

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Cristina Sheppard-Decius, Ferndale DDA Executive Director

SUBJECT: Resolution of Support for Great American Main Street Award

SUMMARY & BACKGROUND:

Downtown Ferndale has been selected as one of the 10 semi-finalists for the Great American Main Street Award of the National Trust Main Street Center nationwide. This award is given out annually at the National Main Street Conference, which this year is in the spring of 2010 in Oklahoma City. There are five finalists selected based upon their community's revitalization efforts since being in the Main Street program. Downtown Ferndale has been a part of Main Street since 2001, and over the last 9 years, we have had over 160 building improvements, over \$35 million in reinvestment and a revitalization of our image as a community that is unprecedented in such a short period of time. It has taken thousands of volunteer hours, dedicated staff, broad-based support and partnerships with many local organizations to make this all happen, and the City of Ferndale is one of them.

As part of our application to be a part of the finalist competition, we need a resolution of support from the local unit of government. The letter must be on City letterhead and certified by the City Clerk with a seal or stamp. Our final application is due January 8, 2010, so we hope you will unanimously support our efforts in applying for GAMSA. I have drafted a resolution of support, which is attached.

ATTACHMENTS: Resolution of Support for GAMSA

COUNCIL AGENDA DATE: December 14, 2009

CITY ATTORNEY REVIEW: N/A

FINANCE DIRECTOR REVIEW: N/A

CITY MANAGER APPROVAL: Robert J. Bruner, Jr.

COMMENTS:

RECOMMENDED ACTION:

Moved by , seconded by , to approve the Resolution of Support for the Great American Main Street Awards competition and authorize the City Clerk to certify the Resolution with a seal or stamp.

RESOLUTION OF SUPPORT FOR GREAT AMERICAN MAIN STREET AWARD

BE IT RESOLVED that the vitality, social and cultural diversity, economic well-being and continued reinvestment in Downtown Ferndale is paramount to the quality of life of the residents, businesses, employees, organizations and visitors of the City of Ferndale.

AND BE IT RESOLVED that the City of Ferndale wholeheartedly supports Downtown Ferndale by devoting financial and in-kind support to the revitalization effort, including but not limited to streetscape improvements, wayfinding and cultural tourism projects, public art, community events, Brownfield tax abatements, small business assistance through Ferndale First and Redevelopment Ready Communities (RRC), and encouraging live/work mixed-use and government office redevelopment in the downtown area.

AND, BE IT RESOLVED that the City of Ferndale strongly believes that the Main Street revitalization efforts in Downtown Ferndale represent the strength, creativity and people of our community, showcasing our true assets and proving that reinvestment in a downtown area is the key to building and maintaining an economically strong city.

NOW, THEREFORE, BE IT RESOLVED that the City of Ferndale fully supports this entry into the Great American Main Street Awards competition.

Adopted by unanimous acclaim this _____ day of December, 2009.

Certified by Cherilynn Tallman, City Clerk