
1 **R2021-26: TO APPROVE THE ALLOCATION OF \$3,750 TO MEET THE**
2 **15% MATCHING REQUIREMENT FOR THE MUNICIPAL ASSOCIATION**
3 **OF SOUTH CAROLINA’S HOMETOWN ECONOMIC DEVELOPMENT**
4 **GRANT - \$25,000; AND OTHER MATTERS RELATING THERETO.**

5 **Applicant/Purpose:** Staff / to provide a resolution indicating the City’s intention to
6 provide matching funds for a Municipal Association of South Carolina (“MASC”)
7 Hometown Economic Development Grant.

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9 **Brief:**

- 10 • The Downtown Development Office is working on branding and marketing the
11 downtown redevelopment area.
- 12 • The purpose of developing branding and marketing materials is to translate our
13 vision, mission and values into a visual design.
- 14 • Branding guidelines will be developed that will combine the concepts behind
15 the brand into one document to use when developing visuals, marketing, and
16 communicating the brand to team members.
- 17 • The \$25,000 MASC Hometown Economic Development Grant with a combination
18 of \$3,750 in local funding will be used for professional services for branding
19 marketing the downtown development area, if approved.

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21 **Issues:**

- 22 • In proposed resolution Council:
 - 23 ○ Attests to the availability of 15% matching funds to be immediately
24 available.

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26 **Public Notification:** Normal meeting notification.

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28 **Alternatives:**

- 29 • Do not pass resolution.
- 30 • Amend resolution.

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32 **Financial Impact:**

- 33 • The project will be accomplished with grant funding from the MASC Hometown
34 Economic Development program.
- 35 • The matching funds will come from the DDO operating budget.

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37 **Manager’s Recommendation:** I recommend approval.

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39 **Attachment(s):** Proposed resolution, grant application.

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

**TO APPROVE THE ALLOCATION OF \$3,750
TO MEET THE 15% MATCHING
REQUIREMENT FOR THE MUNICIPAL
ASSOCIATION OF SOUTH CAROLINA'S
HOMETOWN ECONOMIC DEVELOPMENT
GRANT - \$25,000; AND OTHER MATTERS
RELATING THERETO.**

WHEREAS, the Municipal Association of SC 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 and its Downtown Development Office are developing and implementing an Arts and Innovation District in the core of downtown which includes small businesses, a microbrewery, a business incubator/innovation center, proposed performing arts center, proposed children's museum, proposed expansion of municipal library; and

WHEREAS, the City is applying for grant assistance for branding/marketing services for the Arts and Innovation District and the downtown development area which will be the heart and soul of the project translating our vision, mission and values into a visual design.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Myrtle Beach, in meeting duly assembled, that

- 1) The City hereby commits to provide a local cash match of \$3,750, which equals the minimum 15% local match required by the Municipal Association of South Carolina, to support the City of Myrtle Beach application for a \$25,000 Hometown Economic Development Grant. These grant and local matching funds will be used for branding/marketing the Arts and Innovation District and the downtown development area and its businesses, projects and programs.
- 2) The City will follow its procurement policy adopted in accordance with SC Code of Laws Section 11-35-50 when securing all services and products purchased with funds awarded from a Hometown Economic Development Grant.
- 3) This resolution is made in regard to the submission of an application for Hometown Economic Development Grants funds to the Municipal Association of South Carolina on or before September 24, 2021.

SIGNED, SEALED and DATED, this 14th day of September, 2021.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK