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ATTACHMENT 1

PROGRAM SCOPE AND DESCRIPTION 2012/2013

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. Track and provide analysis of the following:
 - a. Number of new property sales in downtown
 - b. Positive growth in investments made in downtown
 - c. Positive growth in the number of square feet of office leasable space, currently at 2,847,705 SF.
 - d. 4 storefronts are occupied with retail or restaurant space
 - e. 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 new clients served by DDI for fiscal year 2013.
 - b. Increase in new businesses locating in downtown
 - c. Increase in new residential units
 - d. Increase in new downtown residents
 - e. Increase in 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 Parrish Street Advocacy Group as requested.
- e) DDI in conjunction with OEWD will work to implement two major strategies from Downtown Master Plan
- f) Public Policy
 - a. Research Public Policy issues, including peer city research, best practices, expert consultation, etc.
 - b. Review and comment on any city ordinances or policy changes related to Downtown and offer strategic research based advice and input
 - c. Assist businesses, developers, residents and other investors with navigating public process

47 d. Provide best practice research and assistance to create a more efficient and
48 user friendly development.
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50 2) Reporting:
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- 52 a) Downtown Durham, Inc. shall furnish the City Manager or his designee the
53 periodic reports, including an accounting for all expenditures of City funds
54 pertaining to the services undertaken.
55 b) Additionally, Downtown Durham, Inc. shall provide:
56 1. Quarterly deliverables reports on the “Attachment 2 – Downtown Durham,
57 Inc. Quarterly Deliverables Report Form FY 2013”
58 2. Communication from Downtown Durham, Inc. on progress as requested by
59 the City.
60 3. Team meetings held between DDI and OEWD as needed. Joint staff meetings
61 held as needed.
62 4. Notice given when sign grant applications are submitted
63 5. An annual report presented to the Durham City Council each April or May.
64 6. The Deputy City Manager and/or the Director of the Office of Economic and
65 Workforce Development will provide written communication and feedback to
66 Downtown Durham, Inc. on a quarterly basis relative to performance of this
67 contract.
68 7. All marketing materials include promotion of the Office of Economic and
69 Workforce Development either prominently displayed or at a minimum with
70 the following statement (where applicable): “Funding for this product/service
71 has been provided by the City of Durham’s Office of Economic and
72 Workforce Development.”
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