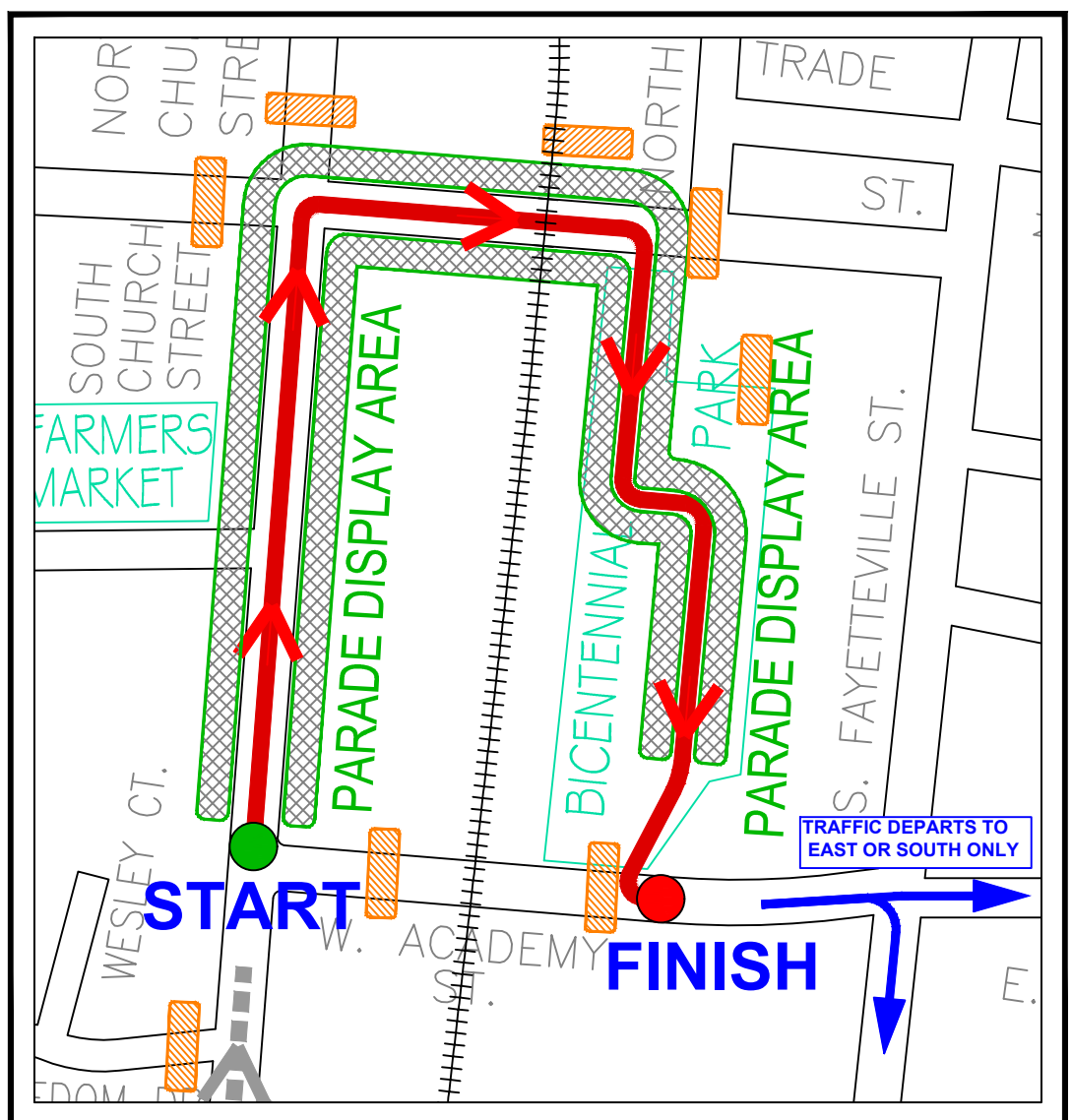
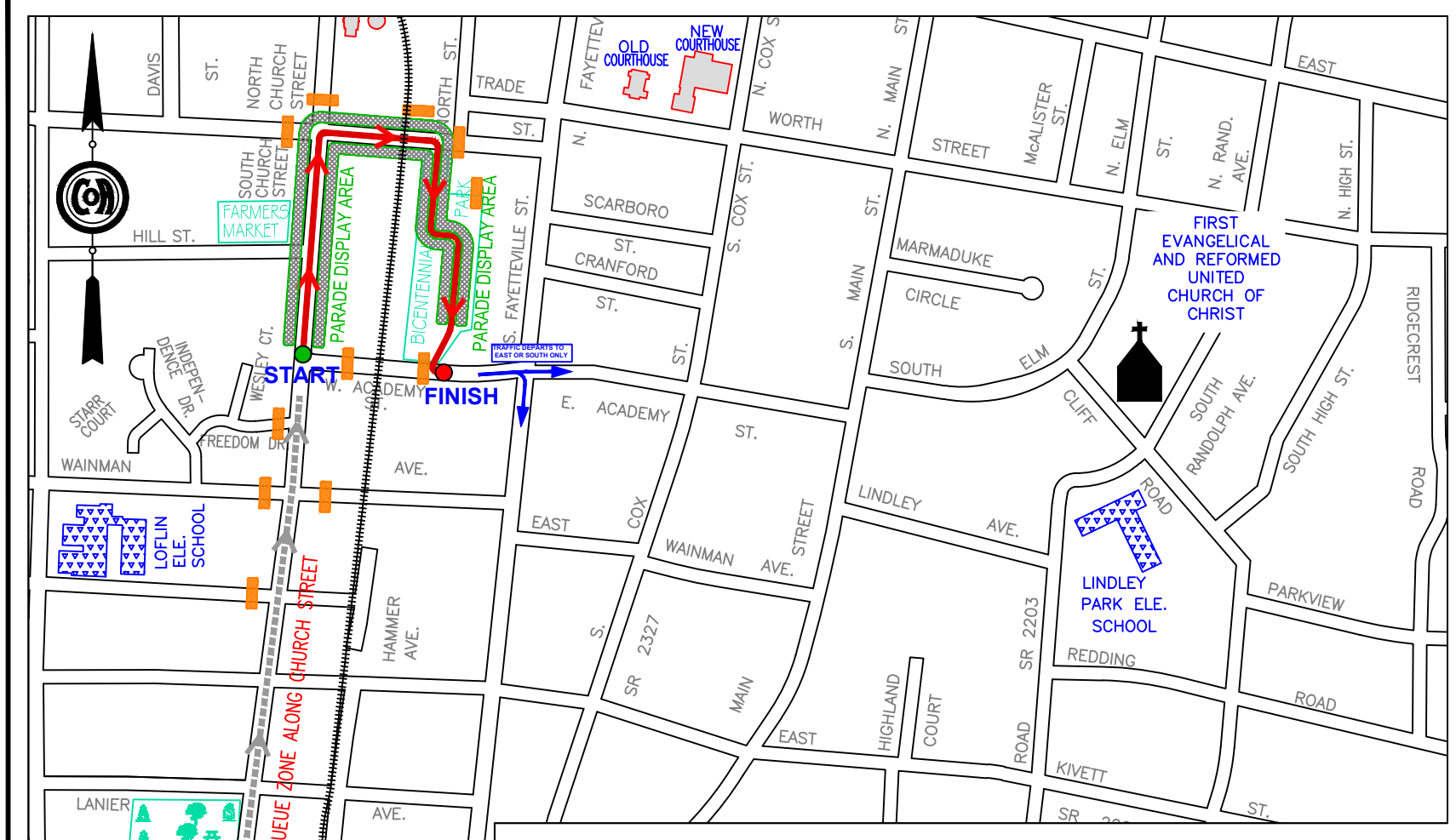


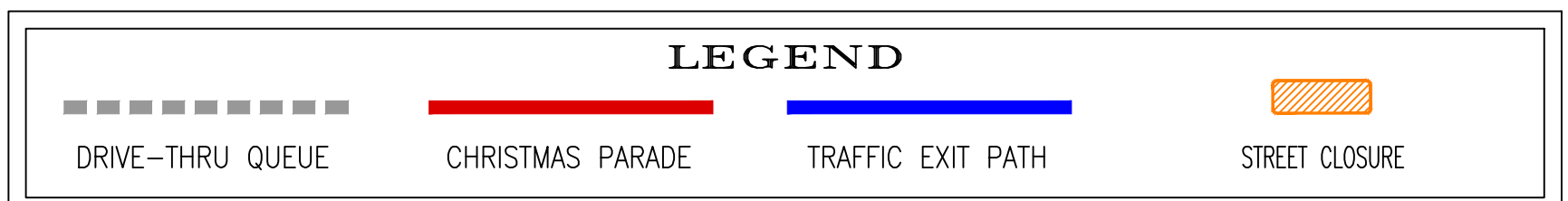
**AGENDA
SPECIAL MEETING
CITY COUNCIL, CITY OF ASHEBORO
THURSDAY, NOVEMBER 18, 2021, 7:00 PM**

1. Call to order.
2. City Manager John Ogburn will discuss an application for the temporary closure of the normal traffic flow patterns in downtown Asheboro in support of holiday events, including a drive-through parade on December 3, 2021.
3. Mr. John Grey, PE of The Wooten Company will report on engineering studies completed in connection with a potential Newbern Avenue storm sewer improvements project.
4. Finance Director Deborah Reaves will request council action on ordinances to amend the General Fund and the Economic Development Fund.
5. City Attorney Jeff Sugg will request council action on an ordinance to update the Code of Asheboro.
6. Adjournment.



TRAFFIC STAGING

CHRISTMAS PARADE LOCATIONS



TRAFFIC FLOW ROUTE for DRIVE-THRU CHRISTMAS PARADE

City of Asheboro, Randolph County, North Carolina

ORDINANCE TO AMEND THE GENERAL FUND
FY 2021-2022

WHEREAS, The City of Asheboro currently contributes \$25,000 to the Asheboro / Randolph Chamber of Commerce to support economic development activities (thru the Economic Development Fund), and

WHEREAS, the City of Asheboro receives the following services from the Chamber of Commerce: 1) Small business assistance, resources and advocacy, (2) Retail business development, (3) Community events and promotion, (4) Local youth and adult leadership training, and (5) Downtown/Center City development and support, and

WHEREAS, the Asheboro Randolph Chamber of Commerce has expanded their scope in partnering with VentureAsheboro to further focus on small business and entrepreneurial training and development, and

WHEREAS, the City desires to allocate \$50,000 in funding to the economic development fund by appropriating General fund balance, and;

WHEREAS, the City of Asheboro desires to be in compliance with all generally accepted accounting principles, and;

THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ASHEBORO, NORTH CAROLINA:

That the following Revenue line items be increased:

<u>Line Item</u>	<u>Description</u>	<u>Increase / (decrease)</u>
10-299-0000	Fund Balance Allocation	\$50,000

That the following expense line items be increased:

<u>Line Item</u>	<u>Description</u>	<u>Increase / (decrease)</u>
10-490-7200	Contribution to Economic Development Fund	\$50,000

Adopted this the 18th day of November 2021.

David H. Smith, Mayor

ATTEST:

Holly H. Doerr, CMC, NCCMC, City Clerk

ORDINANCE TO AMEND THE ECONOMIC & TOURISM DEVELOPMENT
FUND
FY 2021-2022

WHEREAS, The City of Asheboro currently contributes \$25,000 to the Asheboro / Randolph Chamber of Commerce (Chamber) to support economic development activities, and

WHEREAS, in exchange for the \$25,000 financial support, the City of Asheboro receives the following services from the Chamber: (1) Small business assistance, resources and advocacy, (2) Retail business development, (3) Community events and promotion, (4) Local youth and adult leadership training, and (5) Downtown/Center City development and support, and

WHEREAS, the Chamber has shared the below business statistics that give a snapshot of what our local businesses are experiencing now in 2021 since the onset of COVID-19:

- 1) The Chamber lost 111 members - 30+ of which closed their doors for good, 20+ permanently relocated outside of the Piedmont Triad, and another 30 that simply needed to cut every expense possible to remain viable.
- 2) In 2020, Randolph County had a 62.5% increase over 2019 of new business startups that they believe this has to do with the overall effect COVID had on families such as a) Furloughed employees had uncertainty as to whether they would go back to work. b) Laid off employees had minimal options for employment during the initial shut-downs and the slow return to business. c) Children forced to do remote learning could not be left at home alone and that these new start-ups reflect entrepreneurially minded people to looking for new and creative ways to make a living.
- 3) According to the US Bureau of Labor, 70% of new businesses will ultimately fail, and

WHEREAS, considering the challenges facing small businesses and entrepreneurs, the Chamber has requested a one-time contribution of \$50,000 to expand their program of support in this area, and

WHEREAS, the Chamber has successfully worked with VentureAsheboro to support and assist new businesses to give them the best opportunity to achieve success and have together planned a program of work aimed at Asheboro located businesses that includes measurable strategies, and

WHEREAS, a list of the measurable strategies include but are not limited to: 1) Establishment of a mentor network (matching Asheboro business leaders with new business owners).2) Free one-on-one coaching to assist Asheboro entrepreneurs (both new and established).3) Master Classes (using local business experts to share solutions with other local business leaders).4) Three 8-week Business Accelerator programs aimed at some key entrepreneur types. 5) On-off workshops on subject matters common to entrepreneurs. And

ORDINANCE TO AMEND THE ECONOMIC & TOURISM DEVELOPMENT
FUND
FY 2021-2022

WHEREAS, Some examples of possible accelerator programs include: Black Business Accelerator, Women-Owned Business Accelerator, Encore Entrepreneurs (over the age of 55), Hispanic Business Accelerator, Retail Accelerator, and

WHEREAS, some examples of possible on-off workshops on subject matters common to entrepreneurs include 1) Establishing a good working relationship with bankers, 2) Marketing on a minimal budget, 3) Business finance for non-finance experienced people, and

WHEREAS, the City of Asheboro desires to support this program and allocate \$50,000 in funding from the general fund and appropriate for the expense in the Economic and Tourism Development fund, and;

WHEREAS, the City of Asheboro desires to be in compliance with all generally accepted accounting principles, and;

THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ASHEBORO, NORTH CAROLINA:

That the following Revenue line items be increased:

<u>Line Item</u>	<u>Description</u>	<u>Increase / (decrease)</u>
72-350-0300	Chamber of Commerce – VentureAsheboro support	50,000

That the following expense line items be increased:

<u>Line Item</u>	<u>Description</u>	<u>Increase / (decrease)</u>
72-840-2030	Chamber of Commerce – VentureAsheboro Support	50,000

Adopted this the 18th day of November 2021.

David H. Smith, Mayor

ATTEST:

Holly H. Doerr, CMC, NCCMC, City Clerk