

## A G E N D A

### POCOMOKE CITY MAYOR AND COUNCIL MEETING

6:30 p.m., Monday, May 2, 2016

City Hall

1. Call to Order and Pledge of Allegiance.
2. Review and approval of minutes from meeting of April 26, 2016.
3. Approval of expenditures.
4. Approval of Main Street Affiliate Program
5. Nomination to Planning and Zoning Commission (Rebecca Horseman Skorobatsch)
6. Suggestion for Boards and Commissions

Comments from the Audience

Mayor and Council items.

Adjourn for closed session under the provisions of Section 3-305 (b), (1) to discuss a personnel assessment, and (b) (4) of the General Provisions Annotated Code of Maryland to discuss the proposal for a business or industrial organization to locate, expand, or remain in the State.

AGENDAS ARE SUBJECT TO CHANGE UNTIL THE TIME OF CONVENING.

April 26, 2015

Pocomoke City Mayor and Council held a budget meeting in the Council Chambers at City Hall on Tuesday, April 26, 2016. The meeting was called to order at 6:30 P.M.

Present: Mayor Bruce Morrison  
Council Members: Diane Downing, Brian Hirshman,  
Esther Troast, George Tasker, Dale Trotter  
City Manager/City Attorney: Ernie Crofoot  
City Clerk: Carol L. Sullivan

Budget Discussion:

City Manager Crofoot stated that after the last discussion, he asked department heads to review their budget and they cut their budget another \$165,000. They still are short \$105,000. He suggested that the City could borrow the money for capital outlay. The City will be paying off a couple of loans this year and the new loan would be repaid from the funds already allotted for the current loans. He stated the problem of using the line of credit is it would need to be paid off at the end of each year. He discussed charging a fee as other utilities companies do to pay with a credit card; this way all of the proceeds would be used to pay the bill and not part of it paying the credit card expense that is charged to the City. This would generate approximately \$9,000; that we are currently paying for use of credit cards. He also suggested to review the rates at the golf course and don't give free golf play to employees and fire department members.

Councilman Hirshman thanked the Department Heads for trimming their budget down more.

Councilman Trotter asked Superintendent Phillips if he needed to order 16 actuators or could he use 8.

Superintendent Phillips stated that he needed 16; that these would replace the current actuators and he would not have any on the shelf.

Councilman Tasker stated that the City wasn't raising taxes this year; several people asked him why as everybody seems to be increasing taxes this year.

Mayor Morrison stated that the City has the highest taxes in Worcester County and we are the poorest City in the state.

City Manager Crofoot stated that if our revenues are better than expected than we could add things back into the budget by amending the budget.

In a motion (Trotter, Troast passed) to authorize City Manager Crofoot to sign and return the Constant Yield Rate exemption letter.

City Manager Crofoot stated that we would be having a meeting on May 2, beginning at 6:30 p.m.

Mayor Morrison asked if City Manager Crofoot would find financing for capital items.

City Manager Crofoot stated that he would look first at our local bank. He also stated that he would like to add one position which would make the 5<sup>th</sup> PCO at the Police Department. He stated that the Chief assured him that it will save money in overtime; maybe hire for a six-month probation if it is not working like they think it will work they would delete the job.

Mayor Morrison thanked City Manager Crofoot and Finance Director Janet Wilson for preparing the budget and working with the department heads.

City Manager Crofoot thanked the department heads for working so hard and deleting items from their budget.

With no other discussion (Trotter, Troast passed) made a motion to adjourn at 7:20 p.m.

Approved: May 2, 2016

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Carol L. Sullivan  
City Clerk

Batch 00001716 Check Account No 110190301 Peninsula Bank

Post Description	GL Account	GL Account Description	Gross Amount	Deductions	Net
<b>AF0050 AFLAC</b>					
PAYROLL DEDUCTIONS FOR AFLAC	85.000.21511	P/R W/H CANCER/DISABILITY	1546.50	.00	1546.50
Total Inv# 0000034227 Due 04/14/2016 >>			1546.50	.00	1546.50
<b>AT0512 AT &amp; T/ATLANTA</b>					
410-957-1679/LONG DISTANCE	01.210.52020	TELEPHONE-Pol Admin	45.27	.00	45.27
Total Inv# 0000034228 Due 04/16/2016 >>			45.27	.00	45.27
<b>BA9899 BAYSIDE FIRE PROTECTION CO.</b>					
SPRINKLER SYSTEM INSPECTION	01.310.53040	BLDG REPAIRS/RENOVATIONS-PubW	100.00	.00	2300.00
Total Inv# 50867 Due 04/04/2016 >>			100.00	.00	100.00
FAIRGROUNDS/SPRINKLER SYSTEM I	01.440.54070	FAIR EXPENDITURES-Parks	235.00	.00	235.00
Total Inv# 50868 Due 04/04/2016 >>			235.00	.00	235.00
EMS/QRTRLY INSPECT/SPRINKLER S	22.222.52040	BUILDING REPAIRS/RENOVATIONS-	235.00	.00	235.00
Total Inv# 50904 Due 04/07/2016 >>			235.00	.00	235.00
QUARTERLY SPRINKLER SYSTEM INS	01.850.58075	DISCOVERY CENTER-Other	265.00	.00	265.00
Total Inv# 50906 Due 04/07/2016 >>			265.00	.00	265.00
SPRINKLER SYSTEM INSPECTION/PO	01.220.52043	BUILDING REP./PEST CONTROL-Po	235.00	.00	235.00
Total Inv# 50910 Due 04/07/2016 >>			235.00	.00	235.00
GRANDSTANDS/REPLACED GAUGES/TE	01.440.54070	FAIR EXPENDITURES-Parks	1230.00	.00	1230.00
Total Inv# 51039 Due 04/21/2016 >>			1230.00	.00	1230.00
<b>BE2851 BESTEMPS OF SEAFORD</b>					
PUBLIC WORKS/STREETS TEMP HELP	01.340.53064	CONTRACT LABOR OR TEMP HELP-S	1267.50	.00	3187.50
Total Inv# 1951500 Due 04/21/2016 >>			1267.50	.00	1267.50
TEMP HELP @ WATER DEPT	61.350.53064	CONTRACT LABOR-Water	300.00	.00	600.00
TEMP HELP @ SEWER DEPT	61.355.53064	CONTRACT LABOR	300.00	.00	600.00
Total Inv# 1951501 Due 04/21/2016 >>			600.00	.00	600.00
TEMP WORK/DOWNTOWN/GOV VISIT	01.340.53064	CONTRACT LABOR OR TEMP HELP-S	1320.00	.00	1320.00
Total Inv# 1951502 Due 04/21/2016 >>			1320.00	.00	1320.00
<b>CH1860 CHOPTANK ELECTRIC COMPANY</b>					
STREET LIGHT/ORCHARD DRIVE	01.348.53057	OPER.EXP-STREET & CHRISTMAS L	432.00	.00	558.00
Total Inv# 0000034230 Due 04/25/2016 >>			432.00	.00	432.00
J ORCHARD/STOCKTON/ORCHARD DR	61.355.53030	HEAT AND ELECTRIC	126.00	.00	126.00
Total Inv# 0000034231 Due 04/25/2016 >>			126.00	.00	126.00
<b>DP1000 DPSCS-POLICE &amp; CORR. TRAINING</b>					
LAW ENFORC TRAIN PROGRAM/CRAVE	01.230.52061	TRAINING-Pol Train	25.00	.00	45.00
LODGING/LAW ENFORC TRAIN/BRAIN	01.230.52021	TRAVEL-Pol Train	20.00	.00	45.00
Total Inv# ADP18901-1 Due 04/25/2016 >>			45.00	.00	45.00
<b>EL6599 ELIZABETH R. HEDDINGER</b>					
CUT WEEDS 9 PROPERTIES	01.510.55052	GRASS CUT, DEBRIS, MAINTENANC	520.00	.00	520.00
Total Inv# 150966 Due 04/25/2016 >>			520.00	.00	520.00
<b>FA6588 FAIRDALE FARM TRACTOR &amp; EQUIPM</b>					
LAB'S MOWERS PARTS/SUPPLIES	61.355.53049	SUPPLIES	660.95	.00	890.65
Total Inv# 7186 Due 04/20/2016 >>			660.95	.00	660.95
LAB'S MOWERS PARTS/SUPPLIES	61.355.53049	SUPPLIES	229.70	.00	229.70
Total Inv# 7195 Due 04/21/2016 >>			229.70	.00	229.70

Batch 00001716 Check Account No 110190301 Peninsula Bank

Post Description	GL Account	GL Account Description	Gross Amount	Deductions	Net
<b>FE3300 FESCO EMERGENCY SALES</b>					
A2/KEY	22.222.52041	VEHICLE REPAIRS-Ambulance	24.18	.00	24.18
Total Inv# 16-0460	Due 04/18/2016 >>		24.18	.00	24.18
<b>GR4200 GRAVES INC.</b>					
POLICE UNIFORMS	01.220.52050	UNIFORMS-Police Pat	116.00	.00	116.00
Total Inv# 93641-01	Due 04/08/2016 >>		116.00	.00	116.00
POLICE UNIFORMS	01.220.52050	UNIFORMS-Police Pat	45.99	.00	45.99
Total Inv# 93731-01	Due 04/08/2016 >>		45.99	.00	45.99
<b>HA4410 HACH COMPANY</b>					
LAB WASTE WATER TESTING SUPPLI	61.355.53044	LAB EXPENSE	253.07	.00	253.07
Total Inv# 0000034236	Due 04/11/2016 >>		253.07	.00	253.07
<b>HO5466 HOWARD UNIFORMS</b>					
J MERRITT/NEW DUTY HAT	01.220.52050	UNIFORMS-Police Pat	121.16	.00	121.16
Total Inv# 147562	Due 04/15/2016 >>		121.16	.00	121.16
<b>IN5030 CHESAPEAKE EMPLOYERS</b>					
INJURED WORKERS INS. FUND	01.820.58013	WORKER'S COMPENSATION-Work Co	10624.19	.00	10624.19
Total Inv# 0000034232	Due 04/29/2016 >>		10624.19	.00	10624.19
INJURED WORKERS INS. FUND	61.360.53013	WORKER'S COMPENSATION-Other	3171.40	.00	3171.40
Total Inv# 0000034233	Due 04/29/2016 >>		3171.40	.00	3171.40
INJURED WORKERS INS. FUND	22.222.52013	WORKERS COMPENSATION-Ambulanc	2061.41	.00	2061.41
Total Inv# 0000034234	Due 04/29/2016 >>		2061.41	.00	2061.41
<b>JM6599 J &amp; M GENERATOR SERVICE</b>					
WTP GENERATOR MAINTENANCE CONT	61.350.53064	CONTRACT LABOR-Water	3167.50	.00	3167.50
Total Inv# 478	Due 04/20/2016 >>		3167.50	.00	3167.50
<b>MA5488 MARGIE WILKERSON</b>					
42 ALTERATIONS DONE	01.220.52050	UNIFORMS-Police Pat	456.00	.00	456.00
Total Inv# 811031	Due 02/26/2016 >>		456.00	.00	456.00
<b>MA5965 MARYLAND STATE RETIREMENT</b>					
MD STATE RETIREMENT WEEKLY DED	85.000.21506	MSRS-P/R W/H	5825.49	.00	5825.49
Total Inv# 0000034237	Due 04/27/2016 >>		5825.49	.00	5825.49
<b>MA6640 MARYLAND UNEMPLOYMENT INS. FUN</b>					
UNEMPLOYMENT INS./	01.840.58014	UNEMPLOYMENT INSURANCE-Insura	9121.68	.00	9121.68
Total Inv# 161826	Due 03/31/2016 >>		9121.68	.00	9121.68
<b>HA2544 NATIONWIDE RETIREMENT SOLUTION</b>					
CITY MGR DEFERRED COMP PAID BY	85.000.21512	P/R W/H DEFERRED COMP.	346.16	.00	346.16
Total Inv# 0000034240	Due 04/27/2016 >>		346.16	.00	346.16
<b>HA6700 NAPA AUTO PARTS</b>					
A2 OIL FILTER	22.222.52041	VEHICLE REPAIRS-Ambulance	62.92	.00	62.92
Total Inv# 0000034238	Due 04/01/2016 >>		62.92	.00	62.92
OIL FOR MOWERS	61.355.53051	GAS AND OIL	63.62	.00	63.62
Total Inv# 0000034239	Due 04/19/2016 >>		63.62	.00	63.62
<b>HO6860 NOCK'S TIRE SERVICE, INC.</b>					
			1731.00	.00	1731.00

Batch 00001731 Check Account No

Post Description	Account Code	Account Description	Gross Amount	Deductions	Net
TR 10 3 TIRES	01.325.53041	VEHICLE REPAIRS-Waste Coll	1355.32		
TR #11/1 TIRES	01.325.53041	VEHICLE REPAIRS-Waste Coll	375.68		
Total Inv# 0000034241 Due 04/25/2016 >>			1731.00	.00	1731.00
PA7116 PAYCE			398.90		
PAYROLL PROCESSING SUPPORT/MON	01.170.51074	PAYROLL SUPPORT-Gen Serv	398.90	.00	398.90
Total Inv# 0000034242 Due 04/27/2016 >>			398.90	.00	398.90
SU9877 SUNEDISON			14038.27		
SOLAR ENERGY CHARGES	22.222.52030	HEAT AND ELECTRIC-Ambulance	131.38		
Total Inv# 0000034243 Due 11/01/2015 >>			131.38	.00	131.38
SOLAR ENERGY CHARGES	61.350.53030	HEAT AND ELECTRIC-Water	2093.98		
SOLAR ENERGY CHARGES	61.355.53030	HEAT AND ELECTRIC	9108.60		
Total Inv# 0000034244 Due 11/01/2015 >>			11202.58	.00	11202.58
SOLAR ENERGY	01.310.53030	HEAT AND ELECTRIC-PubWks Adm	232.72		
SOLAR ENERGY	01.440.54070	FAIR EXPENDITURES-Parks	159.36		
SOLOR ENERGY	01.170.51030	HEAT AND ELECTRIC-Gen Serv	184.17		
SOLAR ENERGY	01.265.52032	ELECTRIC-Fire Dept	1723.89		
SOLAR ENERGY	01.240.52030	HEAT AND ELECTRIC-Pol Serv	370.30		
SOLAR ENERGY	01.410.54030	HEAT AND ELECTRIC-Golf Cours	33.87		
Total Inv# 0302 Due 11/30/2015 >>			2704.31	.00	2704.31
Grand Total >>>>			60721.86	.00	60721.86

Selection Options:

Year 2016  
Period 11  
Batch 00001716

End of Report

## MAIN STREET AFFILIATE PROGRAM

**Purpose:** *To assist smaller towns and communities to work with the Maryland Department of Housing and Community Development and use the National Main Street Center's Main Street Four Points: Economic Vitality, Design, Promotion and Organization and Maryland's Fifth Point: Clean, Safe & Green, to strengthen the economic potential of their traditional business district.*

The Maryland Department of Housing and Community Development's Main Street Affiliate program (the Affiliate program/Affiliates) is designed to assist communities with economic development strategies that are at a variety of readiness levels, including:

- Communities that are exploring the development of a downtown revitalization strategy;
- Communities that are in the early stages of preparing to submit an application for Main Street Maryland designation
- Communities that may not be eligible for Main Street Maryland designation, but are interested in addressing local housing and community development challenges through the Main Street approach.

Participation in the Affiliate program gives communities an important set of principles, guidelines, and examples that can be immediately put in practice. Following an initial site visit and assessment, Maryland Department of Housing and Community Development staff will work with the community to develop an Affiliate Action Plan that will provide information on resources the local government and stakeholders can utilize to meet their specific commercial district challenges.

Resources for Affiliates include available funding from Maryland Department of Housing and Community Development and other State agencies as well as access to the Main Street Maryland network of local nonprofits and government agencies, a range of expert consultants and targeted professional consultation from the Maryland Economic Development Association's Council of Past Presidents.

Communities may join the Affiliate program by completing an application. After an application has been submitted Maryland Department of Housing and Community Development program staff may contact the applicant for additional information as needed. Applications are accepted on a rolling basis.

Communities that complete the application will be designated as Main Street Affiliates and the term "Affiliate" describes the *relationship* between a community and Maryland Department of Housing and Community Development's Main Street Maryland program. It is **ONLY** intended for use in public relations or educational communication, but **NOT** for marketing materials,

public displays, signs or similar promotional tools, as this use could misleadingly convey that the community has achieved full Main Street Maryland designation.

<i>Maryland Department of Housing and Community Development</i> <b>Main Street Affiliate Program Requirements</b>	
<b>Work in a Pedestrian-Oriented Commercial District</b>	<p>While Affiliates are not required to have a traditional Main Street Maryland district, the commercial district should include pedestrian scale and orientation; a significant number of locally owned businesses; and some structures that would be eligible for frequently used rehabilitation incentives. Districts must also have some structures that could be considered eligible for the Maryland Inventory of Historic Properties and/or the National Register of Historic Places as well as demonstrate a historic preservation ethic that protects the local community identity.</p>
<b>Use the Main Street Approach™, including Maryland’s “Fifth Point”</b>	<p>Main Street provides the only comprehensive approach specifically designed to address the issues and opportunities of traditional downtown commercial districts. It is proven to work and following the approach is a requirement of initial Affiliate participation. Economic development in the context of historic preservation is central to the approach as are four active committees: Design, Organization, Economic Restructuring and Promotion. Maryland’s Clean, Safe and Green committee may be a fifth committee or incorporated within each of the four others.</p>
<b>Local Government Commitment</b>	<p>Participation in the Affiliate program for a city/town is the responsibility of the local government. The local government may choose to identify a nonprofit partner to work with them on the Affiliate Action Items. The local government will strive to provide infrastructure improvements and business incentives that enhance the commercial district. A County may become an Affiliate on behalf of one or more communities within the County. A City may become an Affiliate on behalf of one or more neighborhood commercial districts within a City.</p>
<b>Have a Broad-Based Revitalization Organization</b>	<p>The organization should include a wide variety of stakeholders and have strong support from both public and private sectors. This organization does not have to be an independent nonprofit and may include Chambers of Commerce, merchant associations departments of local government or similarly focused organizations. It is recommended that the Affiliate pursue the Maryland Department of Housing and Community Development’s Sustainable Community designation so that the community can have access to State revitalization funding programs.</p>

<b>Active Participation</b>	Affiliate communities must keep their contact information current with the Main Street Maryland program and utilize Maryland Department of Housing and Community Development resources at least once each year to remain active. Affiliates that remain inactive for a period of more than one year will be notified and removed from the Affiliate roster. Communities removed from the Affiliate roster may re-apply by submitting an Affiliate application.
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<i>Maryland Department of Housing and Community Development</i> <b>Main Street Affiliate Program Services</b>	
<b>Program Support and Professional Development</b>	
<b>Main Street 101</b>	State staff and specialists train Affiliates and their partners in the National Main Street Center's Main Street Four Points: <i>Economic Vitality, Design, Promotion and Organization</i> and Maryland's Fifth Point: <i>Clean, Safe &amp; Green</i>
<b>Topical Training</b>	State staff and specialists train Affiliates and their partners in specific revitalization topics.
<b>Membership</b>	For the first year of Affiliate participation, the Maryland Department of Housing and Community Development pays an annual membership, not to exceed \$350, for the Affiliate for <u>one</u> of the following: National Main Street Center, Inc.-Standard Membership, Maryland Economic Development Association or Community Development Network of Maryland
<b>Remote Consultation</b>	State and National Main Street Center staff members are available by phone and e-mail.
<b>Sustainable Community Designation</b>	Maryland Department of Housing and Community Development staff will provide technical assistance to Affiliate programs interested in completing and submitting the application for Sustainable Community designation.
<b>Resource &amp; Information Sharing</b>	State staff and specialists prepare timely e-mail updates of opportunities for services and funding available to Maryland's downtowns. Additionally, there will be networking opportunities with designated Main Street Maryland communities and other Affiliate participants.
<b>Main Street Maryland Library</b>	A variety of presentations and training materials are available for loan.

Maryland Department of Housing and Community Development  
**MAIN STREET AFFILIATE PROGRAM**

**APPLICATION FOR PARTICIPATION**

*For communities that want to leverage the resources of the Maryland Department of Housing and Community Development and use the National Main Street Center's Main Street Four Points: Economic Vitality, Design, Promotion and Organization and Maryland's Fifth Point: Clean, Safe & Green, to strengthen the economic potential of their traditional business district.*

The Maryland Department of Housing and Community Development's Main Street Affiliate program (the Affiliate program/Affiliates) provides technical assistance and funding to meet a variety of community commitment and readiness levels. The Affiliate program is designed to assist communities that are exploring the development of a downtown revitalization strategy; that are in the early stages of preparing to submit an application for Main Street Maryland designation or for those communities that may not be eligible for Main Street Maryland designation, but are interested in addressing local housing and community development challenges utilizing the Main Street approach.

Communities that complete the application will be referred to as Main Street Affiliates and the term "Affiliate" describes the *relationship* between a community and the Maryland Department of Housing and Community Development's Main Street Maryland program. It is **ONLY** intended for use in public relations or educational communication, but **NOT** for marketing materials, public displays, signs or similar promotional tools, as this use could misleadingly convey that the community has achieved full Main Street Maryland designation.

**Eligible Applicants:**

Participation in the Affiliate program for a city/town/neighborhood is the responsibility of the local government. A County may become an Affiliate on behalf of one or more communities within the County. A City may become an Affiliate on behalf of one or more neighborhood commercial districts within a City.

Applications for DHCD Commercial District Affiliate participation may be submitted at any time and should be sent to:

Susan Sheppard  
Project Manager  
Maryland Department of Housing and Community Development  
2 N. Charles Street, Suite 450  
Baltimore, Maryland 21201

*Maryland Department of Housing and Community Development*

**MAIN STREET AFFILIATE PROGRAM**

**APPLICATION FOR PARTICIPATION**

**Applicant Information:**

**Name of City/Town/Neighborhood:** Pocomoke City

**County:** Worcester

**Population:** 4184

**City/Town/Neighborhood Website:** [www.cityofpocomoke.com](http://www.cityofpocomoke.com)

**Designated Contact Person:**

**Name:** Ernest A. Crofoot

**Title:** City Manager/City Attorney

**Address:** PO Box 29, Pocomoke, MD 21851

**Phone:** 410-957-1333

**Email:** [ernie@cityofpocomokemd.gov](mailto:ernie@cityofpocomokemd.gov)

**Commercial District Affiliate Commitment Statement:**

The City of Pocomoke agrees to meet the requirements of a Maryland Department of Housing and Community Development's Main Street Affiliate as outlined in the Main Street Affiliate Program Requirements and will be eligible to receive Affiliate Program Services from Maryland Department of Housing and Community Development /Main Street Maryland as long as the requirements are met.

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Signature of Authorizing Agent from Local Government *(The person who signs the commitment statement must be identified as having legal signing authority for the local government)*

Print Name and Title: Ernest A. Crofoot, City Manager/City Attorney

**In addition to signing the above, the applicant must submit a Local Government Resolution in support of the city/town/neighborhood participating in the Maryland department of Housing and Community Development's Main Street Affiliate program.**

Maryland Department of Housing and Community Development  
**MAIN STREET AFFILIATE PROGRAM**

**APPLICATION FOR PARTICIPATION**

**NOTE:** *If the applicant is a County on behalf of more than one community within the County or a City on behalf of more than one neighborhood within the City each of the questions below must be completed for each community or neighborhood.*

- 1. Describe the economic climate and physical characteristics of your commercial district, include information on current vacancy rates and any local business incentives.** *(Please provide a map with building footprints showing the commercial district boundaries and identify any significant properties or businesses, including properties with the potential for private investment.)*

Pocomoke City's Downtown Business District is defined in the Pocomoke City Code as being located within the boundaries between Market Street from the Pocomoke River to Third Street; Vine Street and Willow Street from Front Street to Second Street; and Front Street, Clarke Avenue and Second Street from Willow Street to Vine Street.

The downtown has changed from a vital city center to one which has experienced disinvestment. Many of the shoppers in the Pocomoke area have gone to the shopping centers located on Rt. 13. Vacancies, declining investments, lack of visual appeal, and loss of vitality have all taken their toll. The vacancy rate is currently 24%.

The downtown area faces a number of challenges. These are as follows:

- Need for more restaurants
- Empty space on the riverfront
- Few activities for teenagers or children
- No service available for boaters on the Pocomoke River
- Challenges to the quality of shopping in the downtown with few specialty stores
- Lack of accommodations with only one bed and breakfast establishment
- Problems with vandalism in the riverfront area
- Need for additional beautification

However, as discussed elsewhere in this application, the City is actively seeking ways to revitalize the downtown and has made a great deal of progress. The Riverside Grill, situated directly on the Pocomoke River, opened in recent years and has proven to be a draw for tourists and residents. This project was partially funded by a Small Cities Community Development Block Grant awarded to the Worcester County Commissioners.

There are four significant cultural attractions in the area. These are the Sturgis One-Room School Museum, the Marva Theatre, the Delmarva Discovery Center and the Costen

House Museum. All of these attractions are concentrated within a three block district adjacent to the Pocomoke River. The Marva Theater was built in its current location in 1927 and the Costen House was built in 1878 as the home of Pocomoke's first mayor. The Delmarva Discovery Center building was a car dealership for many years and was built in the early twentieth century. The Sturgis One-Room School Museum building was moved to its current downtown location from nearby and rebuilt on land donated to the project by the City.

The Delmarva Discovery Center opened approximately 6 years ago as a river-themed museum which includes exhibits of life both in and on the Pocomoke River. This includes terrariums and aquariums as well as exhibits related to oystering, shipbuilding, and the life of Native Americans in the area. The Discovery Center has initiated a number of educational and cultural programs. These special events provide the public with a unique opportunity for learning about the culture of the Pocomoke River. Events are geared toward all ages.

The close proximity of the sites to one another dictates that visitors who come to the city will generally visit all four attractions. This is a significant benefit and advantage for this group of heritage tourism destinations. With these particular sites, a visitor could spend the day in Pocomoke and patronize the local restaurants and shopping areas, providing a real benefit to the City.

All businesses within the downtown make up the membership of the Downtown Pocomoke Association (DPA). DPA member dues are used for the promotion and marketing of the downtown business district.

The DPA and the City of Pocomoke are focused on repositioning Pocomoke City's downtown area. Goals are as follows:

- Increase community interest and involvement with downtown Pocomoke
- Increase tourism in downtown Pocomoke
- Restore, revitalize and beautify downtown Pocomoke
- Enhance opportunities for all downtown businesses
- Create and leverage partnerships to support the mission

## **2. Identify the strengths, weakness and opportunities of your commercial district.**

### **Strengths:**

- Historical nature of the commercial district
- Presence of heritage tourism attractions
- Willingness of the City government to work to revitalize the district
- Pocomoke River and park
- Status as a Sustainable Community
- Proximity to US Routes 13 and 113

- Presence of a fulltime Downtown Coordinator
- Inclusion in a Maryland State Enterprise Zone

**Weaknesses:**

- Poor economic indicators in the area
- City funds for downtown revitalization are limited
- Relatively high vacancy rate
- Some storefronts need refurbishing

**Opportunities:**

- Proximity to Wallops Island
- Programs of the Maryland Department of Commerce and the Maryland Department of Housing and Community Development
- Potential for attracting additional companies to increase traffic in the downtown

- 3. Explain the efforts made to improve the commercial district over the past five years, include information on public improvement projects and business development activity as well as private investment by business and/or property owners.**

The City has made extensive use of the Community Legacy Program to improve the commercial district over the past five years. Sustainable Community status was granted in 2012, which allowed Pocomoke to be eligible for Community Legacy and several state programs addressing downtown revitalization. Funds have been received for the following projects:

Historic Costen house rehabilitation (\$25,000) - This project is underway.

Downtown Building and Façade Improvement Program (\$25,000) -This project is underway, with all funds having been obligated. Both owners being assisted under this Program have contributed a matching share.

Marva Theater Upgrade (\$7,500)-This has been completed.

Downtown Beautification and Information Signs (\$20,000) - This project, which included the funding of a walkway through the mini park on the Pocomoke River as well as signs, has been completed.

Downtown Business and Building Improvements (\$50,000), supplemented by \$15,000 in city funds.-This project involved rehabilitation of several buildings in the commercial district, including one new business

Less recent Community Legacy grants have been used to: acquire and demolish a nuisance bar, acquire the Marva Theater; demolish a former grocery store to construct a new volunteer fire department building; rehabilitate the Delmarva Discovery Center building; assist the Sturgis One Room School Museum; replace downtown street lights and create a mini park in the downtown area.

The City has made a major investment in downtown revitalization by the creation of a full-time position for a Downtown Coordinator. This job is currently held by Karah Burton – Lacey. She is implementing the Community Legacy-funded Downtown Building and Façade Improvement Program. She has had direct responsibility for working with the building owners and ensuring that the project proceeds on schedule. Ms. Burton – Lacey also assists with downtown promotional events and festivals. Her involvement has helped to ensure significant participation by business owners and the general public.

Upcoming events through June 2016 include the 4<sup>th</sup> Friday Art Stroll held monthly, various movies and live performances at the Marva Theater, a Salad Table Demonstration at the Community Garden, various concerts at Cypress Park, Sea Glass Workshop and Night at the Museum at the Delmarva Discovery Center, Canvas and Corks at the Marva Theater, Summer Kick-off on the River, Downtown Farmers and Flea Market, and a live children's theater.

**4. Identify the goals and outcomes you hope to achieve by participating as an Affiliate.**

The City's major goal as a Main Street Affiliate is to create a thriving commercial district. Specific objectives are as follows:

- Increase pedestrian and vehicular traffic in the downtown
- Lower the vacancy rate among the stores in the area
- Increase the tax base
- Provide new jobs for residents
- Attract a vibrant mix of commercial enterprises which will serve the needs of local residents

Some of Pocomoke's residents travel to Salisbury, which is 25 miles away, in order to shop. Others patronize the stores on Route 13. Pocomoke's downtown does not offer the full complement of shopping opportunities. As an affiliate, the City expects to get resources, technical assistance, and grants in order to increase its efforts to attract a wider mix of businesses. Once this has been accomplished, the City will see a significant increase in activity in the commercial district.

Sponsoring and helping with events is another way to attract additional traffic for existing businesses. Ms. Burton-Lacey spends a significant amount of time on these events. Becoming an affiliate would offer additional resources and information on ways in which the effort could be enhanced.

The final aspect of the strategy for improving the downtown area with the help of the Main Street Affiliate Program, would be to improve the appearance of the buildings in the downtown. Due to a need for additional foot traffic, many of the merchants are hard-pressed to find the funding to improve their buildings. Community Legacy has been used with some success for this purpose. However, additional resources are needed as this is one of the biggest problems the City sees in the commercial district.

The City would like to become linked with other communities in this effort in order to learn additional strategies and ways to accomplish the goals and objectives. Having access to technical assistance from DHCD and being part of this program will help the City become aware of the latest trends in downtown revitalization. Learning from other communities is a key element in the City's strategy.