1000 (General Fund), Subfund 100015 (Jobs Growth Subfund), Dept. 44-02 (Economic Development), in Object Class 05 (Other) per the accounting codes in the attachment to this ordinance.

**SECTION 4.** That this agreement is awarded pursuant to the relevant provisions of Columbus City Code related to awarding grants.

**SECTION 5.** That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

**SECTION 6.** 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 7.** That this ordinance shall take effect and be in force from and after the earliest period allowed by law.