



CITY COUNCIL ITEM SUMMARY

MEETING DATE:	May 15, 2025
SUBCATEGORY:	Contracts/Agreements
DEPARTMENT NAME:	DDA
AGENDA ITEM TITLE:	2025–2026 GEMS Main Street Program Memorandum of Understanding (MOU)
DEPARTMENT SUMMARY RECOMMENDATION:	<p>This MOU outlines the City of Cartersville’s continued participation in the Georgia Exceptional Main Street (GEMS) Program for the 2025–2026 program year. The agreement is between the City, the Main Street Board of Directors, the Downtown Manager, and the Georgia Department of Community Affairs (DCA). It sets forth expectations for maintaining an accredited Main Street Program, including requirements for staffing, board operations, strategic planning, training, data reporting, and community engagement. In return, DCA provides training, resources, strategic guidance, and program support. The agreement is valid through June 30, 2026.</p> <p>Staff recommend approval and execution of the MOU to maintain GEMS designation and continued access to state-level Main Street resources and support.</p>
LEGAL:	N/A