



Date: May 15, 2017

To: Thomas J. Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Andre Pettigrew, Director - Office of Economic and Workforce Development
Subject: FY2017-2018 Agreement to Fund Economic Development Programs and Services Operated by Downtown Durham, Inc. Using City of Durham Funds

Executive Summary

This item seeks City Council approval of the FY 2017-2018 agreement for downtown economic development and marketing services with Downtown Durham, Inc. (DDI) in an amount not to exceed \$160,048.00. This is the eleventh 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 FY2017-2018 funding agreement with Downtown Durham, Inc. to operate economic development programs and services for the City in an amount not to exceed \$160,048.00.

Background

The Office of Economic and Workforce Development's recommended FY2017-2018 budget for includes an amount not to exceed \$160,048.00 for DDI's contract.

Issues and Analysis

DDI has proven to be a high-performing organization and a catalyst for the growth of Downtown Durham for many years. As the challenges of downtown continue to change, DDI must focus its efforts on helping to continue building relationships and capacity that will deliver prosperity to more stakeholders. A key area of focus going forward for DDI is to proactively encourage, increase outreach and build alliances, so that diversity is significantly improved regarding business ownership, residents and visitors to downtown; especially relating to the African American population segment.

For FY2018, the DDI staff will collaborate with the City's Office of Economic and Workforce Development staff to plan downtown economic development programs, special events and marketing strategies to employ their resources to the fullest. The implementation of the new Downtown Master Plan will be a significant focus for DDI in FY2018. The City and DDI have agreed on broad goals for Fiscal Year 2018, which are contained in Attachment 1 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 FY2017-18 annual budget.

UBE Summary

This is an agreement which was not reviewed by the Department of Equal Opportunity/Equity Assurance for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Attachments

- FY2018 Contract to Fund Economic Development Programs and Services Operated by Downtown Durham, Inc. using City of Durham Funds, containing 8 pages.
- Attachment 1 – Program Scope of Services for FY2018, containing 2 pages.
- Attachment 2 – Downtown Durham, Inc. – Programs & Services Budget-FY2017-2018, containing 1 page.
- Attachment 3 – DDI Quarterly Deliverables Report-FY2017-2018, containing 1 page. containing 1 pages.
- Attachment 4 - Insurance Requirements, containing 2 pages.
- Attachment 5 – Minority-owned Businesses in Downtown Durham, containing 2 pages.