

September 27th, 2022 – Presented for approval

1 **R2022-37: TO APPROVE THE ALLOCATION OF \$1,500 TO MEET THE 15%**
2 **MATCHING REQUIREMENT FOR THE MUNICIPAL ASSOCIATION OF SOUTH**
3 **CAORLINA'S HOMETOWN ECONOMIC DEVELOPMENT GRANT - \$10,000;**
4 **AND OTHER MATTERS RELATING THERETO.**

5 **Applicant/Purpose:** Staff / to indicate the City's intention to provide matching funds for a
6 Municipal Association of South Carolina ("MASC") Hometown Economic Development Grant.
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8 **Brief:**

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- 10 • The City of Myrtle Beach is seeking funding to partner with restaurants to create
11 interactive kids' menus that promote downtown, assist local businesses, and foster
12 creativity for youth.
 - 13 • This funding will provide direct partnerships with local restaurants and offer needed
14 services within the food industry while also contributing to continued efforts by the
15 City to reignite Myrtle Beach Downtown.
 - 16 • If approved, the MASC Hometown Economic Development grant and \$1,500 in local
17 match funding will be used for marketing, branding, and promoting within the Arts and
18 Innovation District.

19 **Issues:**

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- 21 • In proposed resolution Council attests to the availability of 15% matching funds to be
22 immediately available.

23 **Public Notification:** Normal meeting notification.
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25 **Alternatives:**

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- 27 • Do not pass resolution.
 - 28 • Amend resolution.

29 **Financial Impact:** The project will be funded by a grant from the MASC Hometown Economic
30 Development Program (\$10,000) & City matching funds (\$1,500).
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32 **Manager's Recommendation:** I recommend approval.
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34 **Attachment(s):** Proposed resolution.

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**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**TO APPROVE THE ALLOCATION OF \$1,500
TO MEET THE 15% MATCHING
REQUIREMENT FOR THE MUNICIPAL
ASSOCIATION OF SOUTH CAORLINA'S
HOMETOWN ECONOMIC DEVELOPMENT
GRANT - \$10,000; AND OTHER MATTERS
RELATING THERETO.**

WHEREAS, the Municipal Association of South Carolina is offering a Hometown Economic Development grant in the amount of \$25,000 to implement economic development projects that will make a positive impact on the quality of life in SC communities;

WHEREAS, economic development activities eligible for funding include professional services for branding/promoting local businesses and programs developed by a city including downtown development/revitalization/business incubators/small business assistance;

WHEREAS, the City of Myrtle Beach are developing marketing and branding strategies within the Municipal Improvement District from 21st Avenue North to 12th Avenue South.

WHEREAS, the City is applying for grant assistance in the amount of \$10,000 for innovative branding and marketing strategies within the Arts and Innovation District

NOW THEREFORE, be it resolved by the City of Myrtle Beach, in Council duly assembled, that the City recognizes the crisis of opioid abuse and addiction in our communities and therefore,

- (1) The City hereby commits to provide a local cash match of \$1,500, which equals the minimum 15% local match required by the Municipal Association of South Carolina, to support the City of Myrtle Beach's application for \$10,000 from the Hometown Economic Development Grant. These grant and local matching funds will be used for marketing, branding, and promotion of the Arts and Innovation District.
- (2) The source of matching funds will be from the Downtown Development Office
- (3) The City will follow its procurement policy
- (4) This resolution is made in regard to the submission of an application for Hometown Economic Develop Grant funds to the Municipal Association of South Carolina on or before September 30, 2022.
- (5) The City Manager and his designees are hereby authorized to submit the application for the grant.
- (6) Upon approval of the subject grant, the acceptance, appropriation, and recording of the grant funds in the approved amount is hereby authorized.
- (7) The City Manager and his designees are hereby authorized to execute and deliver the grant agreement and such related documents as may required for this purpose.

SIGNED, SEALED and DATED, this 27th day of September, 2022.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK