

**THE REDEVELOPMENT AGENCY OF MIDVALE CITY, UTAH
RESOLUTION NO. 2023-01RDA**

**A RESOLUTION OF THE REDEVELOPMENT AGENCY OF MIDVALE CITY
SELECTING A NAME FOR FUTURE BRANDING AND MARKETING OF THE MAIN
STREET AREA**

WHEREAS, the Redevelopment Agency of Midvale City (the “Agency”) was created to transact the business and exercise the powers provided for in the Utah Redevelopment Agencies Act; and

WHEREAS, the Agency created the Main Street Community Development Area and intends to support, guide, and catalyze development within the Main Street Area; and

WHEREAS, the Agency put out a request for proposals last year soliciting the services of a branding and marketing firm to support the Agency in its efforts to rebrand the area in a way that is more congruent with its future as an arts and culture district; and


WHEREAS, Fluid was the firm selected to support the Agency in these efforts and has provided the Agency with several names to use to rebrand the Main Street area.

NOW THEREFORE BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY, that the Redevelopment Agency of Midvale City has voted and selected the name, "Midvale Main Arts & Culture District" or "Midvale Main" to rebrand and market the Main Street area.

PASSED AND ADOPTED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY, this 17th day of January 2023.



ATTEST:


Rori L. Andreason, MMC
Secretary


Marcus Stevenson
Chief Administrative Officer


Matt Dahl
Executive Director

Voting by the Board	“Aye”	“Nay”
Quinn Sperry	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Paul Glover	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Heidi Robinson	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bryant Brown	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Dustin Gettel	<input checked="" type="checkbox"/>	<input type="checkbox"/>