

City Council – Action Request Form

Date: September 24, 2018

To: The City Manager

From: Tasha Logan Ford, Assistant City Manager

Council Action Requested:

Adoption of a Resolution Authorizing the City Manager to execute an Agreement between the City of Winston-Salem and S.G. Atkins Community Development Corporation for funding to support project management associated with the East End Master Plan.

Adoption of the attached Budget Ordinance Appropriating Funds from the Economic Development Project Reserves.

Strategic Focus Area: Economic Vitality and Diversity

Strategic Objective: Promote Commercial / Economic Development in Economically Disadvantaged Areas

Strategic Plan Action Item: Yes

Key Work Item: No



Summary of Information:

Funding was authorized in September of 2016 for S.G. Atkins to enter into a contract with Ayers Saint Gross (ASG) to lead the East End planning efforts in support of the community’s vision and guide opportunities for potential public-private partnerships. This participatory planning process in the area bounded by Martin Luther King, Jr. Drive, Business 40 and US 52 resulted in the creation of a master plan released and shared with the public August 21, 2018.

In addition to the original agreement supporting the master planning process, the City also authorized \$60,000/year for three years from the Housing Finance Assistance (HFA) Fund to assist S.G. Atkins with the development of the plan by hiring a Real Estate Development Project Manager.

Committee Action:

Committee	Finance 10/8/18 CDHGG 10/9/18	Action	Approval
For	Unanimous	Against	

Remarks:

The City's commitment to the revitalization of this area was further supported through a new agreement approved by Council June 4, 2018 making available up to \$3 million of 2014 economic development general obligation bonds to S.G. Atkins to pursue the acquisition of commercially-zoned properties and other properties as allowed by law in designated areas of the East End.

While acquisition funds were made available through the new agreement, authorization for a three-year agreement representing \$60,000/year from the Economic Development Project Reserves for continued project management and support of the Real Estate Development Project Manager position is needed to implement the plan. This council action includes an amendment to the FY 2018-2019 Project Budget Ordinance that appropriates all three years of funding for the position.