



CECIL COUNTY, MARYLAND DEPARTMENT OF FINANCE

FISCAL IMPACT NOTE

SUMMARY OF LEGISLATION

SPONSOR: Council President at the request of the County Executive

RESOLUTION NO. 59-2021 – BUDGET AMENDMENT – SPECIAL REVENUE OTHER GRANTS OFFICE OF ECONOMIC DEVELOPMENT – TOURISM – USRC GRANT FOR “WINTER LIGHTS-CECIL NIGHTS”

SYNOPSIS: A resolution to amend the Annual Budget and Appropriation Ordinance for Cecil County, Maryland for the fiscal year ending June 30, 2022, in order to provide a total of \$10,000 to the Special Revenue Other Grants Fund- Office of Economic Development-Tourism to record the grant awarded from the Upper Shore Regional Council for the purpose of a “Winter Lights-Cecil Nights” in Cecil County.

FISCAL IMPACT SUMMARY: Net fiscal impact to the County will be zero for Fiscal 2022. The Upper Shore Regional Council has awarded Cecil County \$10,000 to allow for a winter marketing campaign.

FISCAL ANALYSIS:

The addition of \$10,000 in grant revenue and expense within the Special Revenue-Other Grant’s Fund from the Upper Shore Regional Council will fund a winter marketing campaign, designed to promote downtown municipal businesses who are still overcoming the effects of the COVID-19 pandemic. The goal of the campaign is to light up participating towns in January and February 2022 in support of Cecil’s small business. The promotion will focus on town lights, chilly weather dishes in restaurants, wintery shop displays and winter activities.

The Cecil County Tourism Office will facilitate the effort between the USRC and the participating towns.