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ATTACHMENT 1

PROGRAM SCOPE AND DESCRIPTION 2011/2012

The purpose of this contract is to set forth the rights, obligations and responsibilities of Downtown Durham, Inc. to perform certain economic development functions for the City on a contract basis. Downtown Durham, Inc.'s extensive knowledge of the downtown Durham community and its strong relationships with business, political, governmental and educational leaders allows Downtown Durham, Inc. to effectively serve the City of Durham's needs in concert with the Office of Economic and Workforce Development.

Downtown Durham, Inc. shall provide the following program services:

1) Major Responsibilities:

- a) Recruit investors, businesses and residents to downtown Durham to increase the critical mass of people living, working and visiting downtown, resulting in a minimum of:
 - a. 5 new property sales in downtown
 - b. Positive growth in investments made in downtown Positive growth in the number of square feet of office leasable space, currently at 2,847,705 SF.
 - c. 4 storefronts are occupied with retail or restaurant space
 - d. Attempt to maintain office occupancy of 85%.
- b) Assist those who are seeking to invest, lease or purchase space in downtown by providing information and tours of downtown resulting in
 - a. 40 clients served by DDI
 - b. 20 new businesses locating in downtown
 - c. 20 new residential units and
 - d. 40 new downtown residents.
 - e. 20 businesses retained in downtown
- c) Speak to community groups and business organizations about downtown revitalization efforts and promoted marketing events:
 - a. ~ 40 Community groups speaking engagements.
 - b. 300 marketing events promoted
 - c. 200 newspaper articles regarding Downtown Durham, Inc. activities.
- d) Actively participate in the Results Based Accountability Initiative and the Bull City Forward Initiative.
- e) Actively participate in the Parrish Street Advocacy Group.
 - a. Support the Parrish Street initiative through marketing and advocacy services
- f) At the City's request, continue to explore the idea of a Business Improvement District.
- g) DDI in conjunction with OEWD will work to implement two major strategies from Downtown Master Plan

2) Reporting:

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- a) Downtown Durham, Inc. shall furnish the City Manager or his designee the following periodic reports, including an accounting for all expenditures of City funds pertaining to the services undertaken. This accounting shall be in the form of Attachment 2, Quarterly Financial Report, (which serves as an example of the reporting format).
- b) Additionally, Downtown Durham, Inc. shall provide:
 - 1. Quarterly deliverables reports on the “Attachment 3 – Downtown Durham, Inc. Quarterly Deliverables Report Form FY 2012”
 - 2. Communication from Downtown Durham, Inc. on progress as requested by the City.
 - 3. Quarterly team meetings held between DDI and OEWD. Joint staff meetings held monthly.
 - 4. Notice given when sign grant applications are submitted
 - 5. An annual report presented to the Durham City Council each April or May.
 - 6. The Deputy City Manager and/or the Director of the Office of Economic and Workforce Development will provide written communication and feedback to Downtown Durham, Inc. on a quarterly basis relative to performance of this contract.
 - 7. All marketing materials include promotion of the Office of Economic and Workforce Development either prominently displayed or at a minimum with the following statement (where applicable): “Funding for this product/service has been provided by the City of Durham’s Office of Economic and Workforce Development.”