



## Legislation Text

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**File #:** 1870-2024, **Version:** 1

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This ordinance authorizes the City Clerk to enter into a grant agreement with the Columbus Downtown Development Corporation, dba Downtown Columbus, Inc. to support marketing costs associated with the downtown fashion district known as Common Thread Shops on Third.

The Columbus Downtown Development Corporation, dba Downtown Columbus, Inc., is a nonprofit organization whose mission is to lead city-changing projects and collaborations that improve the connectivity, livability, and inclusivity of the downtown experience.

Common Thread opened in the fall of 2022 and has created a unique shopping experience in Columbus. The shops are a curated destination in the heart of downtown that focuses on small creative businesses and growing entrepreneurship opportunities. Downtown Columbus, Inc. finds that Common Thread is most successful when it has a dedicated branding and event/marketing team in place. Grant funding from the City will provide additional financial support for marketing, advertising, branding, signage, and professional services.

**Fiscal Impact:** Funding to support this expenditure is available within the Job Growth subfund.

To authorize the City Clerk to enter into a grant agreement with Columbus Downtown Development Corporation, dba Downtown Columbus, Inc. to support marketing costs associated with the Common Thread Shops on Third; and to authorize an appropriation and expenditure within the Job Growth subfund. (\$40,000.00)

**WHEREAS**, the Common Thread Shops focus on small creative businesses that reflect Columbus' diverse and growing fashion community; and

**WHEREAS**, Columbus City Council seeks to promote good-paying jobs, including through entrepreneurship, and seeks to support the growing fashion industry in Columbus through the unique Common Thread fashion district; and

**WHEREAS**, this ordinance authorizes the City Clerk to enter into a grant agreement with the Columbus Downtown Development Corporation, dba Downtown Columbus, Inc. to support marketing costs associated with the downtown fashion district known as Common Thread Shops on Third; **NOW, THEREFORE**,

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

**SECTION 1.** That the City Clerk is hereby authorized to enter into a grant agreement with the Columbus Downtown Development Corporation, dba Downtown Columbus, Inc., to support marketing costs associated with the Common Thread Shops on Third.

**SECTION 2.** That the City Auditor is hereby authorized and directed to appropriate \$40,000.00 in the Job Growth subfund, fund 1000, subfund 100015, per the accounting codes in the attachment to this ordinance.

**SECTION 3.** That per the action authorized in Section 1 of this ordinance, the expenditure of \$40,000.00, or so much thereof as necessary, is hereby authorized in the Job Growth subfund, fund 1000, subfund 100015, per the accounting codes in the attachment to this ordinance.

**SECTION 4.** 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 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 this ordinance shall take effect and be in force from and after the earliest period allowed by law.