



October 3, 2016

Rena Leddy  
Executive Director  
Downtown Property Owners Association

Re: BID Renewal 2017/2018

Thank you for your interest in Urban Place Consulting Group and our consulting services. At your request we have developed the following proposal for BID renewal consulting services. The budget defined in this proposal is based upon DPOA staff assuming responsibility for the majority of the database development and property owner communications, including managing both the petition and ballot drives.

Urban Place Consulting will be primarily responsible for the following areas:

- Attending/Facilitating Steering Committee Meetings
- Refining BID budget for inclusion in the Management Plan
- Refining property database for management plan and engineers report purposes
- Refining Assessment Methodology and developing assessment methodology options.
- Analyzing current benefit zones and making recommendations for changes
- Creating a multi-year Management Plan and Engineers Report
- Obtaining City Clerk approval of Management Plan and Engineer's Report.
- Testifying at Council committee meetings and Council meetings as necessary.

The total budget for the above services for the development of a management plan and engineer's report is \$55,712.20 which includes \$49,220 of consultant labor, \$6000 of sub-consultant, engineer labor and an administrative budget of \$492.20. The proposed budget is further detailed in the attached labor matrix. The budget is also based on ten steering committee meetings. If fewer meetings or more meetings are necessary, add or subtract at the rate of \$700 per meeting if two members of Urban Place attend.



Because of our extensive experience working with the Fashion District we have been able to lower the cost of our renewal consulting services. The proposed cost is \$7657 less, 12% less, than our 2012 contract for similar services. If this meets with your approval, we will forward a contract that reflects this proposal and defines the relationship between Urban Place Consulting Group and the Downtown Property Owners Association. We look forward to working with you and your staff to successfully renew the Fashion District BID.

Sincerely,

Steve Gibson  
President

# Fashion District Renewal

TASK	Steve Gibson		Project Assistants		Total
	Hours	Rate	Hours	Rate	
		\$ 215		\$125	
<b>Plan Development</b>					
Steering Committee 10 Meetings (includes preparation)	25	\$ 5,375	20	\$2,500	\$ 7,875
Individual Property Owner Meetings	8	\$ 1,720		\$0	\$ 1,720
Budget refinement for management plan	8	\$ 1,720	2	\$250	\$ 1,970
Database/assessment for engineering	4	\$ 860	10	\$1,250	\$ 2,110
Assessment Methodology & Zone Realignment	20	\$ 4,300	16	\$2,000	\$ 6,300
Draft Management Plan	40	\$ 8,600	20	\$2,500	\$ 11,100
Final Management Plan	30	\$ 6,450	20	\$2,500	\$ 8,950
Engineer Documents	<u>6</u>	<u>\$ 1,290</u>	<u>2</u>	<u>\$250</u>	<u>\$ 1,540</u>
<b>Total Plan Development</b>	<b>141</b>	<b>\$ 30,315</b>	<b>90</b>	<b>\$11,250</b>	<b>\$ 41,565</b>
<b>Petition Drive/Ballot Drive</b>					
City Clerk Approval	12	\$ 2,580	10	\$1,250	\$ 3,830
Develop Petition & Ballot Documents	1	\$ 215	8	\$1,000	\$ 1,215
Petition Drive Meetings	0	\$ -	5	\$625	\$ 625
Ballot Drive	<u>0</u>	<u>\$ -</u>	<u>5</u>	<u>\$625</u>	<u>\$ 625</u>
<b>Total Petition Drive</b>	<b>1</b>	<b>\$ 2,795</b>	<b>28</b>	<b>\$3,500</b>	<b>\$ 6,295</b>
<b>City Process</b>					
Council Committee Hearings	2	\$ 430	2	\$250	\$ 680
Council Hearings	<u>2</u>	<u>\$ 430</u>	<u>2</u>	<u>\$250</u>	<u>\$ 680</u>
<b>Total City Process</b>	<b>4</b>	<b>860</b>	<b>4</b>	<b>\$500</b>	<b>1,360</b>
Total Consultant Labor		\$ 49,220.00			
Total Engineer Sub Consultant		\$ 6,000.00			
Office & Administrative Budget (1% of labor fees)		\$ 492.20			
<b>Total Project Budget</b>		<b>\$ 55,712.20</b>			