



Downtown Business Association (DBA) Sponsorship Request November 3, 2020



**Presentation By:
Brad McIntire, Community Services Director**

DBA Request



- Sponsorship of 2020 Christmas Stroll and 2021 Summer Stroll
 - \$21,000 – Direct Funding
 - \$3,800 – In-Kind Funding

Options



- Fund the 2020 Christmas Stroll and 2021 Summer Stroll in the full amount of the DBA's request - \$24,800
- Fund the 2020 Christmas Stroll only at this time - \$12,400
- Limit the City's contribution to the \$7,500 included in the FY 20/21 budget
- Do not contribute funds to the 2020 Christmas Stroll

Recommendation



- Consider the DBA's Sponsorship Request for the 2020 Christmas Stroll and 2021 Summer Stroll