

DEPARTMENT OF PUBLIC WORKS
LEGISLATIVE SUMMARY
West Side Market

ORDINANCE NO.: 209-2022

SOURCE OF FUNDING: N/A

LEGISLATIVE PURPOSE: Authorizes the Director of Public Works to re-enter into an agreement with Ohio City Incorporated (OCI) to establish and manage programs to benefit the West Side Market, accept additional funds and utilize the funds currently held. All activities will be coordinated through Market Management, for a period not exceed two years.

This marketing program will include:

1. **Raising sponsorship funds to celebrate the Market's Centennial:** These funds will be raised from private sources and will be used to pay for items like events, merchandise, and centennial banners.
2. **Preparing for a Market Capital Campaign:** A Capital Campaign will be launched in 2012 to create a fund for needed facility improvements;
3. **Planning events and programming:** These include coordinating special events for the Centennial (e.g., a street festival and parade) and creating on-going programming including guided Market tours;
4. **Planning improvements that enhance the Market District:** Activities include managing a parking structure feasibility study and preparing plans to enhance open space connections.

All activities will be coordinated through Market Management. These activities will move the Market toward the goals established in the Mayor's West Side Market Centennial Commission Report.

PROJECT COST: N/A