

R-15-16  
Staff Report

In October of 2015, the Annapolis Partnership applied for a grant from the Department of Housing and Community Development ( the “DHCD”) of the State of Maryland for funding in the amount of \$30,000, for a marketing, merchandising and social media program under the DHCD’s **MAIN STREET IMPROVEMENT PROJECT FUNDS GRANT**. They have since been awarded a Grant of \$20,000 and Resolution 15-16 will complete the application.

R-15-16 will approve a project to establish the Annapolis Business Academy that will focus on building better business and creating more sustained economic vitality.

The Annapolis Partnership, on behalf of Annapolis’ Main Street Program, proposes to undertake the proposed Project. The Project will be arranged into a three to five course series designed to enhance the skills business owners need to manage or grow their businesses.

The Annapolis Business Academy will bring participants together by providing opportunities to learn, grow, discuss ideas and gain insight on local business trends. The courses will address various issues from enhancing online presence, improving store displays to starting and financing a business from scratch.