



Legislation Text

File #: 50785, **Version:** 1

Fiscal Note

The proposed resolution authorizes the agreement between the City of Madison and the Monroe Street Merchants Association to provide \$20,000 for the City's contribution for the Monroe Street Marketing Program in 2018. Funding is provided by GO Borrowing as budgeted within the Monroe Street reconstruction project budget.

MUNIS:
10251-402-170

Title

Authorizing the Mayor and the City Clerk to execute an agreement with Monroe Street Merchants Association for the Monroe Street Under Construction 2018 Marketing Program.

Body

The City of Madison has participated in the funding of marketing programs for businesses during major street reconstruction projects. Past examples include Williamson Street, E. Johnson Street, Verona Road and Cottage Grove Road. Monroe Street will be under construction during 2018 and the Monroe Street Merchants Association has prepared a marketing strategy plan to assist the businesses in the Monroe Street area. The Monroe Street Merchants Association is providing matching funds/in-kind contributions.

NOW THEREFORE BE IT RESOLVED that the Common Council hereby authorizes the Mayor and the City Clerk to execute an agreement with Monroe Street Merchants Association for the Monroe Street Under Construction 2018 Marketing Program.