



Date: June 3, 2015

To: Thomas J. Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Kevin Dick, Director - Office of Economic and Workforce Development
Subject: City Council Work Session Agenda June 4, 2015 - Item 38
FY2016 Agreement to Fund Economic Development Programs and Services Operated by Downtown Durham, Inc. (DDI)

Executive Summary

This item provides answers to concerns from Durham City Councilmembers related to the aforementioned Work Session Agenda item. The concerns focused on a lack of specific quantifiable goals in the major responsibilities section of the program scope of services for the proposed FY16 DDI Economic Development Programs and Services agreement.

Q: Why is there a lack of specific quantifiable goals in the major responsibilities section of the Program Scope of Services agreement?

A: 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. New property sales in downtown - 5
 - b. Positive growth in investments made in downtown
 - c. Positive growth in the number of square feet of office leasable space
 - d. Increase in downtown street-level retail or restaurant businesses - 5
 - 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. New clients served by DDI for fiscal year 2016 - 100
 - b. Increase in new retail businesses locating in downtown - 5
 - c. Increase in new residential units - 25
 - d. Increase in new downtown residents - 40
 - e. Number of new businesses locating downtown - 20
 - f. Increase in number of employees in downtown - 250

- c) Speak to community groups and business organizations about downtown revitalization efforts and promoted marketing events:
 - a. Speak to various community groups about downtown's revitalization - 25
 - b. Increase in "followers" of Downtown Durham, Inc. social media - 2000
 - c. Positive press about Downtown Durham, Inc. activities via print and electronic media
- d) DDI in conjunction with OEWD will work to implement two major strategies from the Downtown Master Plan
- e) 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
 - d. Actively participate in City, County and community boards & committees to further advance downtown Durham as a community priority
 - e. Provide best practice research and assistance to help deliver a more efficient and high-quality development environment
 - f. Oversee the planning and managing the implementation of the Annual Beer festival