

**EXHIBIT A**

**SCOPE OF BID SERVICES**

<b>DESCRIPTION OF SERVICES</b>	
<b><u>I. Clean and Safe Services</u></b>	<b>Estimated Percent of Contract Budget: <u>64%</u></b>  <b>[\$630,000.00 total BID Services Budget] [\$403,000 for Clean and Safe]</b>
<b>a.</b>	<b>Ensure downtown is safe, clean and attractive for visitors, workers and residents by removing litter and debris (using mechanical litter vacuums, scraping of handbills, flyers and stickers from vertical surfaces)</b>
<b>b.</b>	<b>Emptying Public Streetscape trashcans; Remove graffiti from public infrastructure using chemical applications, powerwashing or painting; Respond to One Call issues and work orders; Spraying and mechanical removal of larger concentrations of weeds</b>
<b>c.</b>	<b>Damp wipe vertical surfaces to remove dust and grime (includes: street fixtures and furniture, newspaper boxes, trashcans, benches, utility, and electrical boxes)</b>
<b>d.</b>	<b>Use spinner nozzle to remove isolated gum spots on sidewalks</b>
<b>e.</b>	<b>Snow &amp; Ice Removal of the handicap cutouts at the crosswalks.</b>
<b>f.</b>	<b>Track unusual activities, issues, or conditions using "SNAPSHOT" tracking system &amp; report items to the City if outside SGI scope of services (graffiti, damaged sidewalks, safety concerns, appearance issues, fire ant problems, etc.)</b>
<b>g.</b>	<b>Straighten street fixtures and furniture (includes: newspaper boxes, benches, trashcans, etc.)</b>

## DESCRIPTION OF SERVICES

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| h. | <b>Ambassadors will receive Hospitality Training- including downtown specific knowledge about restaurants, hotels, shows, parking, etc.)</b>  |
| i. | <b>Serve as the "Eyes and Ears" of police (report any unwanted or unusual activity of concern to police)</b>  |
| j. | <b>Address "quality of life" issues--Be knowledgeable of local ordinances and how to apply them &amp; contact police when needed (panhandling, disorderly conduct, public urination, soliciting, etc.)</b>  |
| k. | <b>Public relations checks with businesses similar to those made by the City's Downtown Bike Patrol</b>   |
| l. | <b>"Guard Tour" Patrol Round- Electronically documented patrol rounds where a computerized wand is used to make contact with devices affixed to walls, building, and street fixtures throughout the district. Data is downloaded to computer at end of each shift</b> |
| m. | <b>The SGI Ambassador Team will have time each week dedicated to Special Projects (Special Projects to be determined)</b>   |
| n. | <b>Some targeted landscaping and watering as a "Special Project"</b>  |

## DESCRIPTION OF SERVICES

### II. Enhanced Economic Development, Marketing, and Events

Estimated Percent of Contract Budget: 36%

[\$630,000.00 total BID Services Budget]  
[\$227,000 for Enhanced Econ. Dev. & Marketing]

#### a. Enhanced Development & Marketing

- i. Update and expand current economic development recruitment materials for businesses, developers, residents and other investors
- ii. Provide opportunities to educate residential & commercial realtors about downtown through realtor events and increased marketing efforts as needed (e.g. – a continuation of downtown portion of Make It Durham campaign or something similar).
- iii. Expand and improve electronic marketing, such as web presence, social media, mobile applications, and other electronic media
- iv. Strengthen Downtown "Find Your Cool" brand in order to better recruit companies, businesses, residents, and visitors by printing more t-shirts, more marketing of events than what occurred in FY12 and/or advertising in more publications than what occurred in FY12
- v. Increase marketing of Downtown Durham as an entrepreneurial hub to recruit and retain startups by sustaining efforts such as the Startup Stampede and the Smoffice Concept.
- vi. Conduct market analyses & in-depth statistics for business recruitment by updating City Center Market Retail Analysis report when needed.
- vii. Upgrade DDI office space and technology to better carry out mission including but not limited to improving online directory of available spaces for rent in downtown.

## DESCRIPTION OF SERVICES

**viii. Employ an intern to leverage staff capacity**

**b. Events**

- i. Concert Series at CCB Plaza – Manage and create new concert series on CCB Plaza, with a minimum of 10 events, between the months of April & September**
- ii. Increased marketing & promotional efforts for concert series by increase social media outreach and advertising when appropriate.**
- iii. Use increased resources to seek strategic partnerships with potential sponsors for concert series**
- iv. Schedule concerts at consistent times and days to build base of attendees**
- v. Use increased marketing efforts to coordinate concert times with local music venues & other events**
- vi. Provide sponsorship & support of current downtown events such as ArtWalk, Centerfest, Third Friday, and other events that increase visitors to Downtown Durham**
- vii. Start planning the creation of 1 new Signature event for Downtown Durham**

Contractor will provide the foregoing enhanced Economic Development, Marketing, and Events within the BID District consistent with the goals of the 2008 Downtown Master Plan Update and the 2010 City Center Retail Market Analysis, both adopted by Durham City Council.