



MEMORANDUM

To: Members of the Finance Committee
From: Rich Olson, City Manager
Date: February 16, 2015
Re: Consideration – Authorization to Submit Application to TDA

BACKGROUND:

Elizabeth City Downtown's Design Committee has proposed a new pilot program for downtown Main Street beautification. They are proposing 12 hanging flower baskets to be installed on the light poles (under the banners) on Main Street. There would be two baskets per block on the six blocks from Water Street to Road Street (see map). The baskets would wrap around the pole, making them much more resistant to high winds (see diagram and photo attached). Hydrogel would be included in the soil to help hold water. The baskets would need to be watered every other day; and in the hot summer months, every day. They would most likely hang mid-April through October, and be taken down during the winter months.

ANALYSIS:

The cost estimates for this project are:

Pole planters (12 @ \$150 each) = \$1800
Flowers, soil (12 @ \$35.00 each) = \$420
Hydrogel additive (2 @\$15 each) = \$30

Total cost for year one = \$2,250

The City currently has \$46,693 in available TDA funding through December 2014 with a predicted addition of approximately \$4,000 each month to be added for the months of January and February 2015. The estimated total available through February is therefore, \$54,693.

Pending ECDI Board Approval (during their meeting on Thursday, February 19 at 8:00 a.m.), ECDI will pay half of the flower basket project cost. City staff is proposing that the City use TDA funding for the other half of the cost of this project or \$1,125.

The cost for a part-time City employee to water the baskets would be about \$28.50 per week (\$9.50 per hour for 3 hours per week).

In addition, City staff would like to replace all wooden benches at Waterfront Park with the same black powder-coated metal benches to match the already existing benches on Main Street, Colonial Avenue, and two at Mariners' Wharf Park (See attached drawing).

There are seven wooden benches at Mariners' Wharf Park (three of them with dedication plaques), and 12 wooden benches at Waterfront Park. The estimated cost for replacement of these benches would be:

Seven benches for Mariner's Wharf Park (@ \$700 each)
= \$4,900 + freight \$800 = \$5,700

Twelve benches for Waterfront Park (@ \$650 each)
= \$7,800 + freight \$1040 = \$8,840

Nineteen benches for both parks (@ \$600 each)
= \$11,400 + freight \$1885 = \$13,285

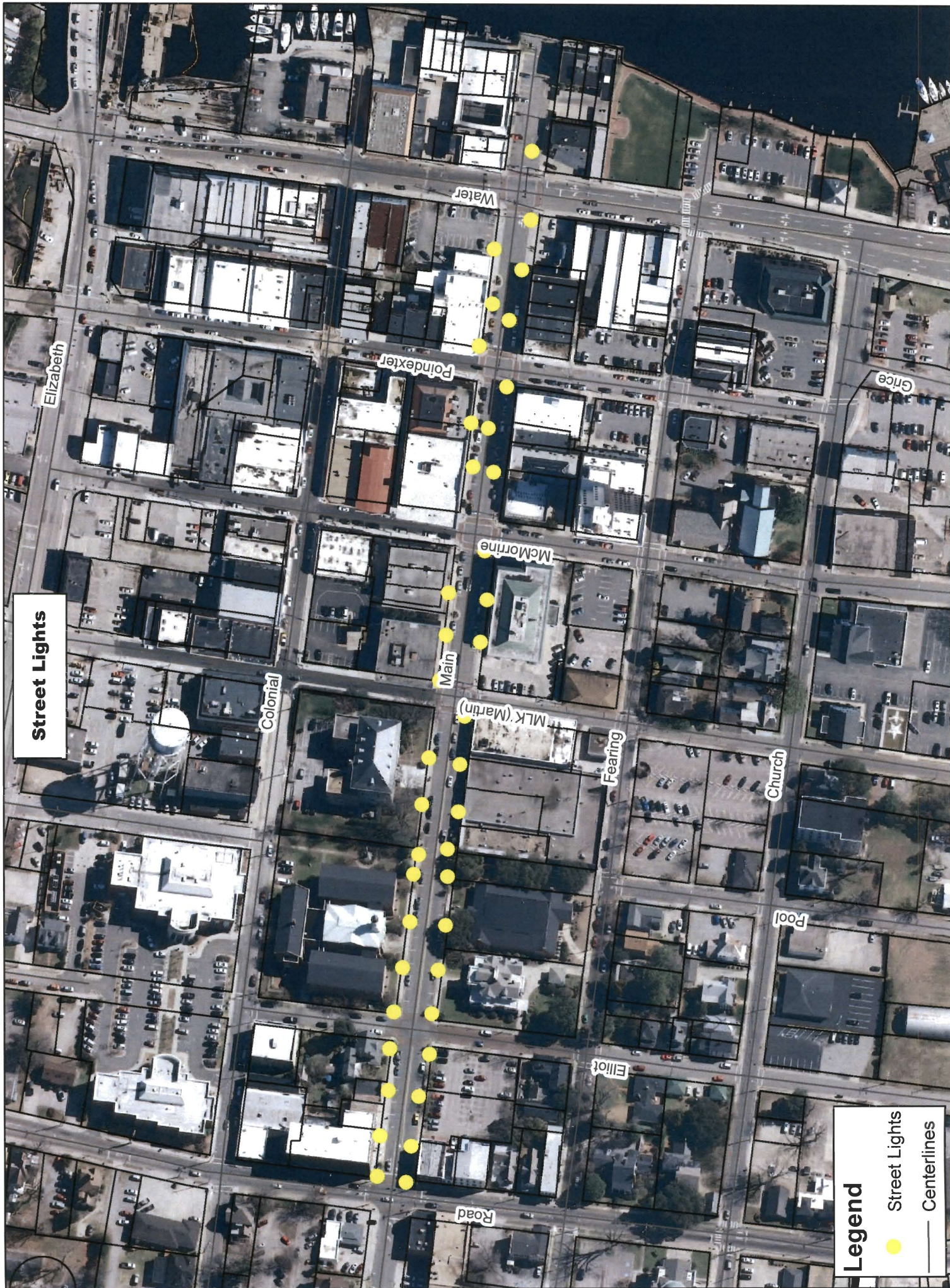
The City would like to request \$13,285 from its TDA funding for all nineteen wooden benches to be replaced with the new matching black metal ones at the waterfront.

The total proposed application to the TDA for funding for both projects would be as follows: \$1,125 (12 planters) + \$13,285 (19 benches) = \$14,410.

STAFF RECOMMENDATION:

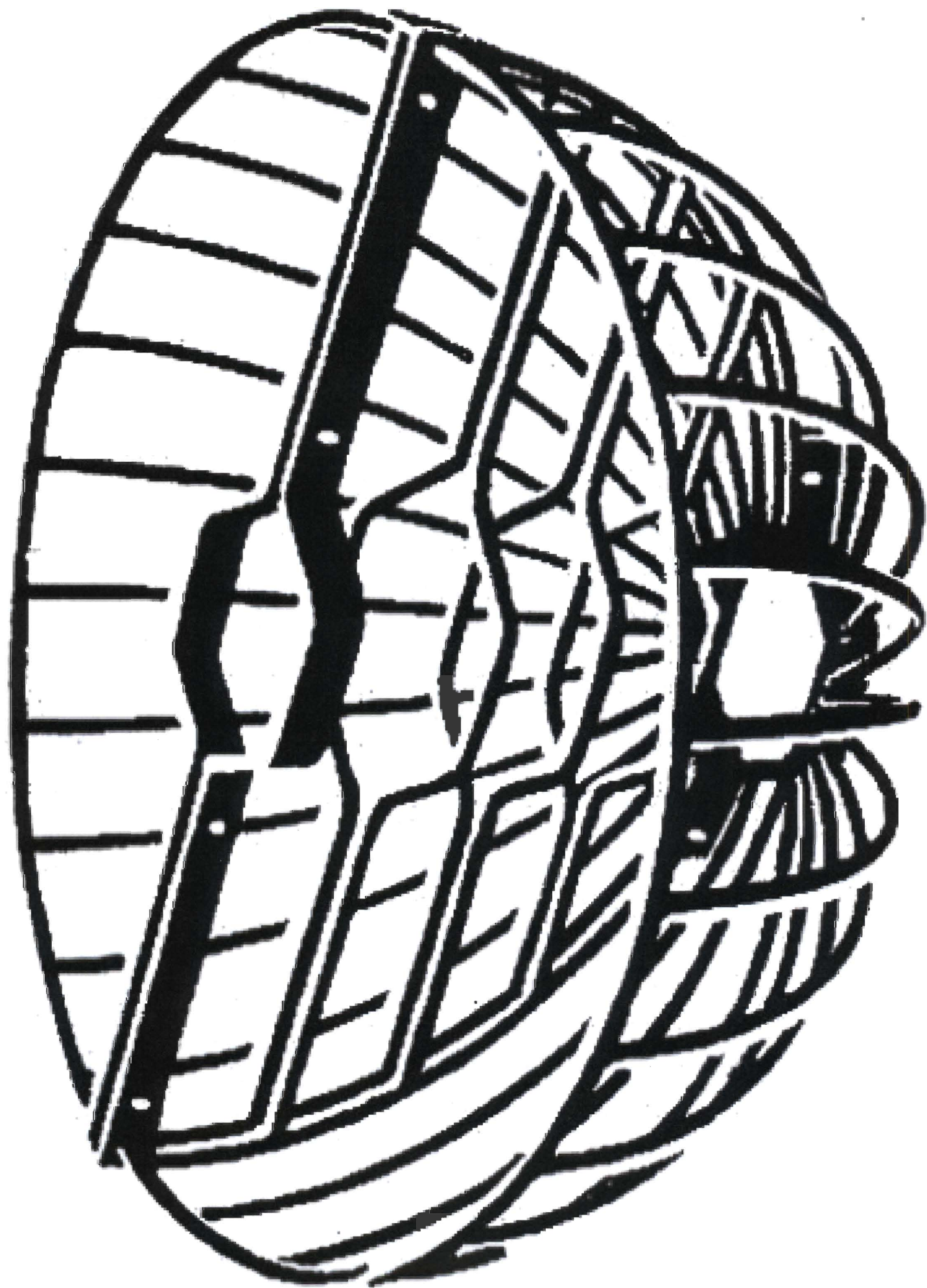
By motion, recommend that the City Council authorize an application for funding to the Tourism Development Authority in the amount of \$14,410 as described herein.

RCO/vdw



Street Lights

- Legend**
- Street Lights
 - Centerlines







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TITLE
*CITYVIEW
BACKED BENCH*

PRODUCT NO.
CV1- 3000

INCH TOLERANCES U.O.S.

FRACTION-- $\pm 1/16"$
ANG----- $\pm 1^\circ$

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*Available in powder coat and DuraCoat finishes

