

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 July 1, 2020. DDI hereby agrees to provide services and/or materials to the County pursuant to the provisions set forth below.

I. Responsibilities:

- A. Recruit investors, business and residents to downtown Durham to increase the critical mass of people living, working and visiting downtown.
- B. Assist those who are seeking to invest, lease or purchase space in downtown by providing meeting space and tours of downtown.
- C. Speak to community groups and businesses organizations about downtown revitalization efforts (50+/-per year).
- D. Attend all relevant meetings related to County policy and service to the downtown area.

II. Metrics:

- A. The parties shall determine DDI’s success by measuring certain outcomes, including but not limited to:
 - 1. Annual and rolling five-year capital investment by relocating and new businesses downtown made as a result of efforts provided by DDI.
 - 2. Annual and rolling five-year job creation in downtown Durham as a result of DDI’s efforts.
 - 3. Number of businesses relocated and expanded to downtown as a result of recruitment efforts of DDI in current year as well as the past five years.
- B. When measuring the success of DDI, the following comparisons should be considered:
 - 1. Growth of private tax base valuation of property in downtown
 - 2. Growth of tax revenues generated by downtown Durham
 - 3. Number of employees in downtown
 - 4. Number of residential units in downtown
 - 5. Number of residents in downtown
 - 6. Percentage occupancy of residential units in downtown
 - 7. Leasable office space in downtown
 - 8. Percentage occupancy of office space in downtown
 - 9. Permit activity (public and private) in dollars invested in downtown
 - 10. Number of clients served by DDI
 - 11. Crime statistics for downtown
 - 12. Increase in “followers” of social media

III. Reporting:

- A. DDI shall furnish the County Manager or his 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. Additionally, DDI shall provide:
 - 1. A quarterly written report (due by November 8, 2020; February 8, 2021; May 8, 2021; and August 8, 2021) to the County Manager or a designated County representative regarding contract accountabilities.
 - 2. Communication from DDI on progress as requested by the County or as deemed appropriate by DDI.
 - 3. An annual report presented to the Durham Board of County Commissioners by the end of the fiscal year.
- B. Funding:
 - A. The County agrees to pay DDI a total of \$160,000.00 for the successful outcome of efforts provided for hereunder.
 - B. Payment shall be made by electronic funds transfer (EFT) in eleven (11) equal monthly payments of \$14,545.45 with the first payment due on or about July 31, 2020 and the last payment due on or about May 31, 2021.