



**CENTRE
MARKET
COMMISSION**

CITY OF WHEELING



CITY COUNTY BUILDING
1500 CHAPLINE STREET
WHEELING, WEST VIRGINIA 26003

DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

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January 20, 2011

Dear Mr. Herron,

Thank you for this opportunity to review and discuss the Centre Market Budget Plan for the 2011-2012 fiscal year. I have been managing the operations of the Market for a little over two months now. Although these duties have been challenging; they also have been very rewarding. During this time we have made great strides in and out of the Market Houses. Some of the accomplishments include: two well attended events called Christmas in the Market. These Christmas events had several activities for the general public - horse and carriage rides, caroling, wine tasting, Smart Center activities, and great dining and shopping opportunities; as all the eateries and shops in the area stayed open for this event. We also installed new Christmas decorations in the upper market house and new Christmas wreaths and lights for the outside. We launched a very successful cooperative advertising campaign with the Centre Market merchants, a new web site is under construction, and a five year capital improvement plan was completed. The most rewarding accomplishment was organizing all of the Centre Market business owners while moving them in one direction.

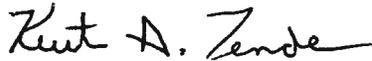
We still have more to accomplish in the Centre Market area. There are several goals and objectives that are attainable. The main objective is to develop a committee structure similar to the National Main Street Program's four point approach. By following these principles; it has been my experience that we will accomplish all the goals we set forward. We will form four Committees; the Organization Committee, the Promotion Committee, the Design Committee, and the Economic Restructuring Committee. These committees will have there own tasks and responsibilities.

The first committee to be formed will be the Organizational Committee. This committee will be responsible for the development of a 501c3 charitable organization and all the funding strategies that go along with operating a non-profit organization. The second committee to be formed will be the Promotions Committee. This committee will develop and assist with special events and other activities in and around the Market Houses. Some of these events will include: farmer's markets, flea markets, an Easter celebration, a lobster fest, a "pooch parade", an antique car show, a sidewalk chalk artist contest, the second annual Christmas in the Market, and several more events to be planned. (I have requested additional funds for the promotion of these events.). The third committee to be formed will be the Design Committee. The Design Committee will have the responsibility of implementing plans for the beautification of the Centre Market streetscapes and the restoration of the Market Houses. (I have requested additional funds

for the much needed renovation of the restrooms in both buildings). The fourth committee to be formed will be the Economic Restructuring Committee. The Economic Restructuring Committee will design and implement a plan of action to fill the vacant storefronts around Centre Market, and to fill vacant spaces inside the Market Houses. The main goal of this committee will be to recruit new businesses that complement the current business mix in the area.

In conclusion, it is vital that we implement these plans in a timely sequence. If the projects are funded; they will improve the aesthetics of the area, restore the Market Houses to there former glory, and provide for a well funded marketing campaign that will enhance a person's experience while visiting the market. Also, it will encourage a prospective business entity to make Centre Market there first choice in finding a location for starting a business; while affording a real potential for a revitalized residential community within the market area.

Sincerely,

A handwritten signature in black ink that reads "Kurt A. Zende". The signature is written in a cursive style with a prominent initial "K".

Kurt A. Zende
Economic Development Specialist/
Centre Market Manager

**CITY OF WHEELING
DEPARTMENT BUDGET REQUEST
FISCAL YEAR 2011-2012**

DEPARTMENT/DIVISION: CENTRE MARKET						DEPARTMENT/DIVISION HEAD: KURT ZENDE		
LINE ITEM (NUMBER & TITLE)	BUDGET CURRENT YEAR	PROPOSED BASE	NEW PROJECTS AND CAPITAL OUTLAY	BUDGET REQUEST	INCREASES (DECREASES)	APPROVED BY CITY MANAGER		
4590.10.1905 Longevity	\$60.00	\$130.00		\$130.00	\$70.00			
4590.10.1920 Eye/Dental/Life Insurance	\$316.00	\$408.00		\$408.00	\$92.00			
4590.10.1921 Hospitalization	\$4,097.00	\$5408.04		\$5,408.04	\$1,311.04			
4590.10.1924 Medicare	\$880.00	\$344.49		\$344.49	(-\$535.51)			
4590.10.1985 Manager Salary	\$27,201.00	\$24,671.77		\$24,671.77	(-\$2,529.23)			
4590.20.2134 Insurance	\$1,758.00	\$1,758.00		\$1,758.00	-0-			
4590.20.2137 Contract Repair	\$10,656.00	\$10,656.00		\$10,656.00	-0-			
4590.20.2142 Promotion Expenses	\$14,581.00	\$15,000.00		\$15,000.00	\$419.00			
4590.20.2149 Tech Ref Services	\$24,300.00	\$24,300.00		\$24,300.00	-0-			
4590.20.2168 Utilities	\$34,000.00	\$34,000.00		\$34,000.00	-0-			
4590.20.3116 Equipment Maintenance	\$8,000.00	\$7,000.00		\$7,000.00	(-\$1,000.00)			
4590.20.3131 Supplies	\$11,500.00	\$6,000.00		\$6,000.00	(-\$5,500.00)			
TOTAL	\$137,349.00	\$129,676.30		\$129,676.30	(-\$7,672.70)			

City of Wheeling
 Departmental Budget Request
 Fiscal Year 2011-12

department/division: Centre Market
 fund:

Program/Project 1	Cost 2	Priority*	Justification/Explanation 4
Repaint and repair Upper/Lower Market House restrooms	\$2,000.00	1	Bathrooms need new paint, new stall dividers, a new commercial toilet, new exit signs
Purchase four decorative garbage cans	\$4,000.00	2	New black wrought-iron garbage cans for aesthetics
Repair water fountains in Upper Market	\$1,000.00	3	Water fountains have been out of order for at least five years; will save on purchase of bottled water
Total	\$7,000.00		

*Number the priorities starting with 1 being the first priority, 2 the second priority and so on. There should only be one item per priority.