

Agreement of Services Between Camden Downtown Network (Main Street Program)

And

City of Camden

For 2023-2024

This agreement is made and entered into between the Camden Downtown Network (Main Street Program) and the City of Camden.

Whereas, the Board of Directors of Camden Downtown Network are responsible for the development, execution and documentation of the program.

Whereas, Camden Downtown Network agrees to provide the following specific services for the City of Camden for the calendar year, 5/2023 to 4/2024 to be reimbursed the amount of \$2,500.00

Camden Downtown Network will provide the following services for the City of Camden:

- Promote activities throughout the year to draw traffic to downtown Camden
- Assist individual tenants or property owners with physical improvement programs through professional design consultants provided by Main Street Arkansas as well as setting up a mini grant program to assist these tenants or property owners in improvements to their exterior design (example: awnings, signage, paint improvements, etc.)
- Encourage and work closely with downtown tenants to undertake joint activities such as promotional events, advertising, special events, business recruitment and related matters. Encourage a cooperative climate between downtown interests and local public officials.
- Help build strong working relationships between downtown merchants with appropriate public agencies at the local and state level.
- Develop and conduct ongoing public awareness designed to enhance the appreciation of downtown architecture and other assets through speaking engagements, media interviews and appearances keeping the program highly visible to the community.

It is agreed upon by both parties that a representative from Camden Downtown Network shall attend a regular scheduled City Council meeting no less than once per year to give an update and take questions regarding the status of the program.

Camden Downtown Network

Camden Mayor