



Legislation Text

File #: 21-0516R, **Version:** 1

RESOLUTION AUTHORIZING A GRANT TO ECOLIBRIUM3 IN THE AMOUNT OF \$15,000 TO BE USED FOR A SIGNAGE AND DIRECTION CAMPAIGN DURING THE TWIN PORTS INTERCHANGE CONSTRUCTION PROJECT.

CITY PROPOSAL:

WHEREAS, the Twin Ports Interchange reconstruction project is a multi-year project resulting in an increased need for a signage campaign to route traffic through Lincoln Park.

WHEREAS, the 2020 tourism tax budget included an allocation to Ecolibrium3 in the amount of \$15,000 for the signage campaign but due to the public health emergency and subsequent downturn of the economy, the City halted tourism tax distributions and Ecolibrium3 did not receive a distribution of tourism tax proceeds.

RESOLVED, that the proper city officials are hereby authorized to grant to Ecolibrium3 a total amount not to exceed \$15,000 for a signage and direction campaign, said amount to be payable from Tourism Tax Fund 258 unappropriated fund balance.

STATEMENT OF PURPOSE: This resolution authorizes the city to grant to Ecolibrium3 \$15,000 for a signage and direction campaign during the Twin Ports Interchange construction project. The Twin Ports Interchange project will surround the Lincoln Park neighborhood for multiple years. Traffic will be continually rerouted increasing the need for additional investment in a signage and direction campaign.