



Report

City of Merritt
REGULAR Council Meeting
October 22, 2019

File Number: 0380

To: Scott Hildebrand, Chief Administrative Officer

From: Will George, Economic Development & Tourism Manager

Date: October 17, 2019

Subject: City Centre Improvement Plan Update

RECOMMENDATION:

THAT Council direct staff to complete the top 3 prioritized projects in the attached “City Centre Project Updates” document, under the categories of “Marketing and Communications Plan”, “Place and Space” and “Coordinate with Local Partners”, using the \$100,000 allocated for downtown revitalization in this year’s budget;

AND THAT Council direct staff to budget for the recommended “Now” projects in the 2020-2024 Financial Plan.

Background:

Downtown Revitalization has been identified in the Council Strategic Priorities as #6 under the “Now” category. The City of Merritt City Centre Improvement Plan 2005 (updated 2008) was reviewed during the September 10th, 2019 Committee of the Whole Meeting. From this, Council requested an update on downtown projects that had already been completed and next steps. The attached supporting document contains three tabs and outlines each action item in the City Centre Improvement Plan with an update and recommended priority next steps.

Reviewed by:			
Director, Corp. Services Not yet approved	Director, Finance & IT Approved - Sheila Thiessen	Director, Engineering & Development Not yet approved	Chief Administrative Officer: Choose an item.

Staff have identified priorities and categories each action item in the City of Merritt City Centre Improvement Plan under the categories of “Now”, “Next”, “On-going” or “Completed”. Action items highlighted in green are projects listing the City of Merritt as the key responsible organization to complete the project.

Options / discussion

1. THAT Council direct staff to commence the top 3 prioritized projects in the attached “City Centre Project Updates” document, under the categories of “Marketing and Communications Plan”, “Place and Space” and “Coordinate with Local Partners”, using the \$100,000 allocated for downtown revitalization in this year’s budget;

AND THAT Council direct staff to budget for the recommended “Now” projects in the 2020-2024 Financial Plan.

2. THAT Council direct staff to bring the recommended “Now” items listed in the attached “City Centre Plan Project Updates” document during the upcoming 2020 budget discussion.
3. THAT Council receive this report for information.

Financial / Risk Implications:

Council currently has \$100,000 allocated in for “Downtown Revitalization” in the 2019 budget. Council could decide to spend some or all of this on the recommended “Now” items.

Attachments:

The following document is attached:

- City Centre Plan Project Updates

Respectfully submitted,

Will George
Economic Development and Tourism Manager