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**SUBJECT:** Memorandum of Understanding between the City and the Downtown Brentwood Coalition for downtown district programming and management services

**DEPARTMENT:** City Manager

**STAFF:** Darin Gale, Assistant City Manager  
Abraham Salinas, Senior Analyst

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### **TITLE/RECOMMENDATION**

Adopt a Resolution approving a Memorandum of Understanding (MOU) between the City and the Downtown Brentwood Coalition for the delivery of downtown programming and management services for fiscal years 2024/25 and 2025/26 not to exceed \$140,000.

### **FISCAL IMPACT**

If the MOU is approved, the annual cost of \$70,000 would be included in the draft 2024/25 – 2025/26 General Fund Operating Budget to be presented for City Council Consideration in May of 2024.

### **BACKGROUND**

Over the last decade, Downtown Brentwood has evolved into a vibrant hub of activity, primarily driven by the City's strategic investments and collaborative efforts. The downtown area now boasts a building occupancy rate of over 95%, attracting thousands annually with its diverse shops, events, and programs.

A significant factor in this success has been due to the City's direct partnership with the Downtown Brentwood Coalition (DBC), initiated through a Memorandum of Understanding (MOU) in 2021. This collaboration has led to high tenant occupancy, the launch of new businesses, increased foot traffic, and high event attendance, with the DBC playing a key role in downtown's revitalization and economic performance. For detailed insights into the DBC's achievements and ongoing efforts, refer to the [January 9, 2024, City Council Staff Report](#).



**ANNUAL DOWNTOWN EXPENSES**

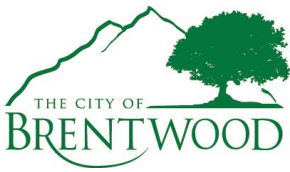
The City allocates significant annual funding to support downtown businesses. For the fiscal year 2023/24, the estimated cost of primary services provided downtown exceeds \$100,000. This amount covers a range of activities and services, detailed below:

<b>Activity/Service</b>	<b>Estimated Annual Expense</b>
Street Tree Lighting	\$50,000
Downtown Banners	\$15,000
Downtown District Landscape Maintenance	\$4,800
Trash and Recycling Contract	\$4,500
Sidewalk Power Washing (twice/year)	\$10,000
Sublease of 2 <sup>nd</sup> Street Parking Lot	\$19,200
<b>Total</b>	<b>\$103,500</b>

The above list does not include additional programming of funding primarily benefiting the downtown, in the annual Concerts in the Park and the Economic Development Grant programs. Collectively, these activities and services demonstrate the City’s commitment to maintaining a clean, high quality, and pedestrian-friendly downtown environment for both residents and visitors. Moreover, these investments enable the DBC to allocate more time and resources towards supporting businesses, as well as planning and executing successful events and programs. As the DBC expands its capacity and operating budget, opportunities for enhanced collaboration with the City in developing and improving these activities and services in the downtown area may arise.

**PROPOSED MEMORANDUM OF UNDERSTANDING**

As the current MOU approaches its expiration on June 30, 2024, staff is proposing a new MOU to continue the valuable partnership with the DBC, recommending an annual funding of \$70,000 for fiscal years 2024/25 and 2025/26, totaling \$140,000. A two year MOU would be consistent with and follow the City’s current two year budgeting process. The new MOU outlines a clearly defined scope of responsibilities, including administration and programming, fund development, and renovation of the former Women’s Club city facility. Each of these three categories are described below.



**CITY COUNCIL AGENDA ITEM NO. H.3  
04/23/2024**

**Administration & Programing:** The DBC is responsible for comprehensive organizational management, ensuring legal compliance, financial stewardship, governance, and regular reporting to the City. It also plays a key role in coordinating downtown interests, supporting small businesses, and enhancing community engagement through stakeholder collaboration and programming.

**Fund Development:** The DBC's financial strategy includes diverse revenue-generating activities, such as ticketed events, sponsorships, grants, membership programs, and merchandising to ensure a robust financial foundation.

**Former Women's Club Renovation:** The former Women's Club renovation project, approved by the City Council on November 14, 2023, for a 54-month lease, positions the DBC to repurpose the downtown city facility as its primary administrative headquarters. Beyond its administrative function, the project is envisioned to transform the building into a destination tourism office, serving as a central point for visitors and enhancing the downtown's appeal. As stipulated in the lease agreement, the DBC is required to complete all renovations by December 14, 2025.

The proposed MOU and its comprehensive scope are intended to further support Downtown Brentwood's economic vitality, capitalizing on effective management, dynamic programming, strategic development, and successful project execution. The Draft MOU is included as Attachment 3.

**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.

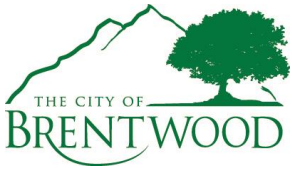
City of Brentwood Strategic Plan FY 2020/2021 – FY 2021/2022, Focus Area 3: Economic Development, 1.e. Implementation of Downtown Main Street Certification

**PREVIOUS ACTION**

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

**ENVIRONMENTAL DETERMINATION**

Not Applicable.



### **ALTERNATIVE OPTION(S)**

Alternative Options to the Staff Recommendation:

1. Do not approve staff's recommendation.
2. Modify staff's recommendation.
3. Continue item with direction for staff to return with additional information.

### **ATTACHMENT(S)**

1. Previous Action
2. Resolution
3. Draft MOU with the DBC