

Montgomery MEDC
AGENDA REPORT

Meeting Date: February 21, 2022	Budgeted Amount: N/A
Department: MEDC	Prepared By: Richard Tramm

Subject

Discussion and consideration of an economic development grant application from Reflective Life Ministries.

Recommendation

Review and consider the application and decide as the Board sees fit.

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 application for several considerations prior to this coming to the Board of Directors:

1. Is this type of expenditure legal/appropriate for consideration? Promotion and sponsorship of events drawing people to the City is an appropriate expenditure for the MEDC to consider. The MEDC has spent funds in conjunction with past events in the City.
2. What is the perceived benefit of this item that complies with allowable categories for MEDC expenditures? The event is expected to draw at least several hundred people into the City's Historic Preservation District for several hours, which will lead to increased revenue for surrounding businesses. There is also the Quality-of-Life consideration for this event. The applicant's project message is centered around suicide prevention, which I think is also worthy of consideration for this request. In addition, the episodes of Breaking Strongholds to be publicly shown in the City on April 16, 2022, feature many locations in the City of Montgomery that tie into our existing marketing and tourism partnership with Reflective Life Ministries.
3. Is this location for the grant request in the City? Yes, this location noted in the application is in the City.
4. Does the proposed work to be done under the grant conform to City requirements? The applicant has met with City representatives on this item. They have applied for the necessary permitting for this event to take place within the City.

The applicant is requesting \$5,000 in grant funds to be used towards \$5,147.42 cost of audio/video and stage rental costs. Their total event budget is \$9,000.00

Approved By

City Administrator	Richard Tramm	February 17, 2022
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