

NOTES

TO: Honorable Mayor ^{AEW} and City Council Members
FROM: Ann E. Wall, City Manager
DATE: April 7, 2021
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Don Octigan, Assistant Director of Recreation and Parks, regarding the East Coast Greenway dedication on April 9, 2021 at the Town Common bridge
2. A memo from Heather White, Recreation and Parks Outreach Coordinator, regarding Bites on the Bridge on Thursday, April 15th from 5:00 p.m.-9:00 p.m. at the Town Common bridge
3. A memo from Andrew Schmidt, CVB Executive Director, regarding an African American Cultural Trail update
4. A memo from Mark Holtzman, Chief of Police, regarding the return of Uptown Ambassadors
5. A flyer regarding COVID-19 Emergency Business Assistance Grants
6. A flyer regarding the COVID-19 Emergency Rental Assistance Program

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Attachments



To: Ann Wall, City Manager
From: Don Octigan, Assistant Director of Recreation and Parks *DO*
Date: April 7, 2021
Re: East Coast Greenway Dedication

Recreation and Parks staff, along with the Greenville-Pitt County CVB and East Coast Greenway Alliance, are planning an event on April 9th, 2021 to dedicate 2.4 miles of the South Tar Greenway as a section of the East Coast Greenway. The ceremony will be held at 11:30am on the greenway bridge at Town Common located at 105 East 1st Street.

The East Coast Greenway is a walking and biking route stretching 3,000 miles from Maine to Florida, connecting our nation’s most populated corridor. The route is designed to transform the 15 states and 450 communities it connects through active and healthy lifestyles, sustainable transportation, community engagement, climate resilience, tourism, and more. The Greenway offers a safe place for bicyclists, walkers, runners, and more — of all ages and abilities — to commute, exercise, and visit new destinations.

In the fall of 2019, 2.4 miles of Greenville’s South Tar Greenway was designated as part of an Eastern North Carolina loop of the East Coast Greenway. Originally, a dedication was planned for April 2020 in Greenville, but was unfortunately postponed.

This dedication is another reminder of what the City of Greenville has accomplished in developing a Greenway system within the community.

Please let me know if there are questions.



CC: Michael Cowin, Assistant City Manager
 Gary Fenton, Director of Recreation & Parks

To: Ann Wall, City Manager
From: Heather White, Recreation & Parks Outreach Coordinator
Date: April 7, 2021
Subject: Bites on the Bridge

Recreation and Parks, in collaboration with the City Manager's Office, are excited to bring back our Bites on the Bridge event. The first successful event was held in November 2020, serving over 100 people during the duration of the occasion, and featured food trucks, lighted bridge dining, and a grab-and-go option.

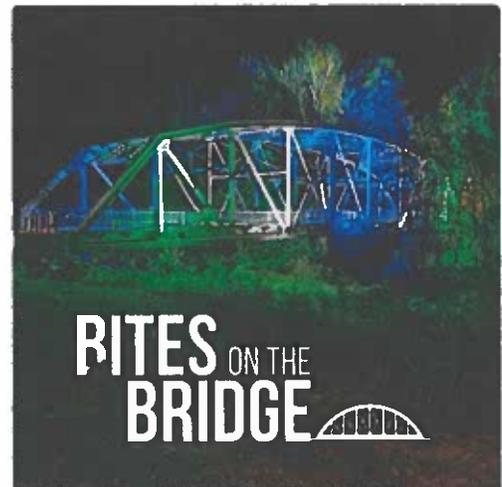
This month's event will take place on Thursday, April 15, 2021 from 5:00 p.m. - 9:00 p.m. at the Town Common bridge and will include food trucks, a beer garden, lighted bridge dining, a live acoustic performance, and a safe social atmosphere. The event will provide bridge dining for fifty people at a given time and a grab-and-go option. A map providing an overview of the event layout is provided on the next page.

Specific safety and sanitation practices will be implemented and the event will abide by state restrictions to ensure participant's health and well-being.

Additional information can be found on-line at Greenvillenc.gov or by calling 252.329.4567. Recreation and Parks staff, along with the City Manager's Office, will promote the program throughout the community via social media and the City's webpage.

Please let me know if there are questions.

cc: Michael Cowin, Assistant City Manager
Gary Fenton, Director of Recreation & Parks
Don Octigan, Assistant Director of Recreation & Parks



Map of *Bites on the Bridge* Event



Memo



Find yourself in good company®

To: Ann E. Wall, City Manager
From: Andrew Schmidt, CVB Executive Director
Date: April 1, 2021
Re: African American Cultural Trail Update

I wanted to share an update with Council on the work that the marketing subcommittee of the African American Cultural Trail Committee is doing to prepare for a soft launch of the Trail on Juneteenth as well as share overall committee accomplishments.

The marketing subcommittee of the African American Cultural Trail Committee, which is made up of staff members from the Convention & Visitors Bureau, City of Greenville, East Carolina University, Pitt County Arts Council at Emerge, as well as community volunteers, has met twice since March 15th with a third meeting scheduled for mid-April. The subcommittee is working diligently to ensure that enough content will be available for a soft launch of the trail. Members of the subcommittee are also in conversations with the planners of the Greenville Grooves event scheduled for June 18th to utilize this event as a platform to announce the soft launch.

Both the African American Cultural Trail full committee and marketing subcommittee have made significant progress on its goal to have a soft launch of the trail by Juneteenth. Additional progress made since our last update to Council includes:

- **Logo development** – The African American Cultural Trail full committee commissioned Mr. Richard Wilson to design a logo for our trail. This work has been completed and the committee anticipates working with Mr. Wilson on other projects related to trail marketing
- **Content development** – The African American Cultural Trail full committee has ascertained that we now have sufficient content for each of the initial six stops to successfully launch the trail.
- **Content management and delivery**-The African American Cultural Trail marketing subcommittee has confirmed its method of managing existing and future content for the trail. Content delivery will be achieved through a variety of marketing methods including electronic, mobile application, and print.
- **Research** – The African American Cultural Trail full committee has partnered with an ECU class to conduct research on potential future trail sites both in Greenville and Pitt County. The group will present their findings at the April 29th African American Cultural Trail full committee meeting.

The Greenville-Pitt County Convention & Visitors Bureau has begun its initial work on creating a landing page dedicated to promoting the African American Cultural Trail as well as other African American trails and events.

I encourage any council member to reach out to me (Andrew@visitgreenvillenc.com) should they have questions regarding the progress of our trail development.

Memorandum

To: Ann Wall, City Manager
From: Mark Holtzman, Chief of Police 
Date: March 31, 2021
Subject: Return of Uptown Ambassadors

Due to COVID and the shuttering of restaurants, bars, and clubs during the past year, the Uptown Ambassador program with Allied Universal was suspended. I am pleased to share we will be re-starting the Uptown Ambassador program by May of this year.

As a reminder, Allied Universal will provide unarmed private security (Ambassadors) to work during the late afternoon and evening hours on the weekends uptown. Two full-time Ambassadors will assist with patrolling our parking lots and deck. They will also be periodically entering the lobby of City Hall, the Municipal Building, and other public spaces in Uptown, to log a check at the locations.

The Ambassadors will be readily visible to patrons of the uptown area in their yellow shirts where they will observe the area for illegal activities and act as ambassadors to visitors in the uptown area by providing information during their regular foot patrols. Please join me in welcoming the Ambassadors as they return to the uptown.

GPD Mission Statement

The Greenville Police Department exists to enhance public safety and quality of life, in partnership with ALL people in OUR community, by preventing crime with honor and integrity.



PLANNING & DEVELOPMENT
SERVICES

COVID-19 EMERGENCY BUSINESS ASSISTANCE GRANTS

GRANTS UP TO \$15,000 FOR QUALIFYING EXPENSES

CRITERIA TO QUALIFY FOR GRANTS INCLUDES:

- Be a commercial business located in Greenville city limits in operation on or before January 1, 2020
- 50 or fewer W-2 employees (including business owner)
- Gross annual revenue of \$1 million or less during 2020
- Meet all other qualifications listed at GreenvilleNC.gov

**To apply, please call (252) 329-4481
or visit us online at GreenvilleNC.gov**

COVID-19 EMERGENCY RENTAL ASSISTANCE PROGRAM

FUNDING AVAILABLE FOR GREENVILLE RESIDENTS

TO QUALIFY, APPLICANTS MUST:

- Be the primary lease holder
- Provide proof of hardship
- Meet income requirements
- May not receive duplication of benefits from another source

INCOME REQUIREMENTS

Household Size	Maximum Income
1	\$ 37,500
2	\$ 42,700
3	\$ 48,050
4	\$ 53,350
5	\$ 57,650

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