

**CITY COUNCIL RESEARCH DIVISION
LEGISLATIVE SUMMARY**



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Bill Type and Number: Ordinance 2024-477

Introducer/Sponsor(s): Council Member Matt Carlucci

Date of Introduction: June 11, 2024

Committee(s) of Reference: F, NCSPHS

Date of Analysis: June 13, 2024

Type of Action: Appropriation of funds; providing for carryover of funds

Bill Summary: This bill appropriates \$125,000 from the Council President's Designated Contingency to provide funds to Downtown Vision, Inc. for the Downtown Ambassadors Program. It provides for carryover of these funds to September 30, 2025.

Background Information: The City annually executes an Enhanced Municipal Services Agreement with Downtown Vision, Inc., a nonprofit organization, to provide community enhancement services Downtown. This Agreement is funded by special assessments collected within the downtown business neighborhood improvement district.

DVI employs Downtown Ambassadors to create and maintain a clean, safe, and hospitable environment by providing Enhanced Services within the Downtown Improvement District seven days per week. These services include cleaning services (for example, removing litter and graffiti), hospitality services (providing directions, maps, and event information), social services (connecting homeless and transient individuals with local social service providers), and property maintenance (repairing information kiosks and trash cans). To offer its Ambassadors a competitive wage, DVI has reduced the total number of Ambassadors that it employs from 26 to 22, despite there having been an increase in Downtown events, including the monthly Sip & Stroll event along the Riverwalk and nightly water shows at the revitalized Friendship Fountain. This additional funding would ensure that there is a sufficient number of Ambassadors to support vision of the Ambassadors Program and ensure the safety and attractiveness of the Downtown neighborhood.

Policy Impact Area: Downtown beautification & revitalization

Fiscal Impact: This bill appropriates \$125,000 from the Council President's Designated Contingency to Downtown Vision, Inc. to support their Downtown Ambassadors program.

Analyst: Webb