



# CENTRE MARKET COMMISSION

KURT ZENDE, CENTRE MARKET MANAGER  
(304) 234-3879

COMMISSION MEMBERS: GARY GWYNN, JR.  
ROBERT E. "HERK" HENRY  
RICHARD LUCAS  
CRAIG O'LEARY

# 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, 2012

Mr. Robert Herron  
City Manager  
Wheeling, WV 26003

Dear Mr. Herron,

Thank you for this opportunity to review and discuss the Centre Market Budget Plan for the FY 2012-13. We have accomplished many of the goals and objectives that were established from last year's fiscal budget plan.

First, we were able to develop structured committees. These committees were well represented by several members of the Centre Market business community. The committees were very helpful in the planning and execution of several of the events and activities that took place in and around the market houses. The Promotion's Committee developed a very successful cooperative advertising campaign that created a large amount of foot traffic for the area's businesses. We were able to raise close to \$18,000 in corporate sponsorships to match the \$15,000 that was budgeted in the promotion's line item from the 2011 -2012 fiscal budget. The sponsorships enabled us to establish five (5) very successful events; including: the "Pooch Parade", the "Lobster Fest", the "Summer's First Friday Street Party", the "Wheeling Rocks Festival", and the second annual "Christmas in the Market".

Next, the Design Committee was able to make several aesthetically pleasing improvements to the streetscapes and to the market houses themselves. The upper market house was painted professionally for \$33,000 from funds that were previously budgeted before I became Market Manager. The lower market house was painted for roughly \$3,500 using funds from the Centre Market Pepsi Vending profits. Furthermore, the lower market house was painted (to some degree) by Community Service individuals. However, the majority of the work was completed by our maintenance representative Anthony "Spike" Wells and me.

Also, we were able to repair the upper market house's cupola with \$1,000 that was also previously budgeted prior to my appointment as Market

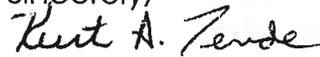
Manager. Furthermore, we made several notable improvements to the streetscapes around the market houses. We planted seasonal flowers in the tree wells, we hung new flower baskets from the lamp posts, we hung new banners, and we bought new Christmas lights and garland for the upper market house.

We also have had several challenges with infrastructure and mechanicals of both market houses. We made several costly repairs; which included: the roofs of both market houses, the HVAC and the handicapped accessible doors in the lower house, and restroom plumbing repairs to the upper house. The total cost for all these repairs was almost \$18,000. Fortunately, we were able to absorb most of the costs for these repairs with funds from the current budget line items and the Pepsi Vending Fund.

I have a firm belief, that by implementing our plans for advertising and streetscape/infrastructure improvements; we were able to attract three (3) new businesses to the Centre Market area. The new businesses included: a law firm, a new restaurant, and soon to be a new bakery. Also, there have been several building owners in the neighborhood who have made improvements to their buildings after all of our enhancements.

In conclusion, I am very confident that we will be able to continue our efforts and carry out our mission that we crafted last year. As you can see we have made significant strides with streetscape improvements and business development in the Centre Market District. We look forward to working with all the stakeholders to continue the growth that is underway. We are excited about the potential that this area holds; to be the center of commerce and tourism in the City of Wheeling. Thank you for your careful consideration of our requests.

Sincerely,

  
Kurt Zende

## **DIVISION OF ECONOMIC DEVELOPMENT - GOALS AND OBJECTS**

- \*Continue to function as an “Ombudsman” for businesses interested in relocating to - or expanding within the City of Wheeling.**
- \*Continue to assist both local and out of the area developers with property and site information, site visits, mapping, and other important information dissemination.**
- \*Continue to function as Centre Market Manager with all the day to day duties required to meet the needs and expectations of the Centre Market Merchants.**
- \*Develop new Centre Market area events and maintain / improve the very successful event schedule from the last fiscal year.**
- \*Continue to raise additional funding from the private sector for marketing and infrastructure improvements in and around the Market Houses – with a goal to raise \$50,000.**
- \*Partner with the Centre Market area stakeholders.**
- \*Recruit 3 new businesses to the Centre Market Area.**
- \*Develop a small business incubator in Centre Market.**
- \*Make additional streetscape and infrastructure improvements in and around the Market Houses – including: signage, fencing, landscaping, murals, new benches and trash receptacles.**

**CITY OF WHEELING**  
**DEPARTMENT BUDGET REQUEST**  
**FISCAL YEAR 2012-2013**

<b>DEPARTMENT/DIVISION: CENTRE MARKET</b>				<b>DEPARTMENT/DIVISION HEAD: KURT ZENDE</b>		
<b>LINE ITEM (NUMBER &amp; TITLE)</b>	<b>BUDGET CURRENT YEAR</b>	<b>PROPOSED BASE</b>	<b>NEW PROJECTS AND CAPITAL OUTLAY</b>	<b>BUDGET REQUEST</b>	<b>INCREASES (DECREASES)</b>	<b>APPROVED BY CITY MANAGER</b>
4590.10.1410 Market House Maintenance Worker	\$15,616.00	\$24,211.00		\$24,211.00	\$8,595.00	
4590.10.1905 Longevity	\$130.00	\$130.00		\$130.00	-0-	
4590.10.1920 Eye/Dental/Life Insurance	\$408.00	\$898.00		\$898.00	\$490.00	
4590.10.1921 Hospitalization	\$5,408.00	\$9,684.00		\$9,684.00	\$4,276.00	
4590.10.1924 Medicare	\$358.00	\$584.00		\$584.00	\$226.00	
4590.10.1985 Manager Salary	\$24,672.00	\$24,672.00		\$24,672.00	-0-	
4590.20.2134 Insurance	\$911.00	\$911.00		\$911.00	-0-	
4590.20.2137 Contract Repair	\$10,656.00	\$12,000.00		\$12,000.00	\$1,344.00	
4590.20.2142 Promotion Expenses	\$15,000.00	\$18,000.00		\$18,000.00	\$3,000.00	
4590.20.2149 Tech Ref Services	\$8,684.00	-0-		-0-	(\$8,684.00)	
4590.20.2168 Utilities	\$34,000.00	\$34,000.00		\$34,000.00	-0-	
4590.20.3116 Equipment Maintenance	\$7,000.00	\$10,000.00		\$10,000.00	\$3,000.00	
4590.20.3131 Supplies	\$6,000.00	\$11,000.00		\$11,000.00	\$5,000.00	