



# MEMORANDUM

Council Agenda  
Item No.IX. W  
7/30/2024

## 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 \$20,000, retroactive to July 1, 2024 through June 30, 2025. Ward 7.

**Location:**

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

**Purpose:**

The proposed Agreement provides for East End OKC Merchant Association, Inc. (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 Street corridor as a cultural commercial district. The Agreement requires that East End provide funds for seven percent (7%) of the expenses incurred under the Agreement.

**Background:**

East End, a non-profit organization incorporated in the State of Oklahoma in 2022, is composed of business and property owners and other stakeholders dedicated to the success of the district through economic investment, beautification, and by cultivating relationships across the community.

This is the third year for the City of Oklahoma City to contract with East End in conjunction with the CDRP. Last year's agreement was approved by the City Council on August 15, 2023 (Item No. IX.AG.). The first agreement was approved by the City Council on March 11, 2023.

**Cost:**

\$20,000 Not to exceed.

**Term:**

Retroactive to July 1, 2024 through June 30, 2025.

**Source of Funds:**

General Fund – Planning Urban Redevelopment – Economic Development (1001-2400308-52550589)

**Review:**  
Planning Department

**Recommendation:** Agreement be approved.