



**Date:** May 30, 2012

**To:** Thomas J. Bonfield, City Manager

**Through:** Keith Chadwell, Deputy City Manager

**From:** Kevin Dick, Director - Office of Economic and Workforce Development (OEWD)  
Joy Mickle-Walker, Downtown Economic Development Coordinator  
OEWD

**Subject:** FY13 Agreement to Fund Downtown Durham, Inc. for City Economic Development Programs

### **Executive Summary**

This item seeks City Council approval of the 2012-2013 agreement for downtown economic development and marketing services with Downtown Durham, Inc. (DDI) in the amount of \$148,048.00. This is the sixth year that the Office of Economic and Workforce Development has administered this contract.

### **Recommendation**

The administration recommends that Council authorize the City Manager to execute the FY12 funding agreement with Downtown Durham, Inc. to operate economic development programs for the City in an amount not to exceed \$148,048.00.

### **Background**

Office of Economic and Workforce Development's recommended FY13 budget includes \$148,048.00 for DDI's contract.

### **Issues/Analysis**

DDI has continued to be a high-performing organization. To date, for example, DDI has overseen and managed several projects and initiatives that helped secure the following outcomes:

- More than 30 new businesses
- 14,000 employees
- More than 539 businesses
- 1,550 residents living in downtown
- More than 76 building permits issued,
- More than 50 clients served
- More than 700 marketing events.

Thus far in FY 12, DDI has been instrumental in administering significant contributions to the entrepreneurship climate in downtown Durham with the Bull City Stampede and "smoffice" projects. There has also been significant headway made on pedestrian

environment improvement policies in downtown, as well as an improvement in downtown's solid waste program.

Also for FY12, DDI staff has worked in tandem with OEWD staff to plan and implement downtown economic development and marketing strategies. The significant effort related to downtown revitalization was the research, public input process and subsequent recommendation and creation of a Business Improvement District (BID) in downtown. The recommendation has been approved by City Council for implementation in FY 2013.

The City and DDI have agreed on goals for Fiscal Year 2013 which are contained in Attachment 2 to the contract.

### **Alternatives**

Council may choose to not fund the contract, or to fund the contract at a reduced amount. If DDI is not funded or not fully funded, economic and marketing services for downtown could not be delivered at the level that they have been provided in the past.

### **Financial Impact**

Funding for this item has been built into the Office of Economic and Workforce Development's budget. Funding is provided through Downtown Revitalization in the proposed FY2012-13 annual budget.

### **SDBE Summary**

An SDBE Summary is inapplicable because no project-specific goals have been set and no SDBEs are involved in this item

### **Attachments**

- Contract for Economic Development Services within the Downtown Durham District between the City of Durham and Downtown Durham, Inc.
- Attachment 1 – Scope of Services
- Attachment 2 – Downtown Durham, Inc. Quarterly Deliverables Report Form FY 2013