

MEMORANDUM

TO: Worcester County Commissioners

CC: Weston Young CAO; Candace Savage, Deputy CAO; Kim Reynolds, Budget Officer

FROM: Melanie Pursel, Director, Office of Tourism and Economic Development 

DATE: October 14, 2025

RE: Destination Assessment/Main Street Snow Hill Grant Request

Attached is a request from Downtown Snow Hill, Inc. for funds from our department to support the Main Street Coordinator function, which would be incorporated into the responsibilities of the Snow Hill Economic Development Director. This position will be employed by the Town of Snow Hill, with compensation and benefits determined by the town.

In addition to managing Main Street initiatives, this individual will also support the Destination Assessment Initiative that our department has been advancing since January, with a focus on Snow Hill's assets and opportunities. In the FY26 budget, funds were earmarked under Consulting Services (GL 6530.040) specifically for this purpose—listed as *"Destination Mgt Assessment – Additional Product Development"* in the amount of \$16,000.

Originally, these funds were intended to contract a consultant to identify funding sources and implement Destination Assessment recommendations. However, by reallocating these funds to the Main Street Coordinator role, we can achieve comparable or greater deliverables, as detailed in the attached agreement.

This position has been vacant since the resignation of the previous director, and the Town is currently recruiting to fill it. Allocating these funds will help secure a qualified professional to continue this important work.

Given that these funds have already been budgeted to support Snow Hill's development efforts, I recommend approving this one-time grant to Downtown Snow Hill, Inc., under the terms outlined in the attached agreement.

Please let me know if you have any questions or require additional information.

Attachment: Proposed Agreement – Downtown Snow Hill, Inc.



Downtown Snow Hill Inc
112 W. Green Street
Snow Hill MD 21863
downtownsnowhill@gmail.com
ExperienceSnowHill.com

Support Funding Request

From: Downtown Snow Hill Inc (501c3 Main Street organization)
To: Worcester County Office of Tourism and Economic Development
Subject: Request for Funding Support – Main Street Coordinator & Program Development

Introduction

Downtown Snow Hill Inc (the 501c3 Main Street revitalization organization for Snow Hill) respectfully requests **\$16,000** in funding assistance from the Worcester County Office of Economic Development to support part time functions of a Main Street Coordinator and targeted program development initiatives.

As the **County Seat of Worcester County**, Snow Hill is central to the county's economic and community vitality. Downtown Snow Hill serves as a hub for government, commerce, culture, and tourism. Current projects such as the **Bank Street Promenade** and the **Maryland Main Street Designation application** have the potential to attract significant investment and new business opportunities.

Additionally, Worcester County is conducting a **Destination Assessment Initiative**, focusing on assets and opportunities for outdoor recreation in Snow Hill and surrounding areas, including the **Pocomoke River**, **Pocomoke State Park**, and **Pocomoke State Forest**. By supporting Main Street Snow Hill, the County strengthens its ability to leverage these natural and recreational assets for tourism, community engagement, and economic growth.

Funding Request

Downtown Snow Hill Inc requests **\$16,000 for FY2026** to support:

1. **Part-Time Main Street Coordinator (as part of function of Snow Hill Economic Development Director)** – Leadership, coordination, and strategic implementation of Main Street initiatives.

2. **Program Development Support** – Targeted activities to promote downtown revitalization, tourism, business growth, and outdoor recreation access.
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Scope of Work & Deliverables

1. Part-Time Main Street Coordinator Function

Responsibilities:

- Liaison between downtown businesses, property owners, Worcester County, and state agencies.
- Support the **Bank Street Promenade** and Maryland Main Street Designation efforts.
- Advance the **Destination Assessment Initiative** by connecting downtown programming to outdoor recreation opportunities.
- Manage communications, promotions, and community engagement.

Deliverables:

- **Monthly progress updates** to the Main Street Snow Hill Board and Worcester County OED.
- Facilitation of **two annual stakeholder meetings** with business, recreation, and community partners.
- Submission of the **Maryland Main Street Designation application package**.
- Development and promotion of **programs linking Snow Hill to outdoor recreation assets** (river access, state park, and forest).

2. Program Development

Responsibilities:

- Coordinate events, campaigns, and promotions that increase downtown visitation and highlight recreational opportunities.
- Implement beautification and design improvements in downtown Snow Hill.
- Support business retention and recruitment, including businesses that complement outdoor recreation and tourism.

Deliverables:

- **Two downtown promotions or campaigns** annually (e.g., seasonal events, business spotlights, outdoor recreation-focused programs).
- **One downtown beautification initiative** (planters, banners, public art, or signage).
- **Annual performance report** summarizing activities, participation, economic impact, and contributions to the Destination Assessment Initiative

Countywide Outcomes

Business Growth & Diversification:

- Supports entrepreneurs and new business recruitment in Snow Hill, driving countywide economic impact.

Workforce & Talent Attraction:

- A vibrant, well-promoted downtown and access to outdoor recreation make Worcester County more attractive to residents, workers, and businesses.

Tourism & Outdoor Recreation Development:

- Downtown Snow Hill serves as a gateway to the **Pocomoke River, State Park, and State Forest**, supporting nature-based tourism and community engagement.
- Programs and events promote recreational assets, increasing visitation and tourism revenue across the county.

Resource Leverage & Strategic Alignment:

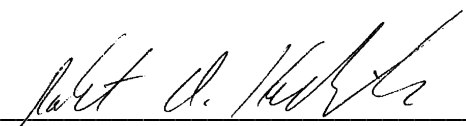
- County investment positions Snow Hill to secure additional **state and federal funding**, including through the Maryland Main Street program.
- Supports the County's **Destination Assessment Initiative**, providing data, programming, and partnerships to maximize the value of outdoor recreation assets.

Conclusion

Investing in Main Street Snow Hill strengthens Worcester County's economic development, downtown vitality, and tourism potential while leveraging the county's natural and recreational assets. The part-time Coordinator ensures strategic leadership, connects Snow Hill to the **Destination Assessment Initiative**, and maximizes measurable outcomes for the entire county.

We greatly appreciate Worcester County's continued partnership and consideration of this request.

Thank you,



Robert Hendricks, President