

Resolution 2022-08

A Resolution Approving the Creation of a Contract Position for a Tourism and Economic Recovery Coordinator for the City of New Castle.

WHEREAS, City Council acknowledges that the COVID-19 pandemic and restrictions on public gatherings have resulted in a noticeable reduction in the number of tourists visiting the City of New Castle; and

WHEREAS, the economic impact of the diminished tourism numbers has been most acutely felt by local retailers and service providers, as well as other businesses supporting them; and

WHEREAS, the City has received American Recovery Plan Act (“ARPA”) funding in excess of \$2,900,000 which may be used, subject to applicable federal regulations, to fund efforts to mitigate the negative economic effects of the pandemic; and

WHEREAS, the City Council has determined that it would be in the best interest of the City and its business community to engage a contractor with expertise in advertising and marketing programs for the City of New Castle as a tourism, shopping and dining destination to offset the negative economic impact of the pandemic;

NOW, THEREFORE, BE IT RESOLVED, that the City Council hereby earmarks \$40,000.00 of ARPA funds for the funding of a one-year contract for a tourism and economic development recovery coordinator and an additional \$10,000.00 of ARPA funds for purposes of producing tourism related materials such as a visitors’ guide, web based materials and brochures promoting the City as a tourism and shopping destination.

BE IT FURTHER RESOLVED, that the tourism and economic development coordinator shall be charged with the following responsibilities:

1. Develop an annual work plan with measurable goals in consultation with the City Council and City Administrator.
2. Manage a budget of \$10,000 to produce visitor related materials, such as a visitors’ guide, web materials, promotional brochures, etc...
3. Identify possible private and private funding opportunities to support City tourism and economic development goals and pursue them via grant requests and personal contacts.
4. Develop relationships with City merchants and City historical attractions to identify their needs and cooperate with them.
5. Coordinate with state and area tourism agencies regarding cooperative efforts to promote appropriate levels and types of tourism.
6. Communicate with various media outlets including print, voice and digital to provide information and to promote a positive image of the City of New Castle.
7. Promote the Downtown Development District (“DDD”) and other economic opportunities with emphasis on recruiting DDD program participants and locally-oriented businesses.
8. Coordinate with contractors and cooperators in the promotion of City public events and programs.

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9. Help identify City economic development goals and strategies consistent with the City's Comprehensive Plan.

10. The tourism and economic development coordinator shall be managed by the City Administrator.

BE IT FURTHER RESOLVED that the City Administrator is authorized to solicit resumes and applications of candidates for the tourism and economic recovery coordinator position and shall report back to City Council with appropriate recommendations concerning such candidates.

PASSED this 8th day of March, 2022.

Michael M. Platt, City Council President

Valarie W. Leary, Councilperson

Joseph Day, Councilperson

Russell P. Smith, Councilperson

Suzanne M. Souder, Councilperson

Attest:

Kathy Walls, City Clerk