

SUBJECT: Update on the Memorandum of Understanding between the City and the Downtown Brentwood Coalition

DEPARTMENT: City Manager's Office

STAFF: Darin Gale, Assistant City Manager
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TITLE/RECOMMENDATION

Update on the Memorandum of Understanding (MOU) between the City and the Downtown Brentwood Coalition (DBC) for delivery and administration of the Main Street America Accredited Member program for Downtown Brentwood for fiscal years 2021/22, 2022/23 and 2023/24, including but not limited to downtown district and downtown events promotion, destination tourism, downtown area district and membership management. No action is requested of the Council.

FISCAL IMPACT

There is no fiscal impact associated with this update. The FY 2023/24 cost of \$70,000 for the MOU between the City and the DBC is included in the FY 2023/24 General Fund Operating Budget.

BACKGROUND

Over the last decade, Downtown Brentwood has transformed into a dynamic and thriving hub, largely driven by the City's strategic investments and collaborative efforts. The downtown core building occupancy rate exceeds 95%, attracting tens of thousands of residents and visitors annually to its diverse range of businesses, programming, and events. The imminent reopening of the Delta Theater, along with the launch of new restaurants and businesses, further underscores the upward success trajectory of the downtown.

A key contributor to this success is the City's partnership with the Downtown Brentwood Coalition (DBC), a 501(c)(6) non-profit organization, through a three-year Memorandum of Understanding (MOU) established in 2021. This collaboration has yielded substantial benefits, including sustained tenant occupancy, the emergence of new businesses, increased foot traffic, and unprecedented event attendance. The



performance-driven MOU incentivizes the DBC to work alongside the City in fostering downtown enhancements, diversifying revenue streams, expanding fee-based memberships, and organizing profitable events. This symbiotic relationship has played a pivotal role in the ongoing revitalization and economic growth of Downtown Brentwood.

MEMORANDUM OF UNDERSTANDING

The three-year MOU established in 2021 with the DBC encompasses the following principal objectives:

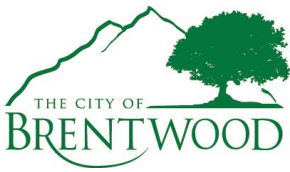
1. Administration of and adherence to the Main Street America Program (MSA) guidelines.
2. Recruitment, hiring, and retention of a dedicated full-time Executive Director/Downtown Manager.
3. Effective fundraising, event management, coalition membership growth, and fund development strategies.
4. Establishment of an Administrative Office for the DBC and a Destination Tourism Office.

Since implementing the MOU, the DBC has achieved or is actively working towards these key deliverables, along with fulfilling other critical elements stipulated in the agreement. Notably, the DBC is on track to receive full accreditation from the Main Street America Program in 2024, with a visit from the MSA Regional Program Manager expected in January 2024 to assess the DBC's continued progress.

DBC Executive Director, Amy Tilley, maintains collaborations with City staff and various partner organizations, furthering its objectives. The DBC's event organization and programming efforts continue to yield successful outcomes. A milestone was reached in November 2023 when the DBC entered into a lease with the City for the historic Women's Club building at 648 Second Street, planned for both its Administrative Office and the Destination Tourism Office once all ADA improvements are completed.

For a comprehensive overview of the DBC's performance, ongoing activities, and future goals, please refer to Attachment 2 (2021 - 2023 Downtown Brentwood Coalition Impact Report).

Both Staff and the DBC agree on the importance of the DBC striving towards financial self-sufficiency. This goal of the existing MOU is designed to incrementally decrease the City's financial support over time, while continuing to foster a strong and



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collaborative relationship between the two entities. During the upcoming budget cycle, the City Council will have an opportunity to discuss continued financial support of the DBC.

CITY COUNCIL STRATEGIC INITIATIVE

City of Brentwood Strategic Plan FY 2022/2023 – FY 2023/2024, Focus Area 3: Economic Development, 1.b. Incentivize higher tier, unique business and development to the Brentwood Blvd. and Downtown Areas.

City of Brentwood Strategic Plan FY 2020/2021 – FY 2021/2022, Focus Area 3: Economic Development, 1.e. Implementation of Downtown Main Street Certification

PREVIOUS ACTION

Previous Action by the City Council is included on Attachment 1.

DATE OF NOTICE

Not Applicable.

ENVIRONMENTAL DETERMINATION

Not Applicable.

ATTACHMENT(S)

1. Previous Action
2. 2021 – 2023 Downtown Coalition Impact Report
3. Memorandum of Understanding (MOU) Between the City and the Downtown Brentwood Coalition (DBC)