## OFFICE OF THE CITY MANAGER LITTLE ROCK, ARKANSAS

## BOARD OF DIRECTORS COMMUNICATION MARCH 1, 2022 AGENDA

Subject:	Action Required:	Approved By:
Authorization to enter into an Agreement with the Downtown Little Rock Partnership to provide services to the City of Little Rock.	Ordinance √ <b>Resolution</b>	
		Bruce T. Moore City Manager
SYNOPSIS	A resolution to authorize the City Manager to enter into an agreement with the Downtown Little Rock Partnership to provide services to the City of Little Rock including, but not limited to, enhancing the overall Downtown Little Rock experience through Main Street revitalization, exploring and implementing creative ideas for spaces in the Downtown area, overseeing lights and other decorations on Main Street, coordinating special events, and providing Downtown Ambassadors.	
FISCAL IMPACT	The agreement will not exceed \$195,000.00, and the term of the agreement shall be twelve (12) months, from January 1, 2022, to December 31, 2022. Funds for these programs are available in the General Fund, Account No. 100000-66110.	
RECOMMENDATION	Approval of the resolution.	
BACKGROUND	The Downtown Little Rock Partnership (DLRP), created in 1984, is a member-based organization with the support of four (4) professional staff, two (2) full-time and one (1) part-time maintenance staff and one (1) Ambassador overseeing four (4) contracted unarmed security personnel. DLRP's mission is to accelerate the success of Downtown Little Rock through leadership, partnership and initiative, and sustaining and growing a vibrant urban core.	

## BACKGROUND CONTINUED

DLRP's priorities include: enhancing the downtown experience by improving safety and cleanliness; diversifying membership of the DLRP Board and overall membership; increasing involvement of downtown residents; expanding event programming in the downtown area; working with City leaders to promote multi-modal transportation and parking solutions; developing new and innovative avenues for growing DLRP revenue; advocating for growing business downtown; and working with the City to participate in any Downtown Master Plan Processes.

On December 21, 2021, the Board of Directors passed Ordinance No. 22,079 to provide for and to adopt the 2022 Budget, which included funds to DLRP for services provided to the City of Little Rock.