

ORDINANCE NUMBER 3231

AN ORDINANCE AUTHORIZING THE MAYOR AND CITY MANAGER TO ENTER A FUNDING AGREEMENT WITH THE REGIONAL PLANNING COMMISSION OF GREATER BIRMINGHAM TO RECEIVE FUNDING FOR A MARKETING PROGRAM TO PROMOTE ECONOMIC DEVELOPMENT.

WHEREAS, the Regional Planning Commission of Greater Birmingham (RPCGB) serves a six-county geographic area which includes Jefferson County and the City of Vestavia Hills with the purpose to support the region through planning services, economic development and initiatives to make lives better; and

WHEREAS, as the designated Economic Development District by the Economic Development Administration, the RPCGB has established the Advance Greater Birmingham plan as the Comprehensive Economic Development Strategy for 2023-2028; and

WHEREAS, the RPCGB has created the Economic Development Grant (EDG) Program as an initiative of Advance Greater Birmingham; and

WHEREAS, the City of Vestavia Hills has been awarded \$10,000 support from the EDG Program for the purpose of a marketing program to create an interactive map with associated website and signage to reach visitors to the athletic complexes in Liberty Park and Cahaba Heights and visitors to the surrounding areas; and

WHEREAS, a copy of the grant contract agreement is marked as Exhibit A attached to and incorporated into the Ordinance 3231 as if written fully therein; and

WHEREAS, a copy of the awarded proposal entitled "Marketing Recreational Facilities for Economic Development" is marked as Exhibit B; also attached and incorporated into this Ordinance number 3231 as if written fully therein; and.

WHEREAS, the Mayor and City Council find that it is in the best public interest to authorize the Mayor and City Manager to accept said grant.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF VESTAVIA HILLS, ALABAMA, AS FOLLOWS:


1. The Mayor and City Manager are hereby authorized to execute and deliver the agreement detailed in the attached Exhibit A with the Regional Planning Commission of Greater Birmingham; and
2. The City Manager is authorized to expend funds as described within the grant upon adoption of this Ordinance; and
3. This Ordinance Number 3231 shall become effective immediately upon adoption and approval.

DONE, ORDERED, ADOPTED and APPROVED this the 8th day of July, 2024



Ashley C. Curry
Mayor

ATTESTED BY:



Rebecca Leavings
City Clerk

CERTIFICATION:

I, Rebecca H. Leavings, as City Clerk of the City of Vestavia Hills, Alabama, hereby certify that the above and foregoing copy of 1 (one) Ordinance No. 3231 is a true and correct copy of such Ordinance that was duly adopted by the City Council of the City of Vestavia Hills on the 8th day of July, 2024, as same appears in the official records of said City.

Posted at Vestavia Hills Municipal Center, Vestavia Hills Library in the Forest, and Vestavia Hills New Merkle House and Vestavia Hills Recreational Center this the 15th day of July, 2024.



Rebecca Leavings
City Clerk



Grant Agreement Contract for Economic Development Grant (EDG) Program

By signing this contract, I, as the Mayor of the City of Vestavia Hills, agree to the following:

1. Statement of Purpose:

This agreement implements a grant made under the Economic Development Grant Program, an initiative of the Regional Planning Commission of Greater Birmingham, to conduct marketing of recreational facilities. This project shall be carried out in general accord with Grantee's proposal, received by the RPCGB on April 25, 2024.

2. Use of Funds:

Grant funds totaling \$10,000 are awarded to the City of Vestavia Hills to conduct marketing of recreational facilities, according to the submitted application's budget (attached). The use of awarded EDG funds will be expended based on the submitted budget only. In the event that the budgetary metrics outlined in the submitted application change due to cost fluctuations, RPCGB staff shall be notified with applicable documentation of changes.

3. Expenditure Documentation:

The City of Vestavia Hills commits to providing RPCGB staff with documentation of purchases corresponding to the items in the application budget once made. Receipts will be submitted to Allie Haynes, Economic Development Specialist, at ahaynes@rpcgb.org within one month of applicable expenditure(s).

4. Period of Performance:

The City of Vestavia Hills has 12 calendar months to complete the project and/or purchases, unless otherwise noted as an amendment to this agreement. If the municipality does not or is not able to complete the project, the municipality agrees to forfeit funds and return the grant in full to the RPCGB.

Signed:

Ashley Curry, Mayor, City of Vestavia Hills

Date

Charles Ball, Executive Director, RPCGB

Date

PROJECT COST ESTIMATE:

Marketing Recreational Facilities for Economic Development

City of Vestavia Hills, Alabama

Advance Greater Birmingham

EDG Application to the Regional Planning Commission of Greater Birmingham

Funding support is requested for the initiative *Marketing Recreational Facilities for Economic Development* which is intended to leverage the over \$12MM public investments made over the last decade in three recreational facilities to support economic growth and resilience in the areas surrounding them through the activities described below.

Activity 1: Map Design	\$ 3,250
Activity 2: Web Content	\$ 250
Activity 3: Printing	\$ 2,500
Activity 4: Signage	\$ 1,000
Activity 5: Banners	\$ 3,000
Activity 6: Planning	\$ 1,250 – City of Vestavia Hills, in-kind
Activity 7: Evaluation	\$ 1,000 – City of Vestavia Hills, in-kind
Total Project Costs:	\$12,250 EDG Request \$10,000

Planning and Evaluation (Activities 6 and 7) will be performed by the City of Vestavia Hills as in-kind activities. The City of Vestavia Hills and/or its partners will absorb any costs above the \$10,000 requested through the Advance Greater Birmingham program. The City has existing resources and assets to support the proposed activities, e.g. subscribes to geolocation data service and QR code generation service, etc., and these are not included in the project costs.

Activity	Name	Description	Cost Estimate Basis
1	Map Design	Development of an interactive map for distribution through a variety of platforms to maximize usefulness: printed for delivery to attendees and merchants, onsite display at City sports complexes, and online for access via QR code. Contracted design to include the digital assets, editable, and coordination with printer.	\$3,250 Similar contract from 2015 Cahaba Heights plan cost \$1,700. The City now has in-house marketing expertise with experience working with print shops and a subscription to a QR generator. Also, this map will be less technical in nature.

2	Web Content	Web Content - Development of website content to support the QR coded map.	\$250 A contract to develop the Parks and Recreation portion of the City's website cost \$750. The proposed website will be less complex, and the City has in-house capability to contribute to the product.
3	Printing	Initial printing of approximately 15,000 maps to initiate distribution to event attendees, 18x24, glossy, full color, two sided (based on 3x the 2015 CH charrette printing costs, 3x quantity)	\$2,500 The Cahaba Heights charrette posters qty 5000 cost \$2532 in 2015. Assistant City Manager has communications and marketing experience and connections to procure at a lesser cost.
4	Signage	Purchase and installation of display cases at the Liberty Park Sports Complex, Sicard Hollow Athletic Complex and Cahaba Heights Park. Qty 3	\$1,000 Around \$300 ea plus installation \$100, but installation labor to be performed by City staff. https://displays4sale.com/products/extra-large-extra-deep-48-x-72-sign-holder-snap-frames-1-1-4-profile-for-mounted-graphics
5	Banners	Design and purchase of banners for use at the sports complexes, 10 per complex (quantity of 30)	\$3,000 In-house design of banners. Purchase of banners (vinyl 3'x6' reinforced, grommets, full color \$96.33 ea banners.com
6	Planning	Working with merchants to curate information that will be shared to promote their area and business; Communication with the City Council, partners and stakeholders regarding the marketing strategy	\$1,250 24hrs @ \$50/hr - <i>Note that this is a very conservative estimate as it is anticipated that in actuality the time dedicated will exceed 24 hours and will involve multiple staff members whose rate is above \$50/hr.</i>
7	Evaluation	Review of geolocation data prior to the marketing implementation and in the time following and pairing with revenues and information provided by merchants to demonstrate impact. Preparation of reports and presentation of findings.	\$1,000 20 hrs @ \$50/hr - <i>Note that this is a conservative estimate as it is anticipated that in actuality the time dedicated will exceed 20 hours, and the rate paid exceeds \$50/hr.</i>



Advance Greater Birmingham – Economic Development Grant
Grant Application – Page 1

Applicant Overview:

Applicant:

Point of Contact (Name, Title):

Phone Number: Email:

Applicant State House District: State Senate District:

County Commission District: Applicant Federal Congressional District:

Project Overview:

Name of Project:

Project Funding Priority (check at least one):

- Workforce Development & Retention
- Business Climate & Entrepreneurship
- Infrastructure
- Economic Resilience

Project Type (check at least one):

- Construction Project
- Grant Match Funding
- Planning
- Community Development Activities

Amount of Funding Requested:

Total Project Costs:

Additional Project Support:

-Other funding sources involved in project, if applicable (funding source, amount):

-Other partners involved in the project, if applicable:



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Grant Application – Page 2

Project Purpose Narrative In 500 words or less, provide a summary of the project. What is the purpose of the project? What needs is the project addressing? In addition, identify the project type and explain why this selection was made.

This project aims to leverage public investments in recreational facilities to support economic growth and resilience in the area. When local businesses are fully aware of upcoming events in their area and can promote their goods or services to the event attendees, geolocation data reflects increased revenues for that period. With this knowledge, the Cahaba Heights Merchants Association recently contracted with a competitive athletic league to place a QR code on their event parking passes. The intent was for attendees to scan the code to access information regarding promotions local to the Cahaba Heights, Liberty Park, and Sicard Hollow Athletic Complexes. The proposed project furthers these efforts by creating an interactive map that would provide the user with information about local shopping, dining and hospitality venues and any promotions that these venues may offer.

Great public investments have been made in recent years to enhance each of these three complexes. The Cahaba Heights Park (\$6.38MM) was completely redeveloped through the Vestavia Hills Community Spaces and Infrastructure Plan. Sicard Hollow Athletic Complex (SHAC) was reclaimed mine land which continues to have new features added, with over \$3.17MM investments from 2013-2023. The Liberty Park Sports Complex (LPSC) has over \$2.1MM investments from 2011-2023. Together these represent almost \$12MM in investments by the City of Vestavia Hills to the benefit of the region. It is important to note that each of these complexes also has non-athletic assets onsite or nearby, such as dog parks, walking trails, playgrounds, pavilions, tennis and pickleball courts, etc. These additional green spaces are incredibly hospitable for hosting farmers' markets, festivals and other events in addition to the typical athletic events. While these quality-of-life assets are important for visitors and residents, they are also particularly important to employers in their effort to recruit top-notch talent in their respective organizations. Innovate Alabama, which is working with the State of Alabama, has included placemaking as very important to its "People" pillar of attracting and retaining talent (Appendix C).

The project type is a marketing/branding initiative which may also include a website development component. The interactive area map, similar to those available at theme parks and major sports venues, will have QR codes to be scanned for access to local information. These maps will be evergreen, as the online landing site linked to the QR code is easily updated as the various commercial areas and event schedules evolve. In addition to merchant information, promotional information about the community will also be included on the map. Maps will be produced to be distributed by businesses within Cahaba Heights and Liberty Park. The maps will also be prominently displayed at the sports complexes at all times by way of banners and/or signage to be installed in areas where crowds typically congregate, such as near concession stands and entrances. This strategy was selected to reach the intended target audience of visitors who are presently in the area and will likely seek choices about restaurants, shopping or hospitality options while they are in the area.



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Grant Application – Page 3

Project Activities Narrative In 500 words or less, describe the project activities. What are the specific activities of the project? Are there any other funds committed to the project? For larger projects, please identify what activities the EDG funds will support.

- Specific activities of this project which will be supported by EDG funds include:
- Development of an interactive map which is large, glossy, full color, and suitable for print as well as online use
 - Working with merchants to develop the information that will be shared to promote their area
 - Printing sufficient quantities for distribution (estimated quantity 15,000), deployment of the printed maps
 - Design and installment of signage casing at the facilities, 3
 - Design of banners for use at the facilities, 10 per facility (quantity of 30)
 - Development of website content to support the QR coded map

- Activities to be performed and funded by the City will be:
- Communication with the City Council, partners, and stakeholders regarding the marketing strategy
 - Evaluation of project progress and development of plans for continuation



Advance Greater Birmingham – Economic Development Grant
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Project Impact Narrative In 500 words or less, describe the impact the project will have on the local community. Further define community needs and explain how the project will address them, as mentioned in Project Purpose Narrative. In addition, please include how the project connects to the selected funding priority(ies).

Vestavia Hills has significantly invested in providing recreational assets in both Liberty Park and Cahaba Heights. These two areas are geographically situated such that they touch multiple jurisdictions, as shown on the attached map (Appendix A). As such, these recreational assets benefit both Vestavia Hills residents as well as those of surrounding jurisdictions. Compared with Birmingham, Hoover, and Jefferson County, the City of Vestavia Hills has a smaller population with a demographic such that Vestavia Hills does not meet the thresholds for most formula- or need-based funding programs. Furthermore, in comparison with its neighboring jurisdictions, the City of Vestavia Hills operates on the lowest revenues per capita (see Appendix B). As a result, sales tax revenue, in addition to other various fees, are vital income sources to support these operations.

Area businesses would also positively benefit from the proposed marketing plan, as it would share various options to engage with local shopping, dining and hospitality venues with visitors to the Liberty Park Sports Complex, Sicard Hollow Athletic Complex, and Cahaba Heights Park. The assistance would be especially beneficial for new businesses that have not yet fully established a presence and reputation in and around the Vestavia Hills area. Considering the fact that local, non-franchise businesses are typically robust supporters of community events and groups, providing these local businesses with additional support through this marketing campaign will bolster their strength and success, and successful businesses support the local economy, local jobs and the community as a whole.



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***Project Budget Narrative** In 500 words or less, provide an overview of the project’s budget and further identify how EDG funds will be spent. List activities and their correlating costs, and **please include cost estimates as an attachment.**

This project will provide funding support for Marketing Recreational Facilities for Economic Development through the following activities:

Activity 1: Map Design	\$3,250
Activity 2: Web Content	\$ 250
Activity 3: Printing	\$2,500
Activity 4: Signage	\$1,000
Activity 5: Banners	\$3,000
Activity 6: Planning	\$1,250
Activity 7: Evaluation	\$1,000
Total Project Costs:	\$12,250

Planning and Evaluation (Activities 6 and 7) will be performed by the City of Vestavia Hills as in-kind activities. The City of Vestavia Hills and/or its partners will absorb any costs above the \$10,000 requested through the Advance Greater Birmingham program. The City has existing resources and assets to support the proposed activities, e.g. subscribes to geolocation data service and QR code generation service, etc., and these are not included in the project costs.

Specific activities of this project which will be supported by EDG funds include:

- Map Design - Development of an interactive map for distribution through a variety of platforms to maximize usefulness: printed for delivery to attendees and merchants, onsite display at City sports complexes, and online for access via QR code.
- Web Content - Development of website content to support the QR coded map.
- Printing - Initial printing of approximately 15,000 maps to initiate distribution to event attendees.
- Signage - Purchase and installation of display cases at the Liberty Park Sports Complex, Sicard Hollow Athletic Complex and Cahaba Heights Park.
- Banners - Design of banners for use at the sports complexes, 10 per complex (quantity of 30).

Activities to be performed and funded by the City will be:

- Planning - Working with merchants to curate information that will be shared to promote their area and business; communication with the City Council, partners and stakeholders regarding the marketing strategy.
- Evaluation of project progress and development of plans for continuation.

*For an example for how to itemize project activities and costs, as well as a description of what qualifies as a cost estimate, please see the application addendum located at the back of the application packet.



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Project Partnerships Narrative In 500 words or less, provide additional information regarding partnerships involved with the implementation of the project (examples include: economic development council/board, local nonprofit, regional organization, another local government). Detail the roles of partnerships in the implementation of the project.

The City has already been working with the Cahaba Heights Merchants Association by providing information to help them to position with staff and promotional deals to achieve increased revenues during event dates. Liberty Park does not have an existing merchants association, but along with the Chamber of Commerce, the City is working with businesses in that trade area to encourage formation of an association in conjunction with CHMA. Liberty Park Joint Venture will be invited to engage and will receive communications about the strategic efforts. The City will also be reaching out to area hoteliers to leverage opportunities surrounding events.



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Project Narrative Supplement (optional) In 500 words or less, utilize the space below to include additional information that may be relevant in the project review process that has not been previously covered.

In addition to illustrations as referenced in the various responses, the Appendix includes screenshots of geolocation data which show the potential for strategic marketing through the recreational facilities. Anecdotally, when the City Manager made local merchants aware of the historic numbers of visits for other events in the City, those business which ran promotions had significant increases in business during those times in comparison to when they operated as normal. This information was gathered informally through follow up phone calls between the City Manager and the business owners. The results were convincing enough to motivate the Cahaba Heights Merchants Association to partner with one of the sports leagues to place a QR code on its parking hang tags.

The geolocation data show that in a timeframe when there are fewer (November 1 – February 29) vs. more (March 1 – April 22) events, the number and frequency of visits increases dramatically as does the distance from which visitors travel. Visitors typically visit food venues before and/or after their visits to the recreational facilities. Area hotels are also listed among places visitors go prior to or following their visit.



Advance Greater Birmingham – Economic Development Grant
Grant Application Addendum

The following information is provided as an explanation of cost estimates and a template for the project budget narrative sections. For more information or assistance, please contact Jesslan Wilson at jwilson@rpcgb.org or 256-899-3865.

Cost Estimates:

For the purposes of this grant application, a cost estimate is a verification of the probable costs of a project activity or purchase, of which grant funds will be spent. This can be based on estimations from sources such as screenshots from product websites or quotes, but sources must be attached to the grant application.

Budget Narrative Template:

For the budget narrative, a simple breakdown of the project activities and their related costs will be sufficient. The activities should be reflected in the application’s attached cost estimate, and an example of a budget narrative is listed below:

This project will provide funding support for <insert project> through the following activities:

Activity 1: <u><Description></u>	\$1,000
Activity 2: <u><Description></u>	\$1,500
Activity 3: <u><Description></u>	\$500
Total Project Costs:	\$3,000