

EXHIBIT “A”
Scope of Work
Downtown Economic Recovery

Task 1: Downtown Creative District Development and Implementation

The creative economy was hit significantly hard during the CoVID pandemic. The City received a Creative District designation for the State in 2019. Part of the recovery effort will be focused on building and re-building this industry cluster through the growth and development of the Creative District.

Agency will coordinate initial phases of the development of the Creative District, building on the work already completed by the City. Effective execution of all work in this project requires active engagement with local arts organizations (specifically the Artspace Alliance), local area artists, downtown property owners, businesses, and commercial real estate professionals, and City of Olympia staff. The plan will include both near- and long-term implementation strategies and tactics for developing district identity and placemaking involving artists and creatives. The plan will also contemplate Creative District administrative options. Agency may be involved in this administration of the Creative District and these costs may be included in the scope. All tasks identified below are also intended to be applied to the Creative District.

Task 2: Downtown Business Recruitment & Retention Strategy

Agency will coordinate development of a Downtown Business Recruitment and Retention Strategy. The process will include, but not be limited to, engagement with the City, downtown property owners, businesses, and commercial real estate professionals. The work will include strategy and tactics for recruitment and retention of sectors including, but not limited to, retail, restaurants, and office tenants.

Task 3: Crime Prevention Through Environmental Design

Agency will coordinate projects that lead to Crime Prevention Through Environmental Design. This includes, but is not limited to, enhanced lighting levels, façade enhancement, or other design projects that serve to prevent or discourage crime. Costs for actual projects may be funded through this contract, but are not anticipated to be covered by this funding.

Task 4: Re-Opening Campaign

Agency will lead a campaign to “re-open” downtown with the goal of attracting customers and community members as we emerge from the impacts of the pandemic. These efforts may include expenses associated with marketing campaigns, special events, or other efforts that assist in the economic recovery of downtown.

Task 5: Placemaking Initiatives

The Alliance will brainstorm, plan, and coordinate placemaking initiatives in downtown. Placemaking can include, but is not limited to, public art, enhanced landscaping, or other amenities open to the public. Costs for actual projects may be funded through this contract, but are not anticipated to be covered by this funding.

Agency will provide quarterly invoices and reports to detail work and accomplishments for tasks.

FEE SCHEDULE	
Executive Director	\$50/hour
Project Manager	\$31.25/hour
Administrative Assistant	\$22/hr
Allowable expenses on a reimbursement basis	Based on subcontract or expenditure
Not to Exceed \$200,000	\$100,000/year