



MEMORANDUM

Council Agenda
Item No. IX. AG
8/15/2023

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Professional Services Agreement with The East End OKC Merchant Association, Inc., to provide cultural and economic development services in the area along the NE 23rd Street corridor, generally from North Kelly Avenue to Miramar Avenue, not to exceed \$24,000, retroactive to July 1, 2023 through June 30, 2024. Ward 7.

Location:

Generally located along the NE 23rd corridor between Kelly Avenue and Miramar Avenue, an area commonly known as the East End District.

Purpose:

The proposed Agreement provides for East End to support the City's Commercial District Revitalization Program (CDRP) by building a strong, volunteer-led organization to enhance and promote the NE 23rd St. corridor as a cultural commercial district. The Agreement requires that East End provide funds for six percent of the expenses incurred under the Agreement.

Background:

CDRP staff and NE 23rd St. stakeholders have been working together since 2015 to bring a local community-based organization into the City's Commercial District Revitalization Program. Established as a non-profit organization in 2019, East End has long-standing relationships and unique knowledge of the community.

This is the first full year for the City of Oklahoma City to contract with East End in conjunction with the City's Commercial District Revitalization Program. Council approved the first Agreement with The East End OKC Merchant Association, Inc. on April 11, 2023 (Item No. IX.AB.).

Cost:

\$24,000 - Not to exceed

Term:

Retroactive to July 1, 2023 through June 30, 2024

Source of Funds:

General Fund – General Operations – Planning Urban Redevelopment – Economic Development (001-0001-2400308-52550589)

Review:
Planning Department

Recommendation: Agreement be approved.