



MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: February 4, 2015
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

Downtown Arts and Cultural District Applications for 2015 - Thirty-two arts and art host businesses are applying this year for inclusion in the Downtown Arts and Cultural District, with five new businesses among that number. Existing businesses that are included in the district will get up to a \$250 reduction on the 2015 business license tax and new businesses will get 100 percent business license tax reduction, plus waiver of any applicable permit fees up to \$2,000. The tax incentives for existing businesses run through 2015.

Fredericksburg Region Scores Major Youth Soccer Championships - The Fredericksburg region has won a bid to host the 2017/2018 United States Youth Soccer Region 1 Championships sponsored by the United States Youth Soccer Association, which will bring hundreds of players from state champion youth teams to the area. The 2017 Championships will be held from June 29 to July 4 and the 2018 Championships will be held from June 28 to July 3. In addition to the players, thousands of visitors from the 15 states that make up Region 1 of USYSA are expected to attend. City and regional hotels, restaurants and businesses will see a surge in business during the championships.

Changes Coming to City HUBZones - Changes will be coming in three years to the City of Fredericksburg's HUBZone program as a result of improving local economic data. On January 1, 2018, three of the city's six census tracts will no longer be eligible for the HUBZone program.

The Small Business Administration's HUBZone program can help businesses secure certain kinds of federal contracts. Businesses must be located in a HUBZone and at least 35 percent of their employees must live within a HUBZone in order to be eligible for the program. [Fredericksburg's GIS mapping website](#) shows which parcels will still be eligible for the program as of January 2018. (Select the "Map" tab on the top left side of the page after signing in, then scroll down to select "HUBZones" under "Tourism and Economic Development" on the left side.)

Economic Development and Tourism staff is reaching out to affected businesses and stakeholders to provide information and help in adjusting to the upcoming changes. There are numerous attractive office locations in Fredericksburg's remaining three HUBZone-qualified tracts, as well as a diverse stock of housing. It will certainly still be possible for HUBZone businesses to thrive in the city, although it could require some adjustments in advance of January 2018.

FRED Transit Scheduling Software - FREDericksburg Regional Transit's real-time transit scheduling software is now operational and its usage is growing as drivers are trained to transition away from paper to electronic reporting. This software will be a great benefit operationally and to FRED riders.

Once all drivers are using the software and FRED staff is satisfied with daily operations, the website, [RouteShout](#), will be opened to the public. RouteShout provides real-time bus arrival information on-line and to hand-held devices. This capability will allow riders to spend less time waiting at stops for bus arrivals as they will be able to determine, with accuracy within just a few minutes, when the next bus will pick them up.

This software also provides the foundation for additional rider benefits like automated bus stop announcements and electronic fare boxes, which will accept credit/debit card payments and electronic fare cards. These enhancements will also benefit our bus drivers by simplifying fare collections and eliminating the need for the driver to announce next stops.

FRED will also benefit from the software's data collection capabilities. Currently, FRED staff must manually compile and report passenger counts, service hours and mileage. FRED will be able to collect and manage the data reported to federal and state agencies more efficiently with the new software and the automated vehicle location capabilities.

Winter 2015 Debt Issuance Update - The city's financial advisors have worked with staff to prepare a direct solicitation for the winter 2015 debt issuance. The responses are due on February 10. Based on the results, staff anticipates that Council will be able to hold a public hearing on February 24, with first read of the ordinance that same night and a second reading on Tuesday, March 10. If the issue is approved by Council, loan closing is anticipated for March 11 or March 12, 2015.

Riverfront Park Design RFP - The Riverfront Park Design Request for Proposals is undergoing final review prior to its release, which should occur the week of February 2, 2015. The responses will be due back the week of March 2. In March, city staff and a sub-committee of the Riverfront Park Task Force will review the responses and make a recommendation to the City Manager on the best firm with whom to negotiate a contract for services. A contract should be awarded for the work in April 2015.

Body Camera Presentation - A workshop created and delivered by Lieutenant Hobert D. Jones and Sergeant Patrick Reed of the Police Department has been selected for

presentation at the upcoming May [2015 LEIM Training Conference & Technology Exposition](#) in San Diego, California. Selection for presentation at the LEIM Conference is based on a competitive review of the training seminars proposed by law enforcement professionals throughout the country. Lieutenant Jones and Sergeant Reed are both veteran supervisors who were instrumental to the department's successful deployment of body-worn cameras on all city officers in 2014.

The 60-minute presentation, *Body-Worn Cameras: Planning, Implementation, and Management*, is designed to guide law enforcement managers in the determination of requirements that will govern the selection of a body camera system to best meet the needs of their agencies and in the practical integration of a system into both the policy/procedures and operational arms of a department. The presentation also includes real examples of lessons learned through the implementation of body-worn cameras into the city's police force.