

# **Mayor and Council**

## **98th Special Session and Work Session**

### **August 2, 2016**

### **Agenda**

*"A diverse, business-friendly, and sustainable community with clean, safe and strong neighborhoods."  
"Providing the most efficient and highest-quality services as the municipal location of choice for all customers."*

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"Never give up on a dream just because of the time it will take to accomplish it. The time will pass anyway."

Earl Nightingale

#### **4:00 PM SPECIAL SESSION**

1. Approval of an Ordinance: Deed and Easement Agreement with Ellsworth Properties, LLC for Mural of Unusual Size - Hagerstown Cultural Trail
2. Approval of Street Closure - Locust Street Project - August 13, 2016

#### **4:00 PM WORK SESSION**

- 4:10 PM** 1. Engine Room Art Gallery Presentation
- 4:25 PM** 2. 2<sup>nd</sup> Saturday Event Series Update: Main Street Hagerstown & Downtown Movement
- 4:40 PM** 3. Catalyst Project #7 – City Farmers’ Market Update and Discussion
- 5:00 PM** 4. Action Report: Update on Implementation of the Community's City Center Plan

#### **CITY ADMINISTRATOR'S COMMENTS**

#### **MAYOR AND COUNCIL COMMENTS**

#### **ADJOURN**

**5:30 p.m. to 8:30 p.m. NATIONAL NIGHT OUT at Fairgrounds Park**

**REQUIRED MOTION  
MAYOR AND CITY COUNCIL  
HAGERSTOWN, MARYLAND**

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**Topic:**

Approval of an Ordinance: Deed and Easement Agreement with Ellsworth Properties, LLC for Mural of Unusual Size - Hagerstown Cultural Trail

**Mayor and City Council Action Required:**

**Discussion:**

**Financial Impact:**

**Recommendation:**

**Motion:**

**Action Dates:**

**ATTACHMENTS:**

**File Name**

Approval\_of\_an\_Ordinance\_-\_Execution\_of\_a\_Deed\_and\_Easement\_Agreement.pdf

**Description**

Approval of an Ordinance

## REQUIRED MOTION

### MAYOR & CITY COUNCIL HAGERSTOWN, MARYLAND

**DATE:** August 2, 2016

**TOPIC:** Approval of an Ordinance: Execution of a Deed and Easement Agreement  
with Ellsworth Properties, LLC

Charter Amendment	_____
Code Amendment	_____
Ordinance	<u>  X  </u>
Resolution	_____
Other	_____

**MOTION:** I hereby move for the approval of an Ordinance authorizing the execution of a Deed and Easement Agreement to permit the City of Hagerstown to create and maintain a mural in connection with the Hagerstown Cultural Trail at 67 West Baltimore Street.

Date of Introduction: 7/26/2016

Date of Passage: 8/02/2016

Effective Date: 9/02/2016

**CITY OF HAGERSTOWN, MARYLAND**

**AN ORDINANCE AUTHORIZING THE EXECUTION OF A DEED AND EASEMENT AGREEMENT BETWEEN THE CITY OF HAGERSTOWN AND ELLSWORTH PROPERTIES, LCC TO PERMIT THE CITY OF HAGERSTOWN TO CREATE AND MAINTAIN A MURAL IN CONNECTION WITH THE HAGERSTOWN CULTURAL TRAIL.**

**RECITALS**

WHEREAS, the City of Hagerstown, Maryland is a Municipal Corporation existing under and by virtue of the laws of the State of Maryland; and

WHEREAS, the City intends to create and maintain a public mural for the enjoyment, and benefit the public in connection with the adjacent Hagerstown Cultural Trail being developed by the City of Hagerstown; and

WHEREAS, the proposed location of said mural is on the exterior of a building on the property owned by Ellsworth Properties, LCC; and

WHEREAS, in order to create and maintain the mural it is necessary for the City of Hagerstown to acquire certain rights with respect to the proposed property, which rights are further described in the attached Deed and Easement Agreement and further depicted on Exhibit "A"; and

WHEREAS, Ellsworth Properties, LCC has generously offered to grant the City an easement on the exterior walls of its building for the creation and maintenance of the mural; and

WHEREAS, the Mayor and Council have determined that it is in the best interests of the City to enter into this Deed of Easement Agreement;

**NOW, THEREFORE, BE IT RESOLVED, ENACTED AND ORDAINED** by the Mayor and Council of the City of Hagerstown, Maryland, as its duly constituted legislative body, as follows:

1. That the Mayor be and is hereby authorized to execute and deliver the Deed and Easement Agreement between the City and Ellsworth Properties, LCC, a copy of which is attached hereto and incorporated herein by reference and to act as signatory on behalf of the City on any documentation necessary to effectuate the purpose of this ordinance.

**BE IT FURTHER RESOLVED, ENACTED AND ORDAINED THAT** this ordinance shall become effective at the expiration of thirty calendar days following its approval.

WITNESS AND ATTEST  
AS TO CORPORATE SEAL

MAYOR AND COUNCIL OF THE  
CITY OF HAGERSTOWN, MARYLAND

\_\_\_\_\_  
Donna Spickler, City Clerk

\_\_\_\_\_  
David S. Gysberts, Mayor

Date of Introduction: July 26, 2016  
Date of Passage: August 2, 2016  
Effective Date: September 2, 2016

PREPARED BY:  
SALVATORE & BOYER  
CITY ATTORNEY

## **DEED AND EASEMENT AGREEMENT**

THIS DEED AND EASEMENT AGREEMENT, made as of this \_\_\_\_\_ day of \_\_\_\_\_, 2016, by and between Ellsworth Properties, LLC, hereinafter referred to as "Grantor", and the City of Hagerstown, a Maryland Municipal Corporation, hereinafter referred to as "Grantee."

WHEREAS, by virtue of a deed dated January 23, 2001 and recorded among the land records for Washington County, Maryland at Liber 1641, folio 814, and a deed dated November 8, 2010 and recorded among the land records for Washington County, Maryland at Liber 4026, folio 5, Grantor is the owner of certain real estate known as 67 West Baltimore Street, Hagerstown, Washington County, Maryland, said property being more particularly described and depicted in the attached Exhibit A, which exhibit is incorporated herein by reference (the "Property"); and

WHEREAS, the Property is improved by several existing, multi-story buildings (hereinafter the "Existing Building"); and

WHEREAS, Grantor has agreed to permit Grantee to utilize the Existing Building to create and maintain a mural on the exterior thereof for the use, enjoyment, and benefit of the public in connection with the adjacent Hagerstown Cultural Trail developed by the Grantee; and

WHEREAS, in order to create and maintain the mural it is necessary for Grantee to acquire certain rights with respect to the Property, which rights are described hereinafter and the extent thereof further depicted on Exhibit "A"; and

WHEREAS, Grantor has agreed to grant the said easement;

NOW, THEREFORE, THIS DEED AND EASEMENT AGREEMENT WITNESSETH:

That the foregoing recitals be and are incorporated herein as if restated verbatim.

That for and in consideration of the above premises, One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said Grantor does hereby grant and convey unto the said Grantee, its successors and assigns an easement as follows:

GRANTOR DOES GRANT unto Grantee, its successors, legal representatives and assigns, an easement in and the right to use that portion of Grantor's Property shown on and to the extent depicted in Exhibit "A", limited to the identified east faces, north face, and south faces of the exterior walls of the Existing Building (hereinafter the "Building Walls"), for the creation and maintenance of a mural or murals.

AND GRANTOR DOES FURTHER GRANT unto Grantee, its successors, legal representatives and assigns, an easement in and the right to use a certain area of Grantor's Property (the "Access Area") in order to create, repair, access, maintain, and, if and as necessary, restore the mural or murals, which Access Area is more particularly shown on Exhibit "A".

AND GRANTEE AND GRANTOR do hereby covenant and agree that the granting of this easement is subject to the following additional rights and obligations:

1. Grantor will permit Grantee's contractors and artists to create the mural or murals on site in accordance with both the design and techniques approved by Grantor in advance.
2. Grantor will allow the mural or murals to remain unchanged and unobstructed for its serviceable life span and will not allow new construction or other improvements on the property that will obstruct the view of the mural or murals. The serviceable life span of the mural or murals shall be forty (40) years from the completion thereof or when significant degradation of the image compromises its aesthetic quality, whichever occurs first.
3. Grantee at its sole cost and expense, and upon reasonable notice to Grantor, shall ensure that the mural is cleaned periodically as needed. In addition, if necessary as a result of graffiti or other vandalism or damage to the mural, Grantee will provide for the removal, repair

and replacement of the mural or murals, all at the Grantee's sole cost and expense. All such work shall occur within the Access Area.

4. At the earlier occurrence of either (a) the end of the serviceable life of the mural, as defined above or (b) forty (40) years from the date hereof, whichever first occurs, Grantor may, at its sole discretion, terminate this Agreement in writing with an appropriate recordation and termination hereof.

GRANTOR AND GRANTEE do both hereby further covenant and agree, on behalf of themselves, their successors and assigns, to abide by and respect each and every condition or restriction set forth in this instrument. It is expressly understood and agreed that this easement shall run with the land and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, we have hereunto set our hands and seals on the day, month and year first above-written.

ATTEST:

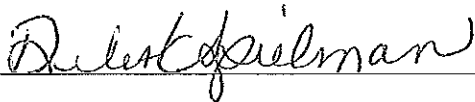
CITY OF HAGERSTOWN

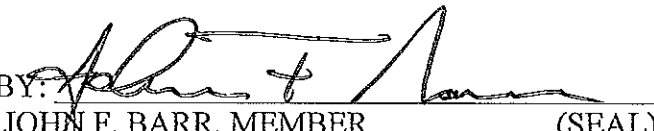
DONNA SPICKLER, CITY CLERK

DAVID S. GYSBERTS, MAYOR (SEAL)

WITNESS:

ELLSWORTH PROPERTIES, LLC



BY:   
JOHN F. BARR, MEMBER (SEAL)

STATE OF MARYLAND, COUNTY OF WASHINGTON, to wit:

I hereby certify that on the \_\_\_\_\_ day of \_\_\_\_\_, 2016, before me, the subscriber, a notary public of the State of Maryland, in and for Washington County, personally appeared John F. Barr, Member of Ellsworth Properties, LLC, party to the within Deed and Easement Agreement, and he acknowledged the same to be the act of said Grantor, with full authority to do so.

WITNESS my hand and seal:

NOTARY SEAL

\_\_\_\_\_  
Notary Public  
My Commission Expires:

STATE OF MARYLAND, COUNTY OF WASHINGTON, to wit:

I hereby certify that on the \_\_\_\_\_ day of \_\_\_\_\_, 2016, before me, the subscriber, a notary public of the State of Maryland, in and for Washington County, personally appeared David S. Gysberts, Mayor of the City of Hagerstown, Maryland, a Maryland Municipal Corporation, party to the within Deed and Easement Agreement, and he acknowledged the same to be the act of said Grantee, with full authority to do so.

WITNESS my hand and seal:

NOTARY SEAL

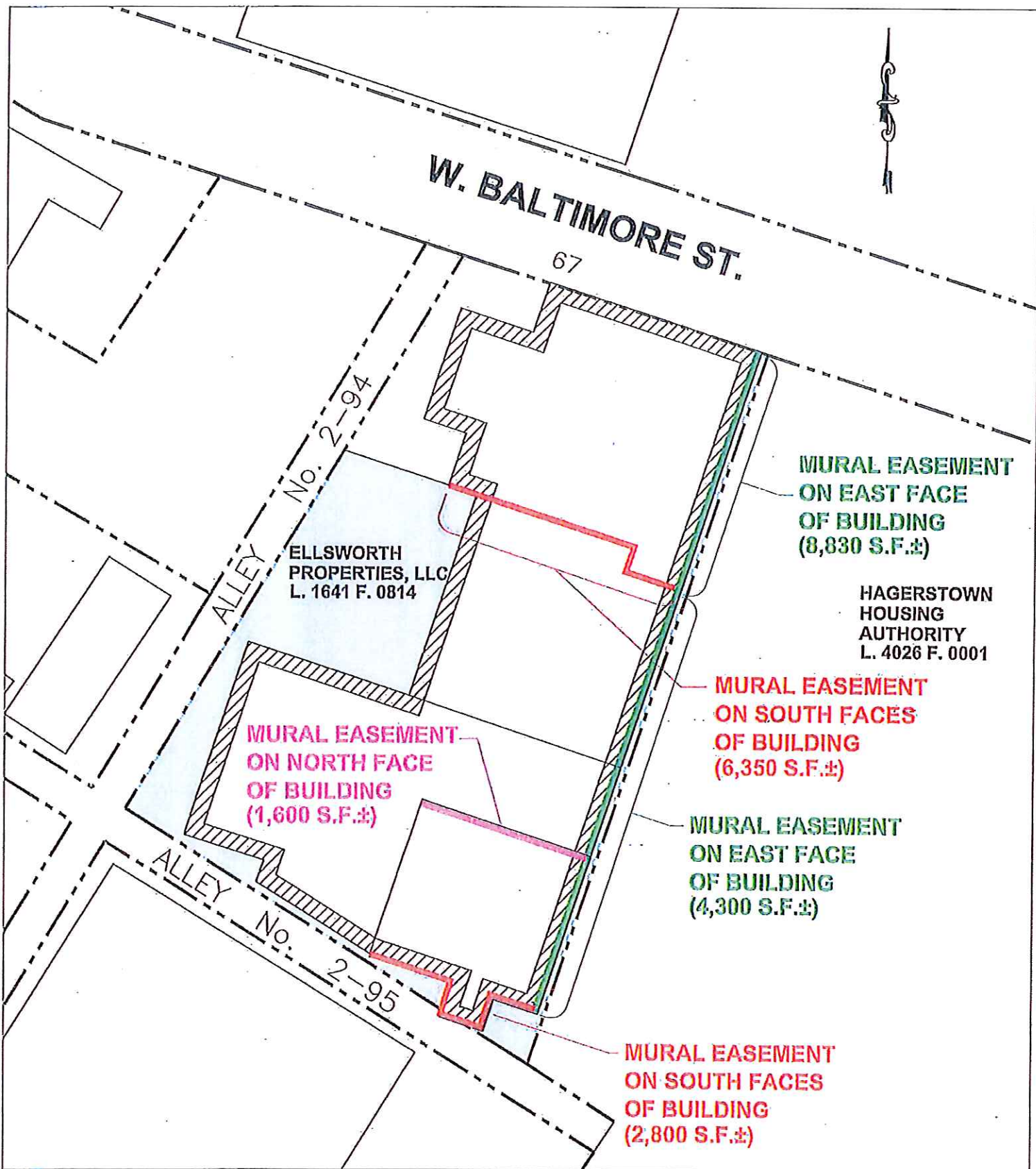
\_\_\_\_\_  
Notary Public  
My Commission Expires:



I certify that the within instrument was prepared by or under the supervision of the undersigned, an attorney duly admitted to practice before the Court of Appeals of Maryland, but that the undersigned did not perform a title search, title examination or make any certification as to title.

\_\_\_\_\_  
Mark K. Boyer



MAIL TO:  
City of Hagerstown  
City Hall  
1 E. Franklin Street  
Hagerstown, MD 21740



-  EXISTING BUILDING
-  ACCESS AREA

SCALE: 1"= 40'

EXHIBIT A

**REQUIRED MOTION  
MAYOR AND CITY COUNCIL  
HAGERSTOWN, MARYLAND**

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**Topic:**

Approval of Street Closure - Locust Street Project - August 13, 2016

**Mayor and City Council Action Required:**

**Discussion:**

**Financial Impact:**

**Recommendation:**

**Motion:**

**Action Dates:**

**ATTACHMENTS:**

**File Name**

Locust\_Street\_Closure.pdf

**Description**

Approval of Street Closure -  
Locust Street Project

## REQUIRED MOTION

### MAYOR AND CITY COUNCIL HAGERSTOWN, MARYLAND

**Date:** August 2, 2016

**TOPIC:** Approval of a Street Closure – Locust Street Project

Charter Amendment	_____
Code Amendment	_____
Ordinance	_____
Resolution	_____
Other	<u>  X  </u>

**MOTION:** I hereby move for Mayor and Council approval of a street closure for the Neighborhoods 1<sup>st</sup> Locust Street Project from 9:00 AM to 2:00 PM on August 13, 2016 with a rain date August 14, 2016. Event site includes Locust Street between Antietam Street and Locust Point (Baltimore Street will remain open).

DATE OF PASSAGE: 08/02/2016



# CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

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TO: Valerie Means, City Administrator

FROM: Jonathan Kerns, Community Development Manager  
Sarah Nelson, Planning & Outreach Coordinator

DATE: July 27, 2016

SUBJECT: Street Closure Request – Locust Street Project

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At the August 2, 2016 Mayor and City Council meeting, staff seek approval of a Street Closure for a Neighborhoods 1<sup>st</sup> Event on August 13, 2016.

**Locust Street Project**

Saturday, August 13, 2016 (Rain Date Sunday, August 14, 2016)

Street Closure: 9:00 A.M. to 2:00 P.M. – Bester Community First, a new Neighborhoods 1<sup>st</sup> group in the Bester/Locust Point area, in partnership with Bester Community of Hope and Lowe's will be gathering volunteers for a street clean-up and beautification project.

Event site includes Locust Street between Antietam Street and Locust Point (Baltimore Street will remain open).

The neighborhood identified Locust Street as a major artery both for vehicular traffic and for children walking to school. The day will include trash pick-up along the street, planting trees and flowers, public art and other improvements.

As with all events, plans may be modified for safety and traffic issues, and event times are subject to change.

c: Jill Frick, Director of Community & Economic Development  
Sam Barrick, Bester Community First  
Keith Fanjoy, Bester Community of Hope

# **REQUIRED MOTION MAYOR AND CITY COUNCIL HAGERSTOWN, MARYLAND**

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## **Topic:**

Engine Room Art Gallery Presentation

## **Mayor and City Council Action Required:**

## **Discussion:**

At the August 2, 2016 Mayor and City Council meeting, staff will provide an informational presentation on the activities of the Engine Room Art Gallery located at 36 N. Potomac Street.

## **First Year in Review**

Engine Room Art Space opened on June 25, 2015 and in its first year of operation the gallery has offered a range of exhibits and community programs. Highlights of the last year include the following:

- June: Summer Solstice – juried group exhibit
- August: Thumbelina – film showing
- December: Pocket Market – artist market
- February: Our Shadows – interactive community program
- March: BISFA Senior Salon – group exhibit

## **Gallery Operations**

Engine Room Art Space changes exhibits at the beginning of each month, and additional public events occur between and during monthly exhibits. Regular open hours are Thursday 11-7, Friday 11-7, Saturday 11-7 and Sunday 12-5. The residents of the Artist Loft apartments above Engine Room have an agreement of five hours of volunteer work to support Engine Room Art Space (staffing, cleaning, etc.) for representation of their art and agency in the development and programming of the space.

## **Additional Background**

The City acquired the property in September 2011. The residential renovations were completed in November 2013 creating four (4) artist lofts that were fully occupied by May 2014. Renovations of the gallery space were completed in the Spring of 2015 and Engine Room Art Space opened in June 2015.

## **Attachments:**

First Year Highlights

Before and After Photos

## **Financial Impact:**

**Recommendation:**

**Motion:**

**Action Dates:**

**ATTACHMENTS:**

**File Name**

**Description**

072716\_MCC\_Memo\_for\_080216\_Engine\_Room\_Art\_Space.pdf

Engine Room Art Gallery  
Presentation



# CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

TO: Valerie Means, City Administrator

FROM: Emily Jones, Engine Room Gallery Coordinator  
Amanda Whitmore, Downtown Coordinator

DATE: July 27, 2016

SUBJECT: Engine Room Art Gallery Presentation

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Attachments:  
First Year Highlights  
Before and After Photos

c:  
Jill Frick, Director of Community & Economic Development  
Managers



## Engine Room Art Space – First Year – June 2015 – May 2016

- Four residents volunteer time to support the gallery and are involved with programming.
  - Ian Jobe
  - Clayton Layman
  - Emily Jones
  - Charlotte Whalley
- Our mission at Engine Room is focus on inclusivity and experimentation – to attract local emerging artists and expand the arts community.
- We have worked with over 80 local emerging artists in our first year
- We do our best to present a large variety of art through our programming – 18 programs offered in the first year are the following:
  - June 2015: Summer Solstice – juried group exhibit
  - July 2015: Ties – juried group exhibit
  - August 2015: Grimm Tales – juried group exhibit
  - August 2015: Thumbelina – film showing
  - September 2015: The Looking Glass – solo exhibit
  - October 2015: Nosferatu – film showing and live music
  - October 2015: Edge of Appalachia – juried group exhibit
  - November 2015: Studios on NoPo Artists – inclusive group exhibit
  - December 2015: Pocket Market – artist market
  - December 2015: All Access Photo Exhibit and Contest – interactive project
  - December 2015 : All on the Wall – inclusive group exhibit
  - January 2016: Concerning the Messenger – solo exhibit
  - February 2016: Our Shadows – interactive project
  - March 2016: BISFA Senior Salon – inclusive group exhibit
  - March 2016: All on the Wall 2 – inclusive group exhibit
  - April 2016: ←-----→ - solo exhibit
  - April 2016: Listening Party at Engine Room – interactive project
  - May 2016: Stillness Between – solo exhibit
- Volunteers from the community and Artist Lofts residents have donated 607.5 hours of work in our first year.
- We had a total of 2265 visitors in our first year which averages to 11 people a day.
- We worked with an operating budget of about \$3,000 dollars our first year and purchased from local businesses as often as possible.
- 15 large artworks have been sold, and our artist market was successful, with each participant making a profit from smaller works.
- Upcoming events are posted on our website and social media monthly.

Exterior – Before and After



Artist Loft Apartments – Before and After



# **REQUIRED MOTION MAYOR AND CITY COUNCIL HAGERSTOWN, MARYLAND**

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## **Topic:**

2<sup>nd</sup> Saturday Event Series Update: Main Street Hagerstown & Downtown Movement

## **Mayor and City Council Action Required:**

## **Discussion:**

At the August 2, 2016 Mayor and City Council meeting, staff and volunteers will provide an informational update on the 2<sup>nd</sup> Saturday Event Series organized in partnership with Main Street Hagerstown and the Downtown Movement. Rori Daughtridge will attend. Rori serves as chair of the Main Street Promotions Work Group and is a co-founder of the Downtown Movement.

## **Upcoming Second Saturday Events**

The Second Saturdays series will begin in August with a partnership with the Washington County Free Library's Comic Con on August 13<sup>th</sup>. Attached is a promotional flyer for the August event. Vendor's will be located on or near the square and include Antietam Dairy, Kona Ice, a photo booth, and a face painter. The band, the Plate Scrapers, will also play superhero-themed song covers during a portion of the event.

Dates and theme ideas for upcoming Second Saturday events include the following:

## **Second Saturday Series –**

- August 13, 2016 – Comic Con Theme
- September 10, 2016 – Slide Fest/End of Summer Theme
- October 8, 2016 – Fall Fest
- Future theme ideas include:
  - o November 12: Veterans/Patriotic
  - o December 10: Holidays
  - o January 14: New Year, New You
  - o February 11: Frozen in February
  - o March 11: St. Patrick's Day
  - o April 8: April Showers
  - o May 13: Mother's Day
  - o June 10: School's Out

## **Main Street Maryland Grant to Support 2<sup>nd</sup> Saturday Programming**

The City of Hagerstown applied and received a \$10,000 Main Street Improvement Program grant through Maryland's Department of Housing and Community Development. The funding will be used to operate and promote Second Saturday events in order to foster a positive atmosphere

which supports the businesses and residents in the downtown.

#### Additional Background

A small-scale test event was held on October 10<sup>th</sup>, 2015 and was a large success. Over 150 people participated, patronizing local businesses for a “Speakeasy Stroll” which culminated in a ‘20’s style Prohibition Party at a local event hall with vinyl-spinning DJs using hand-cranked Victrola’s. Additional themes presented during the Fall 2015 test-run included November “For the Love of Fall,” December “Holiday Party,” January “Health and Wellness,” and February “Frozen February.” These pilot events were very successful and saw many visitors to the downtown.

#### **Financial Impact:**

#### **Recommendation:**

#### **Motion:**

#### **Action Dates:**

#### **ATTACHMENTS:**

##### **File Name**

MCC\_Memo\_Second\_Saturday.pdf

##### **Description**

Main Street 2nd Saturday



# CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

TO: Valerie Means, City Administrator

FROM: Amanda Whitmore, Downtown Coordinator

DATE: July 27, 2016

SUBJECT: 2<sup>nd</sup> Saturday Event Series Update: Main Street Hagerstown & Downtown Movement

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## Main Street Maryland Grant to Support 2<sup>nd</sup> Saturday Programming

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c:

Jill Frick, Director of Community & Economic Development

Lauren Metz, Community Events Coordinator

Managers

Rori Daughtridge

Melanie Anderson



MAIN STREET HAGERSTOWN PRESENTS:

# SECOND SATURDAY

## = COMIC EDITION =

YOU SAY MAIN STREET  
IS JOINING FORCES WITH THE  
WASHINGTON COUNTY FREE  
LIBRARY FOR THE COMIC CON  
EVENT?!

YES!!

FEATURING:  
THE PLATE SCRAPERS



AUGUST  
13TH

FROM  
11:00AM TO  
4:00PM

SUPER HERO  
PHOTOBOOTH!



FREE EVENT:  
DO NOT  
MISS  
OUT!

LOVE WHERE YOU LIVE  
**SECOND  
SATURDAY**  
MAIN STREET HAGERSTOWN  
SHOP LOCAL

FOR MORE INFO VISIT  
[MAINSTREETHAGERSTOWN.ORG](http://MAINSTREETHAGERSTOWN.ORG)  
&  
[WASHCOLIBRARY.ORG](http://WASHCOLIBRARY.ORG)



**REQUIRED MOTION  
MAYOR AND CITY COUNCIL  
HAGERSTOWN, MARYLAND**

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**Topic:**

Catalyst Project #7 – City Farmers’ Market Update and Discussion

**Mayor and City Council Action Required:**

**Discussion:**

At the August 2, 2016 Mayor and City Council meeting, staff will update the Mayor and City Council on actions taken to date in support of Catalyst Project #7 Expanded Operations of the City Farmers’ Market. Staff seek a discussion with the Mayor and City Council about options for continuing to meet the goals of this project as a part of the 10-year Community’s City Center Plan.

**Catalyst Project #7 – Expanded Operations of the City Farmers’ Market**

The goal of Catalyst Project #7 is expand the hours of operations of the Farmers’ Market, increase the number of vendors at the market, and rebrand the market to capture a portion of the estimated \$13 million of unmet demand for specialty foods in our retail market and provide groceries and locally grown produce for City Center residents and restaurants.

**Request for Proposals (RFP)**

In December 2015, the City issued a Request for Proposals (RFP) for private operation of the Farmer’s Market.

The Request for Proposals included the following general statement that the City was open to creative solutions and models:

*The City will consider any model that makes the City Farmers’ Market more viable and provides retails sales of locally grown produce, specialty foods and groceries. Creative proposals are strongly encouraged. The City will provide the building free of lease payments, and the private operator will retain all vendor booth revenue. The City desires the Farmers’ Market to be self-sustaining and seeks proposals that do not include management fees paid by the City to the private operator. Any proposals that identify a management fee should also identify a timeline in which the management fee is phased out as a result of the Farmers’ Market becoming self-sustaining. Submitters are asked to provide a Business Plan, Operations Model and Financial Model.*

A pre-proposal site visit and tour of the Farmers’ Market was conducted, and representatives from four (4) prospective operators attended. One proposal was received. The proposal did not meet the requirements of the Request for Proposals.

**Additional Actions to Date**



The City has taken a number of additional actions since issuing the Request for Proposals including:

- Seeking input from the prospective operators who attended the pre-proposal site visit, but who did not put forward proposals.
- Meeting with the individual that submitted a proposal.
- Meeting with a number of individuals/companies that may have interest in serving as a market operator and/or have ideas and feedback for the City.

#### Options and Alternatives

Staff seek a discussion with the Mayor and City Council for options and alternatives for continuing to move forward. Options and alternatives include, but may not be limited to, one or a combination of the following:

- Maintain City Operations of the Farmers' Market with existing hours.
- Maintain City Operations of the Farmers' Market with modified hours on Saturday and/or modified hours throughout the week.
- Reissue the RFP and/or seek Proposals for Private Operation on a rolling basis.
- Seek opportunities to reposition the real estate for other food/grocery retail options (ie: Grocery Store Operator).
- Collaborate regionally for stronger collective farmers' market offerings.

#### Additional Background

The following is a list of regional farmers' markets:

- Historic Hagerstown City Farmers Market, Sat, 5am-12pm (Year Round)
- Boonsboro Farmers Market, Tue, 4-6 pm (May 3-Oct 25)
- Hancock Farmers Market, Tue & Sat, 8 am-1 pm (Apr-Oct)
- Knob Hall Farmers Market (New in 2016), Sun, 3-5pm, (May 29-Oct 23)
- Meritus Medical Center Farmers Market, Tue, 2-5pm
- Washington County Farmer's Market (at Elk's Lodge), Wed, 3-6pm (May-Oct)

Plus, additional markets are being considered or are under development in the region.

Additionally, a number of farms and orchards in Washington County conduct sales operations in "farmers' market"-like settings. A few examples include:

- Mountain Valley Orchard in Smithsburg. M-Sat, 8-6
- Lewis' Farm Stand in Smithsburg. M-F, 9-6; Sat 9-5
- Ivy Hill Farm in Smithsburg. M-F, 9-5:30; Sat, 9-5; Sun 11-5

Also, a number of commercial produce and baked goods sales operations in a Country Store or Farm Stand setting also conduct business in Washington County. A few examples include:

- Cronise Market Place Farm Stand in Boonsboro. M-F, 9-7; Sat 9-6; Sun 12-6
- Greensburg Farm Market outside Hagerstown. M-Sat, 8:30-6:00; Sun, 10-5
- Pennsylvania Dutch Market in Hagerstown. Thur, 9-6; Fri, 9-7; Sat, 8-4.

#### **Financial Impact:**

#### **Recommendation:**

**Motion:**

**Action Dates:**

**ATTACHMENTS:**

**File Name**

072716\_MCC\_Memo\_for\_080216\_Agenda.pdf

**Description**

Catalyst Project #7 – City  
Farmers' Market Update and  
Discussion



# CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

TO: Valerie Means, City Administrator

FROM: Jill Frick, Director of Community & Economic Development  
Kathy Maher, Director of Planning  
Lauren Metz, Community Events Coordinator

DATE: July 27, 2016

SUBJECT: Catalyst Project #7 – City Farmers’ Market Update and Discussion

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At the August 2, 2016 Mayor and City Council meeting, staff will update the Mayor and City Council on actions taken to date in support of Catalyst Project #7 Expanded Operations of the City Farmers’ Market. Staff seek a discussion with the Mayor and City Council about options for continuing to meet the goals of this project as a part of the 10-year Community’s City Center Plan.

## Catalyst Project #7 – Expanded Operations of the City Farmers’ Market

The goal of Catalyst Project #7 is expand the hours of operations of the Farmers’ Market, increase the number of vendors at the market, and rebrand the market to capture a portion of the estimated \$13 million of unmet demand for specialty foods in our retail market and provide groceries and locally grown produce for City Center residents and restaurants.

## Request for Proposals (RFP)

In December 2015, the City issued a Request for Proposals (RFP) for private operation of the Farmer’s Market.

The Request for Proposals included the following general statement that the City was open to creative solutions and models:

*The City will consider any model that makes the City Farmers’ Market more viable and provides retails sales of locally grown produce, specialty foods and groceries. Creative proposals are strongly encouraged. The City will provide the building free of lease payments, and the private operator will retain all vendor booth revenue. The City desires the Farmers’ Market to be self-sustaining and seeks proposals that do not include management fees paid by the City to the private operator. Any proposals that identify a management fee should also identify a timeline in which the management fee is phased out as a result of the Farmers’ Market becoming self-sustaining. Submitters are asked to provide a Business Plan, Operations Model and Financial Model.*

A pre-proposal site visit and tour of the Farmers’ Market was conducted, and representatives from four (4) prospective operators attended. One proposal was received. The proposal did not meet the requirements of the Request for Proposals.

### Additional Actions to Date

The City has taken a number of additional actions since issuing the Request for Proposals including:

- Seeking input from the prospective operators who attended the pre-proposal site visit, but who did not put forward proposals.
- Meeting with the individual that submitted a proposal.
- Meeting with a number of individuals/companies that may have interest in serving as a market operator and/or have ideas and feedback for the City.

### Options and Alternatives

Staff seek a discussion with the Mayor and City Council for options and alternatives for continuing to move forward. Options and alternatives include, but may not be limited to, one or a combination of the following:

- Maintain City Operations of the Farmers' Market with existing hours.
- Maintain City Operations of the Farmers' Market with modified hours on Saturday and/or modified hours throughout the week.
- Reissue the RFP and/or seek Proposals for Private Operation on a rolling basis.
- Seek opportunities to reposition the real estate for other food/grocery retail options (ie: Grocery Store Operator).
- Collaborate regionally for stronger collective farmers' market offerings.

### Additional Background

The following is a list of regional farmers' markets:

- Historic Hagerstown City Farmers Market, Sat, 5am-12pm (Year Round)
  - Boonsboro Farmers Market, Tue, 4-6 pm (May 3-Oct 25)
  - Hancock Farmers Market, Tue & Sat, 8 am-1 pm (Apr-Oct)
  - Knob Hall Farmers Market (New in 2016), Sun, 3-5pm, (May 29-Oct 23)
  - Meritus Medical Center Farmers Market, Tue, 2-5pm
  - Washington County Farmer's Market (at Elk's Lodge), Wed, 3-6pm (May-Oct)
- Plus, additional markets are being considered or are under development in the region.

Additionally, a number of farms and orchards in Washington County conduct sales operations in "farmers' market"-like settings. A few examples include:

- Mountain Valley Orchard in Smithsburg. M-Sat, 8-6
- Lewis' Farm Stand in Smithsburg. M-F, 9-6; Sat 9-5
- Ivy Hill Farm in Smithsburg. M-F, 9-5:30; Sat, 9-5; Sun 11-5

Also, a number of commercial produce and baked goods sales operations in a Country Store or Farm Stand setting also conduct business in Washington County. A few examples include:

- Cronise Market Place Farm Stand in Boonsboro. M-F, 9-7; Sat 9-6; Sun 12-6
- Greensburg Farm Market outside Hagerstown. M-Sat, 8:30-6:00; Sun, 10-5
- Pennsylvania Dutch Market in Hagerstown. Thur, 9-6; Fri, 9-7; Sat, 8-4.

c:

Managers

Karen Humbertson, Farmers' Market Coordinator

**REQUIRED MOTION  
MAYOR AND CITY COUNCIL  
HAGERSTOWN, MARYLAND**

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**Topic:**

Action Report: Update on Implementation of the Community's City Center Plan

**Mayor and City Council Action Required:**

**Discussion:**

**Financial Impact:**

**Recommendation:**

**Motion:**

**Action Dates:**

**ATTACHMENTS:**

**File Name**

Action\_Report\_-\_Update\_on\_Implementation\_of\_the\_Community\_s\_City\_Center\_Plan.pdf

**Description**

Memo - Action Report: Update on Implementation of the Community's City Center Plan



# CITY OF HAGERSTOWN, MARYLAND

Department of Community & Economic Development

## MEMORANDUM

TO: Valerie Means, City Administrator

FROM: Jill Frick, Director of Community and Economic Development  
Kathleen A. Maher, Director of Planning and Code Administration

DATE: July 28, 2016

SUBJECT: Action Report: Update on Implementation of the Community's City Center Plan

Staff will present the attached Action Report on our community's progress in implementation of the Community's City Center Plan at the August 1<sup>st</sup> Mayor and City Council Work Session.

The Action Report reflects 2016 year-to-date progress. Also attached for reference is a 2014/2015 Year End Report of actions completed.

Work has been progressing on most of the catalyst projects identified in the Community's City Center Plan:

- **Office Development and Recruitment (Catalyst #1):** The City and Bowman Development are in the exploratory phase on the Class A Office Building project. On July 15<sup>th</sup>, the City applied for a \$750,000 grant from the Maryland Strategic Demolition Fund program to assist with pre-development activities for this project. In addition, the City and Antietam Cable are working in public-private partnership to create a 1 Gigabit Downtown which will support business retention, expansion and attraction. This initiative is supportive of several of the Catalyst Projects.
- **Expansion of Attendance/Programming at Maryland Theatre (Catalyst #2):** The Theatre's State bond award of \$175,000 was matched with local Hotel Tax funding. In July, the Theatre worked on Stage Safety upgrades. In August, work will resume on dressing room remodeling and will commence on the Fire Curtain replacement. The Theatre will also be working on minor repairs and safety projects throughout the theatre. The Theatre Board has contracted with Grimm & Parker Architects and this summer they are working on the programming phase of the planned expansion. The City of Hagerstown and Washington County Board of Commissioners each contributed \$500,000 towards the architectural services for the expansion.
- **Expansion of USMH (Catalyst #3):** USMH is continuing work on development of three new programs: Hospitality Management, Nurse Practitioners, and Physician's Assistant. The B.S. in Hospitality Management and Tourism through UMES is scheduled to begin at USMH with the Fall 2017 semester. An interior demolition permit was issued on July 20<sup>th</sup> to begin the renovation process at the BB&T Building for the future Hospitality Management space.

- **Student Housing (Catalyst #3):** The first Student Housing project at Patterson Hall is fully leased with eight USMH students. On July 15<sup>th</sup>, the City applied for a \$200,000 Community Legacy grant to assist with development of a second Student Housing project.
- **Hagerstown Cultural Trail (Catalyst #5):**
  - *Trail:* Construction of the trail began in April and will conclude by the fall. Pavers are installed on Lee Street. Stormdrain installed at Lee Street. Pavers and boulders are being installed on the Housing Authority property. Underground conduit system was 70% complete in early July for lights and cameras. Light poles are being installed.
  - *Public Art:* Base painting for Mural of Unusual Size should begin first week of September. City is developing contract for selected muralist. Engaged architect to design shade structures. Finalizing logo on granite insets. Obtained Maryland State Arts Council grant to assist with entry plaza art. Art Selection Committee has held meetings to discuss artistic screens, playscape status, photo-mural, and Hidden Hagerstown history boxes.
- **Expanded Downtown Events Programming (Catalyst #6):** The five work groups of Main Street Hagerstown are planning new events and projects.
  - *Events:* The Second Saturday program will resume on August 13<sup>th</sup> in conjunction with the Library's Comic-Con event. The 2016 Downtown Summer Slide Festival will be on the West Baltimore Street hill down to Walnut Street on September 10<sup>th</sup> in conjunction with Porch Fest and Second Saturday. A Pop Up Shops event is being planned for November in conjunction with the Holiday Tree Lighting.
  - *Main Street Projects:* Main Street work groups are also working on web site design, a Main Street Hagerstown brochure, more window scrims for vacant storefronts, and ways to beautify and clean up city blocks. The Main Street Business Relations work group held four focus groups of downtown business owners to gather and synthesize information to improve and enhance the downtown business environment.
  - *Facade Grant Program:* On July 15<sup>th</sup>, the City applied for a \$25,000 Community Legacy grant to replenish the Façade Grant Program for Commercial and Mixed-use Buildings in the Main Street area.
- **Private Management of the Farmers' Market (Catalyst #7):** Staff will work with the Mayor and City Council to assess, consider alternatives, and consider the opportunity to re-post the RFP and a path forward to implement this catalyst project.
- **Protection of our Neighborhoods and Support for Home-ownership (Catalyst #8):**
  - *Vacant Structures Program:* City staff updated Mayor and City Council on first year of program on June 14<sup>th</sup>. 1,034 vacant structures had been identified and 474 had active licenses in the program and 173 were pending. 387 identified structures were inactive either because were sold, had active building permit, registered in the Rental Licensing program, or were semi-occupied. Proposed code amendments to enhance the program will be further discussed on August 16<sup>th</sup>. Inspections of licensed vacant structures are ongoing to ensure protection of our neighborhoods and first responders from exterior blight and unsafe interior conditions.
  - *Home-Ownership Program:* One of the two proposals submitted under the Competitive Negotiated Sales process for acquisition of 278 S. Prospect Street for home-ownership was selected and is currently under contract with settlement expected in September. Architectural work is underway for creation of two condo units for home-ownership at 261 S. Prospect Street. Renovations at 64 E. Franklin Street are substantially complete and the property will be positioned for sale for home-ownership.
  - *Down Payment Assistance Program:* On July 15<sup>th</sup>, the City applied for a \$125,000 Community Legacy grant to replenish the Down Payment Assistance program.

The attached Action Report will be distributed to businesses and community stakeholders through email and will be also available on the City's website at [www.HagerstownMD.org/CityCenterPlan](http://www.HagerstownMD.org/CityCenterPlan).

### **Background**

The Community's City Center Plan was released in July of 2014. The plan is a 10-year roadmap for eight catalyst projects that will spur development in City Center. The Community's City Center Plan is the result of broad community input, with the consultants spending more than 130 hours collecting feedback from the community.

The plan includes detailed steps for making the project concepts a reality, bringing an anticipated \$125 million in new investment to downtown over 10 years. This is a public-private partnership, where 75% of the investment will come from the private sector, and the balance from all levels of public resources.

### **ATTACHMENTS**

Action Report – 2<sup>nd</sup> Quarter 2016 – 2016 Year to Date Report

Action Report – 2014/2015 Year End Report

c: DCED Leadership Team  
PCAD Leadership Team  
Erin Wolfe, Communications Manager  
Department Managers  
Dave Cotton, Maryland Department of Planning  
Kevin Baynes, Maryland Department of Housing & Community Development



# Community's City Center Plan

8/2/16

## 2016 – Year-to-Date Report

### ACTIONS COMPLETED:

#### **Catalyst Project #1 – Office Development and Recruitment:**

GOALS: To position downtown to compete for new office development using portions of Central Parking Lot to build 154,000 sf across three buildings.

1. City applied to the Maryland Strategic Demolition Fund program on July 15, 2016 for grant assistance for the Pre-Development Phase of the project.
2. Created innovative public/private partnership with Antietam Cable to create a 1 Gigabit Downtown which will support business retention, expansion and attraction. This initiative is supportive of several of the Catalyst Projects.

#### **Catalyst Project #2 – Maryland Theatre Expansion Project:**

GOALS: Expand and improve the facility, and grow from 150 to 225 performance days per year, increasing the audience by 60,000 annually.

1. Dressing rooms remodeling is 50% complete; updated stage lighting; and completed modification to artist entry. Theatre was awarded \$175,000 in State Bond Bill funding and the match was awarded by Hotel Tax Funding. These funds will be used for the dressing rooms remodel (August 2016), Fire Curtain replacement (August 2016), Stage Safety upgrades (July 2016 and January 2017), and other minor repairs and safety projects throughout the theatre. (Maryland Theatre)
2. Expansion of Facility – Theatre Board has contracted with Grimm & Parker Architects. The Executive Committee of the Board is working with the architects on the programming phase for the planned expansion. This phase will conclude this summer. Connectivity and shared spaces are being considered between the theatre and the Bowman Development project to the north. (Maryland Theatre)
3. Support for Expansion of Facility – the Washington County Board of Commissioners and the Mayor and City Council of Hagerstown both approved providing \$500,000 by each entity towards the architectural services for the expansion of the theatre facility.

### **Catalyst Project #3 – USMH Expansion Support:**

GOALS: Support USMH growth from 500 to 750 students through the addition of new program offerings, and capture student housing opportunities with three (3) upper-floor renovation projects. The three (3) upper-floor renovation projects are planned to be implemented separately, in sequence to each other and throughout the 10 year plan.

#### **Intended New Program Offerings at USMH**

<b>Date</b>	<b>Program</b>	<b>Students per year over 2 years</b>	<b>Full Enrollment</b>	<b>Date</b>	<b>Anticipated Housing Demand</b>
Fall 2017	BS in Hospitality Management and Tourism from UMEC	15-18	30	Fall 2017	6-7 units (12-14 students)
Fall 2018 - tentative	MS in Nurse Practitioner from FSU	20	40	Fall 2019	6-7 units (additional)
Fall 2019 - tentative	MS in Physician's Assistant from UMB and FSU	35	70	Spring 2021	6-7 units (additional)

Proposed timing of the Hospitality Management Program is contingent upon the program being included in the System's FY2017 budget.

1. Phase I Student Housing Project – Apartments are fully leased.
2. City applied for \$200,000 in Community Legacy grant funds on July 15, 2016 to assist with development of a second Student Housing project.
3. In anticipation of a successful Community Legacy application and in order to meet the desired timeframe of occupation by Fall of 2017, the Request for Proposals for the developer partner for the second phase of the project would need to be posted in the Fall/Winter 2016.

### **Catalyst Project #4 – Hotel/Conference Center and Heritage Center/Commemorative Park:**

GOALS: Construct 200-room "Upper Upscale" hotel (ie: Sheraton, Wyndham, Hilton). Programmed with adjacent 20,000 square-foot conference center. Establish Civil War Heritage Center and Commemorative Park.

1. Exploratory conversations to date.
2. Project is much more long-term in nature.

## **Catalyst Project #5 – Linking City Park/The Washington County Museum of Fine Arts and A&E District with Trail and New Housing:**

GOALS: Construct multi-use trail linking City Park/WCMFA with the Arts & Entertainment District, and add 31 new townhomes along trail and rehab buildings to create 85 loft apartments (in 10 years).

### **Hagerstown Cultural Trail**

#### **Funding and Plan Development**

- Public input –Cochran Studio held a public input session for the Art Master Plan on January 11, 2016.
- Design – field surveys and design is complete.
- Property acquisition – acquisition of four donated land actions all complete through a combination of easements, quit claims and fee simple transfer.
- Branding and Signs – trail logo design complete, finalizing agreement with Brookgreen Gardens for use of the Diana Image.
- Art along the Trail – Public Art Master Plan presented to the Mayor and City Council by William and Teresa Cochran on February 16, 2016 and accepted by Mayor and City Council on February 23<sup>rd</sup>. Funding to implement Phase I of the plan approved by Mayor and City Council on February 23<sup>rd</sup>.
- Construction Contract – in-house construction drawings complete; work bid; contract for construction awarded on February 23<sup>rd</sup>.
- Construction of Phase I of the Trail – construction of Phase I of the trail began in April 2016 with completion in Fall 2016. Implementation of Phase I of art plan to start in the next several months. Below are more details on construction status as of July 11<sup>th</sup>.

#### **Trail Construction**

- Underground conduit system is 70% complete for lights and cameras. Light poles have arrived and are being installed.
- Pavers are installed along Lee Street.
- Pavers being installed at Hagerstown Housing authority and progressing south and north from there.
- Over 60 boulder installed as harvested from the Edgemont Reservoir watershed
- Storm drain installed at Lee Street .
- CSX Railroad sent us a letter stating that we can't modify the sidewalk in their right of way UNTIL the State Highway crossing upgrade is completed in 2017.
- Developed a draft plan of sign designs and locations.

#### **Art Installation**

- Base painting for Mural of Unusual Size is out to bid, artist for the mural has been selected by the committee, developing contract and easement to use the building.
- Engaged architect to design shade structures.

- Art Selection Committee met three times and discussed artistic screens, playscape status, photo-mural, and Hidden Hagerstown history boxes.
- Finalizing logo on the granite insets.
- Obtained MSAC grant.
- Looking into possible donation of art from Chevy Chase MD.

## **Catalyst Project #6 – Expanded Downtown Arts/Events Programming:**

GOALS: Leverage resources to produce more frequent events and build upon atmosphere created by popular downtown events.

1. New Pop-Up Shop Events – A 2016 event is in the planning stages for the Holiday Tree Lighting in November.
2. Wind Down Fridays – Six scheduled to occur from May to October in 2016.
3. St. Patrick's Day Run – New programming in 2016 included children's activities and an After Party.
4. Main Street Hagerstown Designation – Currently more than 50 volunteers are supporting Main Street Hagerstown through five (5) Work Groups. Sample projects included:
  - a. *Organization Work Group*: Web site design.
  - b. *Promotions Work Group*: 2015 – Created a MSH brochure and re-established Second Saturdays.
  - c. *Design Work Group*: Design window scrims for vacant storefronts.
  - d. *Business Relations Work Group*: Held four focus groups of downtown business owners to gather and synthesize information to improve and enhance the downtown business environment.
  - e. *Clean, Safe and Green Work Group*: Reviewing ways to beautify and clean up city blocks, possibly through an adopt-a-block program.
5. Second Saturday Series – In February 2016, Main Street Hagerstown was awarded a \$10,000 grant from the State of Maryland to support the Second Saturday Series. Series is kicking off on August 13<sup>th</sup> in conjunction with the Washington County Free Library's Comic Con event.
6. Engine Room Art Space – Open Thursday through Sunday with fresh exhibits opening regularly. Continues to grow and flourish with new and alternative exhibits. Gallery Coordinator is creating momentum through the use of exhibit space and creating opportunities for the community to interact with the art themselves.
7. Downtown Summer Slide Festival – Plans are underway for an expanded Downtown Summer Slide Festival for 2016 in conjunction with Porch Fest on S. Prospect Street and Second Saturday.
8. The annual New Year's Eve Donut Drop planned for December 31, 2016.
9. Event Guidelines are being developed by staff that will serve as a resource to event organizers. This will create more event opportunities while more efficiently using staff time and the resources the City can offer.

## **Catalyst Project #7 – Expanded Operations of the City Farmers’ Market:**

GOALS: Expand operations from 7 to 35 hours per week. Implement private management approach. Make necessary capital improvements. Re-brand. Recruit additional tenants.

1. One proposal submitted by Request for Proposals deadline on January 15, 2016; proposal was reviewed and staff determined it did not adequately address the submittal requirements.
2. Held numerous meetings with individuals and companies with interest and ideas for the Farmers’ Market.
3. Staff will work with the Mayor and City Council to assess, consider alternatives, consider the opportunity to re-post the RFP and determine a path forward to implement this catalyst project. Work Session discussion scheduled for August 2, 2016.

## **Catalyst Project #8 – Expanded and Targeted Home-Ownership Support:**

GOALS: Market home ownership incentives and support Neighborhood 1<sup>st</sup> programs. Establish annual rental licensing inspections, and continue excessive nuisance enforcement programs.

1. Rental Registration Program – annual exterior inspections to provide additional support to protect neighborhoods.
2. Vacant Structures Program – on first year of program provided to Mayor and City Council on June 14, 2016. Staff are preparing recommended text amendments to address identified issues for clarification and enhancement.
3. Property Acquisition Analysis – underway – assess conditions and acquisition opportunities within the three target neighborhoods.
4. Home-Ownership Program – awarded \$150,000 Community Legacy grant in FY 2016. (State)
5. Vacant Structures Registration – 1,034 blighted and non-blighted vacant properties identified as of June 14, 2016: 474 had an active license. 387 had an inactive license, and 173 were pending in the licensing process. Of the active licenses, 42% were blighted – 46% of those had that status due to foreclosure. Of the 387 inactive license properties, 22% were sold, 16% had active building permits, 24% went into the Rental Licensing program, 32% proved to be semi-occupied, and 6% fell into other miscellaneous categories. Of the 173 pending properties, 38% were still within the payment period and 62% were put into the enforcement process. As of June 14<sup>th</sup>, 294 of the 474 active licenses had an exterior inspection and 30 of the 197 blighted properties had an interior inspection. Of the properties that became inactive due to sale, 70% are owner-occupied homes and 30% became rental properties. (City)
6. Property Acquisition for Home-Ownership Program –The City acquired two properties in the S. Prospect Street historic district for the Home-ownership Program. The property at 261 S. Prospect Street will be renovated to create two units to be sold for home-ownership. Architectural work is underway for this property and the renovation bid process is expected to begin in late summer of 2016. The property at 278 S. Prospect Street was marketed through the City’s Competitive Negotiated Sales process for a

single-family home-ownership opportunity. The property is currently under contract with settlement expected to occur in September of 2016.

7. Renovations of 64 E. Franklin Street are substantially complete and the property will be positioned for sale for home-ownership.
8. City Center Residency Initiative – seven homes purchased with down payment assistance and 18 residents renting with rental payment assistance since December 2013. Program funding has been expended.

# Community's City Center Plan

## 2014-2015 – Year End Report

### ACTIONS COMPLETED:

#### Catalyst Project #1 – Office Development and Recruitment:

GOALS: To position downtown to compete for new office development using portions of Central Parking Lot to build 154,000 sf across three buildings.

1. Developed concept renderings. (Bushey Feight Morin Architects)
2. M&T Bank Support - received concept support.
3. Search for Developer/Partner - RFQ posted in December 2014 with March 2, 2015 submittal deadline. (City)
  - a. Staff met with submitters of response in Mid-March and April. (City)
  - b. Update Mayor and City Council in May. (City)
4. City very pleased to receive submission from Bowman Development
5. Next steps are part of an Exploratory Phase, and include:
  - Site Analysis – City to explore the ability to provide a level of site analysis to determine that the site is suitable for construction. This may include Phase 1 and 2 Environmental Impact Studies; sub-surface investigations to determine soil bearing capacity of the site; and an ALTA survey to determine easement or right of way restrictions on the property.
  - Identification of Incentives – Bowman Development and the City will identify and review City, County and State incentive programs that may support the project.
    - Staff have drafted modeling of the use of the Partners in Economic Progress Incentive based on an assumed leasing timeline. Staff are meeting with the developer to review the assumptions and further refine the modeling. Staff are also working to model the City Revitalization Improvement Zone (CRIZ) program to determine impact of this proposed new financing incentive.
  - Cost Outline of the Project – Bowman Development to develop a cost outline of the project to include the effect of incentives and the estimated rental rates. This pro forma analysis will confirm that the building can be leased at rates that will attract tenants. The pro forma provided by Urban Partners will be used as a guide, and it will be tested and adjusted as needed.

The two goals of this phase of the project are to determine that:

- the site is suitable for the construction of the proposed building; and
- the projected cost outline and incentive impact analysis supports that the building can be leased at rates that will attract tenants.

After these determinations, Bowman Development, in partnership with the City, would be willing to move forward with a series of additional Pre-Development Phase next steps.

## **Catalyst Project #2 – Maryland Theatre Expansion Project:**

GOALS: Expand and improve the facility, and grow from 150 to 225 performance days per year, increasing the audience by 60,000 annually.

1. New Seating Project complete – included refinishing floors and new carpeting, aisle lights, and hearing loop system. Ribbon cutting on February 12, 2015. (Maryland Theatre)
2. New HVAC units installed – final inspection complete. (Maryland Theatre)
3. Back-of-house facility improvements – completed dressing rooms remodeling (50% complete); updated stage lighting; and modification to artist entry. Theatre was awarded \$175,000 in State Bond Bill funding, which will go towards improvements on rigging, completing the dressing room remodel, fire curtain replacement, etc. Theatre is looking for the necessary match for the bond funds. (Maryland Theatre)
4. Ticketing – availability through TicketMaster is fully functioning and a big improvement. (Maryland Theatre)
5. Programming – hired a new staff member in October 2015 with a background in advertising, sponsorship, and promotion in order to improve this area of operations at the theater. (Maryland Theatre)

## **Catalyst Project #3 – USMH Expansion Support:**

GOALS: Support USMH growth from 500 to 750 students through the addition of new program offerings, and capture student housing opportunities with three (3) upper-floor renovation projects. The three (3) upper-floor renovation projects are planned to be implemented separately, in sequence to each other and throughout the 10 year plan.

1. Phase I Student Housing Project
  - a. USMH Partnership – received support from USMH.
  - b. City Funding – reserved \$250,000 from the City's First Third Grant Program and \$100,000 from other City funds. (City Council)
  - c. Developer Partner – invited proposals from property owners near USMH; selected developer partner; development/rental agreement signed by City, USMH, and developer in April.
  - d. Construction Completed on August 12, 2015 – 4 two-bedroom, two-bathroom apartments.

## **Catalyst Project #4 – Hotel/Conference Center and Heritage Center/Commemorative Park:**

GOALS: Construct 200-room “Upper Upscale” hotel (ie: Sheraton, Wyndham, Hilton). Programmed with adjacent 20,000 square-foot conference center. Establish Civil War Heritage Center and Commemorative Park.



1. Exploratory conversations to date.
2. Project is much more long-term in nature.

### **Catalyst Project #5 – Linking City Park/The Washington County Museum of Fine Arts and A&E District with Trail and New Housing:**

GOALS: Construct multi-use trail linking City Park/WCMFA with the Arts & Entertainment District, and add 31 new townhomes along trail and rehab buildings to create 85 loft apartments (in 10 years).

#### **Hagerstown Cultural Trail**

1. Funding – plan approved by City Council.
2. Public input – charrette in October 2014.
3. Design – field surveys and design is complete.
4. Property acquisition – negotiations with property owners complete; plats being processed through Planning and acquiring signatures from owners.

### **Catalyst Project #6 – Expanded Downtown Arts/Events Programming:**

GOALS: Leverage resources to produce more frequent events and build upon atmosphere created by popular downtown events.

1. New Pop-Up Shop Events – Past events occurred on Augustoberfest weekend, City Tree Lighting event, Black Friday, and Small Business Saturday in 2014; Blues Fest Weekend and November 2015.
2. Sounds of the Square Program – entertainment in Public Square every Friday night for 8 weeks in Fall 2014.
3. Wind Down Fridays – revamped in 2015 to coordinate with larger events with added features and wrist band system for entire event area.
4. St. Patrick's Day Run – expanded in 2015 to half marathon in addition to the 5K run and 1K walk.
5. Main Street Hagerstown Designation – Designation obtained in Fall of 2014 and program launched in Spring of 2015. Currently more than 50 volunteers are supporting Main Street Hagerstown through five (5) Work Groups. Sample projects in 2015 included:
  - a. *Organization Work Group*: Fundraising efforts and volunteer management.
  - b. *Promotions Work Group*: Created new MSH logo and established Second Saturday event series.
  - c. *Design Work Group*: To highlight downtown architecture, hosted a Main Street Area Smartphone Photography Tour last fall.
  - d. *Business Relations Work Group*: Creating follow-up business retention and expansion survey. Established Ambassador group to welcome new Main Street businesses during grand opening events.
  - e. *Clean, Safe and Green Work Group*: Worked with City Engineering Division to offer recycling containers around the Main Street area.

6. Second Saturday Series began October 10, 2015. This is a monthly series of themed events focused on Main Street area for family-friendly afternoons and evening activities for adults. In late 2015, Main Street Hagerstown applied for a \$10,000 grant from the State of Maryland to support the Second Saturday Series.
7. Engine Room Art Space opened Summer 2015. Currently open Thursday through Sunday with fresh exhibits opening regularly. Continues to grow and flourish with new and alternative exhibits. Gallery Coordinator is creating momentum through the use of exhibit space and creating opportunities for the community to interact with the art themselves.
8. Downtown Summer Slide Festival held on August 29, 2015. A private event with City support that drew hundreds of patrons to the downtown area.
9. The annual New Year's Eve Donut Drop experienced increase attendance in 2015 and was expanded to include Fireworks and additional event activities.

### **Catalyst Project #7 – Expanded Operations of the City Farmers' Market:**

GOALS: Expand operations from 7 to 35 hours per week. Implement private management approach. Make necessary capital improvements. Re-brand. Recruit additional tenants.

1. Update existing vendors – briefed on the Community's City Center Plan.
2. Capital Improvements – initial adjustments being made to the space and vendor locations to allow for inclusion of new vendors.
3. Update Mayor and City Council on development of RFP for private management – June 16, 2015.
4. Public input meeting on August 8, 2015.
5. Mayor and City Council review of final draft of RFP for Private Management on October 20, 2015
6. RFP distributed on November 30, 2015.

### **Catalyst Project #8 – Expanded and Targeted Home-Ownership Support:**

GOALS: Market home ownership incentives and support Neighborhood 1<sup>st</sup> programs. Establish annual rental licensing inspections, and continue excessive nuisance enforcement programs.

1. Rental Registration Program – adopted amendments – annual exterior inspections to provide additional support to protect neighborhoods.
2. Vacant Structures Program – adopted amendments – program overhauled to provide additional support to protect neighborhoods.
3. Increase Code Enforcement Staffing – authorized addition of 5 full-time staff to help improve the quality of life in our neighborhoods. Hiring and training complete for initial five.
4. Property Acquisition Analysis – underway – assess conditions and acquisition opportunities within the three target neighborhoods.
5. Home-Ownership Program – awarded \$100,000 Community Legacy grant in FY 2015. (State)

6. Property Acquisition for Home-Ownership Program – The City acquired two properties in the S. Prospect Street historic district for the Home-ownership Program. The property at 261 S. Prospect Street will be renovated to create two condominium units to be sold for home-ownership. Architectural work is underway for this property. The property at 278 S. Prospect Street will be sold through the City’s Competitive Negotiated Sales process for a single-family home-ownership opportunity. Proposals to purchase this property are currently under review.
7. City acquired 64 E. Franklin Street in August 2014 with the goal of renovating and positioning the property for home-ownership. Renovations began and continued through 2015.
8. City Center Residency Initiative – seven homes purchased with down payment assistance and 18 residents renting with rental payment assistance between December 2013 and December 2015.

**REQUIRED MOTION  
MAYOR AND CITY COUNCIL  
HAGERSTOWN, MARYLAND**

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**Topic:**

5:30 p.m. to 8:30 p.m. *NATIONAL NIGHT OUT* at Fairgrounds Park

**Mayor and City Council Action Required:**

**Discussion:**

**Financial Impact:**

**Recommendation:**

**Motion:**

**Action Dates:**