



Date: June 20, 2023

To: Wanda S. Page, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Grace Dzidzienyo, Acting Director, Office of Economic & Workforce Development
Subject: Fiscal Year 2023-24 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 Fiscal Year 2023-24 contract for downtown economic development and marketing services with Downtown Durham, Inc. in an amount not to exceed \$170,048. The Office of Economic and Workforce Development has administered this contract for more than thirteen years.

Motion

To authorize the City Manager to execute the Fiscal Year 2023-24 contract with Downtown Durham, Inc. to operate economic development programs and services in an amount not to exceed \$170,048.

Background

The proposed 2023-24 budget for the OEWD includes an allocation for an Economic Development (ED) Programs and Services contract with Downtown Durham, Inc. (DDI), in an amount not to exceed \$170,048.

DDI is a 501 (c)(6) organization, led by a 29-member board of directors made up of downtown business and property owners, residents and local stakeholders. DDI partners with the City and County as well as business and community organizations throughout the region. DDI's intent is to build and maintain a downtown that is economically healthy, diverse, attractive and culturally vibrant.

DDI's mission is to foster and create an environment conducive to private investment in while also enhancing quality of life.

Issues and Analysis

Downtown Durham, Inc. has proven to be a high-performing organization and a catalyst for the growth of Downtown Durham for many years. As Downtown continues to change, DDI must focus its efforts on continuing to build relationships and capacity to make prosperity attainable by a greater number of Downtown stakeholders. A key area of focus for DDI continues to be increased programming and capacity building to promote, sustain, and enhance diversity in business ownership, residents, and visitors to Downtown, with an emphasis on African American participation.

DDI will continue to expand collaboration with local stakeholders to plan Downtown economic development programs, special events, marketing strategies, and initiatives that promote

equitable and inclusive development consistent with the City's strategic plan priorities. DDI's focus on promoting, sustaining, and enhancing the ability of diverse businesses to thrive in downtown will be even greater during FY2023-24.

DDI will continue to work with businesses, residents, and local economic development partners to tailor service delivery to best meet the needs of downtown stakeholders, as well as Durham residents and visitors, as economic and public safety conditions improve and major revenue engines such as the Durham Bulls Athletic Park, Durham Performing Arts Theatre, and Carolina Theatre prepare to rebound.

Alternatives

City 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 would not be delivered at the level currently proposed.

Financial Impact

Funding for the proposed contract is provided through the Downtown Revitalization fund portion of the 2022-23 OEWD departmental budget.

Equal Business Opportunity Summary

This item is annual ongoing contract amendment and was not reviewed by the Finance Department for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Contractor Workforce Diversity & Hiring Practices

Due to the nature of this agenda item, obtaining Contractor Workforce Diversity & Hiring Practices information is not applicable.

Attachments

- Fiscal Year 2023-24 Contract to Fund Economic Development Programs and Services Operated by Downtown Durham, Inc. Using City of Durham Funds
- Attachment 1 – Fiscal Year 2023-24 ED Program Scope of Services
- Attachment 2 – Fiscal Year 2023-24 ED Programs and Services Budget
- Attachment 3 – Fiscal Year 2023-24 DDI Quarterly Deliverables Report