

RESOLUTION NO. 2021-26
A RESOLUTION TO COMMIT THE CITY OF NORTH AUGUSTA'S PARTICIPATION IN A
RETAIL RECRUITMENT TRAINING PROGRAM

WHEREAS, the Municipal Association of South Carolina (MASC), in partnership with The Retail Coach, a national market research and development firm, is offering a new training program for member municipalities regarding retail recruitment; and

WHEREAS, participants will learn the principles of retail recruitment, current commercial development trends, and how retailers evaluate a market/seek growth opportunities, plus, The Retail Coach will provide the municipality with a professional market analysis, profiling the community's critical economic attributes; and


WHEREAS, a program fee of \$5,000 will cover the cost of participation for up to two (2) City staff members, which includes six (6) days of training, in Columbia, SC from August to November, the professional market analysis and attendance at RECon, a convention featuring national retailers, commercial real estate firms and contractors in December; and

WHEREAS, participation in the retail recruitment training program is beneficial for City staff who handle economic development and retail recruitment within their roles.

NOW THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of North Augusta, South Carolina, in meeting duly assembled and by the authority thereof, that:

1. The Mayor and Council of North Augusta support the City Administrator and Assistant City Administrator's participation in the retail recruitment training program.
2. Mayor and Council commit to funding the \$5,000 participation fee from the Administration account in the FY21 budget.
3. The City will follow its procurement policy adopted in accordance with SC Code of Laws Section 11-35-5320 when engaging with The Retail Coach as it relates to its participation in the program.
4. The resolution is made in support of, and requirement of, the City's application to participate in the MASC Retail Recruitment Training Program which must be submitted electronically on or before Friday, July 2, 2021.

DONE, RATIFIED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH AUGUSTA, SOUTH CAROLINA, ON THIS 21st DAY OF JUNE, 2021.



Briton S. Williams, Mayor

ATTEST:



Sharon Lamar, City Clerk