

DEBA Budget Proposal

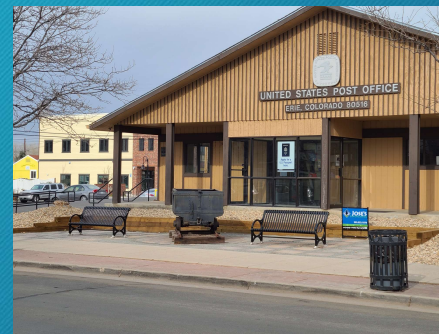
April 27, 2021

Who is DEBA?

- Downtown Erie Business Association
- Formed in 2020
- Volunteer Organization
- Represent 60+/- Businesses and Property Owners
- DT and NMU zones
- IRS 501(c)(3) status
- Purpose: “To make Downtown Erie the most desirable place to visit, work, enjoy, and do business.”

2020 Accomplishments

- Flower Pots on 500 and 600 Block
- A-Frame Signage
- Street Concerts
- Downtown Banners
- Post Office Beautification
- Ice Rink Partnership
- Website
- Briggs Street Closure Collaboration



2021 Proposed Beautification Projects

- Park Benches and Trash Receptacles
- Wayfinding Signs
- Bike Arch Painting
- Flowerpots
- Christmas Lights
- Banners
- Christmas Window Painting
- Barricade Painting

2021 Proposed Event Projects

- Concerts and Performances
- Art Market
- Chalk Walk
- Cruise Night
- Banana Festival
- Downtown Gift Cards

Our Request: \$100,000

- Current Projects budgeted at \$250,000
- Today's BOT Request for \$100,000 to get started
- Formal budget requests on annual basis
- Co-create ranking of ROI with Erie Economic Development (Ben)
- Transparency and Metrics to demonstrate ROI