

ATTACHMENT 1 SCOPE OF SERVICES

This Scope of Services is an integral part of the contract between the County of Durham (hereinafter referred to as “County”), and Downtown Durham, Inc. (hereinafter referred to as “DDI”), which contract is dated which is dated July 1, 2026. DDI hereby agrees to provide services and/or materials to the County pursuant to the provisions set forth below.

I. Responsibilities & Metrics. Areas of primary responsibility include:

A. Retention & Attraction of Street-Level Businesses

1. Assist in the recruitment of investors and businesses 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
 - d. Increase in downtown street-level retail or restaurant businesses
 - e. Attempt to maintain office occupancy of 85%
2. 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
 - b. Increase in new businesses locating in downtown
 - c. Increase in new residential units
 - d. Increase in new downtown residents
3. Assist in the retention of existing businesses in downtown by providing information and assistance resulting in:
 - a. Less than 10% of existing businesses closing
 - b. Increase in businesses retained in downtown

B. Small Business Development

1. Working with public and private partners, provide targeted assistance to small businesses interested in locating in downtown
2. Remain current on relevant public policy programs and efforts from other communities that support business development in growing metropolitan areas
3. Work with the City and County to review existing public policies that impact the ability of small businesses to remain viable (i.e. parking, small business financial assistance, etc.)
4. Identify and implement targeted programs to very small businesses in order to introduce them to operating a business in a downtown environment

C. Community Outreach & Communication

1. Speak to various community groups about downtown and its revitalization, growth, and development
2. Increase in “followers” of Downtown Durham, Inc. social media
3. Positive press about Downtown Durham, Inc. activities via print and electronic media

D. Downtown Strategic Planning

1. Implementation of the Downtown Durham Blueprint
 - a. Work with key City and County senior management and department heads to ensure collaboration and strong commitment to the success of the Blueprint
 - b. Develop workplan based on recommendations of the plan
 - c. Initiative implementation of action items identified in the Downtown Durham Blueprint, including:
 1. Alley activation project;
 2. Research entertainment districts;
 3. Complete retail market assessment;
 4. Small business support:
 5. Incubator program;
 6. Data research and analysis

E. Public Policy

1. Research public policy issues, including peer county research, best practices, expert consultation, etc.
2. Review and comment on any county ordinances or policy changes related to Downtown and offer strategic research-based advice and input
3. Assist businesses, developers, residents, and other investors with navigating public process
4. Actively participate in City, County, and community boards & committees to further advance Downtown Durham as a community priority
5. Provide best practice research and assistance to create a more efficient and user-friendly development

II. Reporting.

- A. DDI shall furnish the Economic Development Director or designee the following periodic reports, including and accounting for the expenditures of County funds pertaining to the work of services undertaken pursuant to this contract, the costs and obligations incurred or to be incurred in connection therewith; and any other matters covered by this agreement
- B. DDI shall provide a quarterly written report (due by November 13, 2026; February 12, 2027; May 14, 2027; and August 13, 2027) to the Economic Development Director or a designated County representative regarding progress, metrics, and updates of items described within Section I: Responsibilities
- C. Communication from DDI on progress as requested by the County or as deemed appropriate by DDI
- D. If requested, an annual report presented to the Durham Board of County Commissioners at a mutually agreeable time

III. Funding.

- A.** The County agrees to pay DDI \$200,000.00 for the successful outcome of efforts provided hereunder.
- B.** Payment shall be made with the first lump sum payment of \$36,363.62 on or about September 30, 2026, followed by (9) equal monthly payments of \$18,181.82 starting on or about October 31, 2026 with last payment due on or about June 30, 2027.