



PO BOX 494

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TO: Mayor & Council
FROM: Berlin Main Street Program
DATE: January 26, 2021
SUBJECT: Funding Request for 2021-2022

We are once again requesting funding from the City of Berlin in the amount of \$15,000.

The funds appropriated from the City assist the Berlin Main Street Program in

1. Developing strategies to assist businesses in our downtown
2. Coordinate with the City, BIDPA, and the Chamber of Commerce to "Re-conceptualize the downtown area to improve community appearance and business vibrancy."
3. Planning events in our community (We will be renewing these efforts after State of Emergency / COVID-19 restrictions are lifted.)
4. Coordinating beautification and maintenance of downtown
 - a. As we did last year, we and our volunteers will also like to work with the City Public Works crew on Fridays to get projects done to beautify our community and to utilize funds for mulch, fertilizers, flowers, etc.
 - b. We now have more areas to coordinate beautification...
 - b.i. Route 110
 - b.ii. Route 16
 - c. Pay Northern Human Services to assist care of downtown throughout the year
 - d. Christmas Decor in the downtown area
5. This spring we will be installing the new downtown pole banners "EXPLORE BERLIN"

Your appropriation on a yearly basis allows essential work to be completed in our downtown and has proven to be a positive investment in trying to re-establish downtown Berlin as the economic, social and cultural center of our community for our residents, business owners and visitors.

Kelli Poulin

Berlin Main Street Program