

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: April 19, 2021	Budgeted Amount: \$20,000 for all EconDev Grants for 2020-2021 Fiscal Year
Prepared By: Richard Tramm	Exhibits: MEDC Grant Application, Breaking Strongholds Sponsor Booklet, JAMA Article

Subject

Consideration of Economic Development Grant Request from Reflective Life Ministries (Terry Weaver) and Calling a Public Hearing, if necessary.

Discussion

Economic Development Grants fall within the authority of the MEDC to grant where the Board of Directors feels they are appropriate. MEDC funds used in this manner are intended to promote new business development or enhance development of existing business. I have reviewed the request for several considerations prior to this coming to the Board of Directors:

1. Is this type of expenditure legal/appropriate for consideration? The Breaking Strongholds shows use locations in the City of Montgomery for site backdrops, which could be beneficial in marketing the City for tourism purposes. The show is designed to promote attention to difficult social issues, such as suicide awareness, which can be considered to potentially add to the quality of life for the members of the community who watch the show in promotion of a positive message.
2. What is the perceived economic benefit? Economic benefit related to tourism and quality of life considerations, which are allowable considerations, are less direct but still potentially important considerations. These are drivers that bring people into the community and those same people also engage in other activities that drive the economy.
3. Is this location for the grant request in the City? Yes, the series is filmed at least partly in the City. For marketing and tourism purposes, it would be favorable for the show to specifically include locations which are obvious to be in Montgomery.
4. Does the proposed work to be done under the grant conform to City requirements? N/A, there is no permanent structural work assigned to this grant request.

The requestor of this grant is asking for a \$20,000 grant on a project total stated to be \$400,000, representing 5% of the project total.

The appropriate action for this is to conduct a first reading at this meeting, which may include Mr. Weaver speaking/answering questions on this item. If the MEDC Board of Directors might wish to consider this item, then it will need to call a Public Hearing for its next meeting date and then place the item on the Regular Meeting agenda for formal consideration. If the

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MEDC Board of Directors would wish to fund this item at an amount over \$10,000 then it must also be approved by the Montgomery City Council.

Recommendation

Review the item and call for a Public Hearing for the next meeting date of May 17, 2021 if the Board of Directors might desire to consider the item.
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Approved By

City Administrator	Richard Tramm <i>RT</i>	Date: April 15, 2021
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