

Draft Agenda
DLMD Board Meeting
Wednesday, May 4, 8:30 am
201 East Main, 9th Floor
McBrayer, McGinnis, Leslie & Kirkland

- I. Welcome & sign-in
- II. April 6 minutes
(Board action required)
- III. Introduction of new board members
- IV. Public comment for items on the agenda
- V. Board membership and vice chair election
(Board action required)
- VI. Old business
 - A. Website proposal presentations and selection
(Board action required)
 - B. Advisory board membership
 - C. LFUCG loan status
 - D. LFUCG Council review of DLMD budget
(Tue June 14th 3pm, Thur June 16th 6pm)
- VII. New business
 - A. Procurement process overview
 - B. Review draft procurement documents
(Board action required)
 - C. FY-2017 capital, matching grant projects
- VIII. Public comment for items not on the agenda
- IX. Adjourn

Packet contents	Packet page number
April 6 meeting minutes	#2
Updated Board directory	#5
Letter from Frazier to Council on budget	#6
Purchasing guidelines	#9
Draft RFP for contract services (introduction, scoring, scope)	#10

**Downtown Lexington Management District
Board of Directors Meeting
April 06, 2016
201 East Main Street,
9th Floor (Jim Frazier Office)**

Present Board Members: Lisa Betz, Taunya Phillips (phone), Jim Frazier, Zedtta Wellman, Woodford Webb, Gary Means, Stephen Grossman, Jake Gibbs, Steve Kay, and Tom Harris

Other persons present: Renee Jackson, Kathryn Minton, Beverly Fortune, Melissa McCarthy-Smyth, and Christopher Corcoran

*******Minutes*******

DLMD Chair Jim Frazier opened the meeting at 8:30 am.

There was no public comment for items on the agenda.

Mr. Frazier provided the board updates on the resignations of members Rothchild and Fleming, due to new professional positions. Frazier discussed the addition of Andrew Carter, the General Manager of the 21c Hotel for Martin Rothchild's hospitality seat, and Nick Nicholson, attorney for Stoll Keenon Ogden, for Andrew Fleming's tenant seat. Mr. Means motioned to nominate Mr. Carter to the Mayor and Council for board membership, and Ms. Betz seconded. The motion passed unanimously. Ms. Betz then motioned for Mr. Nicholson to be nominated to the Mayor and Council, Mr. Webb seconded, and the motion passed unanimously.

The board then reviewed the March 02 minutes. Mr. Frazier committed to publishing earlier next time. Mr. Harris motioned to approve the minutes, Mr. Grossman seconded, and the motion passed unanimously.

Mr. Frazier discussed the updated by-laws draft, included in the meeting packet. Mr. Frazier specifically called to the July 1 fiscal year start date, and the provision that while Board Members may attend meetings via phone, voting can only happen in person or via videoconference, per Kentucky law for public bodies. Mr. Frazier also discussed the Advisory Board, with membership of 3 - 5, as drafted in the by-laws. The Board discussed Mr. Andrew Fleming as a likely Advisory Board member. Vice Mayor Kay motioned to approve the by-laws, Mr. Grossman seconded, and the motion passed unanimously.

The Board then discussed the draft budget that was included in the packet. Mr. Webb and Mr. Grossman discussed the balance of spending between operations and capital in the budget, and Mr. Webb discussed the value of art projects, which were cited during the discussions of District origination. Mr. Means suggested that in the description of operating activities, the board explicitly state that these expenses go above and beyond current city services. Mr. Webb and Mr. Harris discussed the need to have a good understanding of current city services, and expenses, and asked Mr. Corcoran and Ms. McCartt-Smyth to work on a response from the City of Lexington detailing current downtown costs. The board discussed the description of the "contract services package," and directed Mr. Corcoran to edit the description in the budget to reflect Article III in the ordinance establishing the district. Ms. Jackson suggested the inclusion of professional service dollars for the annual audit of the district, and the board agreed to include \$5,000 for that purpose. The board directed Mr. Corcoran to update the budget document with its discussion. Mr. Grossman made a motion to approve the budget, with the directed edits, Mr. Webb seconded, and the motion passed unanimously.

Mr. Frazier provided an update to his discussion with Sheriff Witt regarding tax collection. Mr. Frazier mentioned the 99% collection rate that Sheriff Witt expects, that the ordinance limits the DLMD to collecting taxes either through Sheriff Witt or through the LFUCG, and that the LFUCG is not interested in doing this

tax collection (as it does not collect any property taxes). By statute, Sheriff Witt receives 4.25% of the overall collections. Mr. Harris motioned to approve tax collection with Sheriff Witt, Mr. Webb seconded, and the motion passed unanimously.

The board reviewed the banking proposals that were submitted to Mr. Frazier. The board noted the similarity of all of the proposals, and the ability to change banking relationships in the future. Ms. Betz motioned for Bank of the Bluegrass to be the DLMD's account holder, Mr. Grossman seconded, and the board passed the motion unanimously.

The board discussed the draft memorandum of agreement to execute a \$25,000 loan from the LFUCG, on a two-year term, and 0% interest, with equal \$12,500 payments. Vice Mayor Kay motioned to approve the loan agreement, Mr. Harris seconded, and the motion passed unanimously.

The board then reviewed the website and branding proposals submitted by vendors. The Board discussed prior history in working with each firm, and compared the relative pricing of Shatterbox, Bullhorn, and Able consulting. The Board discussed bringing in firms for the May, 04 meeting for interviews. Mr. Webb suggested inviting all three firms to pitch for ten minutes each. Ms. Wellman made a motion for the website vendors to present for 10 minutes each at the next meeting, Mr. Webb seconded, Mr. Kay and CM Gibbs abstained from the vote, and the motion passed unanimously (save the two abstentions).

Mr. Frazier reminded the board to begin thinking about the Advisory Board membership, and that the board would think about how to announce, publicize, and solicit interest in the board.

There was no public comment at the end of the meeting.

At 9:23 am, CM Gibbs motioned to adjourn, Mr. Means seconded, and the board voted unanimously to adjourn.

Summary of motions:

Motion	Author	Second	Vote
Motion to nominate Andrew Carter, General Manager of the 21c, as hospitality board member	Gary Means	Liza Betz	Passes unanimously (voice vote)
Motion to nominate Nick Nicholson, attorney for Stoll Keenon Ogden, as tenant representative	Liza Betz	Woodford Webb	Passes unanimously (voice vote)
Motion to approve the minutes of March, 02 Special Meeting	Tom Harris	Steve Grossman	Passes unanimously (voice vote)
Motion to approve the by-laws as drafted in the April, 06 packet	Steve Kay	Steve Grossman	Passes unanimously (voice vote)
Motion to approve the FY 2017 budget, with board edits	Steve Grossman	Woodford Webb	Passes unanimously
Motion to engage Sheriff Witt to collect DLMD property taxes	Tom Harris	Woodford Webb	Passes unanimously (voice vote)
Motion to open bank account with Bank of	Liza Betz	Steve	Passes unanimously

the Bluegrass.		Grossman	(voice vote)
Motion to approve \$25k loan agreement with LFUCG	Steve Kay	Tom Harris	Passes unanimously (voice vote)
Motion to invite three website vendors bidding to May 04 meeting for 10 minute presentations	Zedtta Wellman	Woodford Webb	Pass unanimously (voice vote), with Vice Mayor Kay and CM Gibbs abstaining
Vote to adjourn (9:23 am)	Jake Gibbs	Gary Means	Passes unanimously (voice vote)

Name	Board Position	Term Ends	Organization	Phone	Email
Liza Betz	(1.a) Retail business representative	12/08/2019	Failte	(859) 351-1608	contact@irishimports.com
Taunya Phillips	(1.b) Residential owner representative	12/08/2017	Residential	(859) 351-7115	taunyaphillips@gmail.com
Scott Davidson	(1.c) Office building owner or designee	01/14/2018	Langley Property	(859) 533-8776	s davidson@langleyproperty.com
Jim Frazier	(1.c) Office building owner or designee	12/08/2017	MMLK	(859) 231-8780	jfrazier@mmlk.com
Zedtta Wellman	(1.c) Office building owner or designee	01/14/2018	Gratz Park Inn	(859) 509-8628	z@gratzparkinn.com
Gary Means	(1.d) Parking facility owner or designee	12/08/2017	LexPark	(859) 576-5195	gmeans@lexpark.org
Andrew Carter	(1.3) Hospitality owner or designee	12/08/2017	21c	(502) 641-5079	acarter@21chotels.com
Woodford Webb	(1.e) Hospitality owner or designee	02/18/2020	Webb Companies	(859) 321-8000	wwebb@thewebbcompanies.com
Stephen Grossman	(1.f) Tenant Representative	12/08/2017	Hilliard Lyons	(859) 230-3701	sgrossman@hilliard.com
Nick Nicholson	(1.f) Tenant Representative	12/08/2017	Stoll Keenon Ogden	(859) 231-3000	nick.nicholson@skofirm.com
Geoff Reed	(2.a) Mayor or designee	12/08/2019	LFUCG	(859) 494-0624	greed@lexingtonky.gov
Temple Juett	(2.b) DLC Chair	12/08/2019	DLC	(859) 576-9550	Temple.juett@gmail.com
Jake Gibbs	(2.c) Council member	12/08/2019	LFUCG	(859) 327-6500	jgibbs@lexingtonky.gov
Steve Kay	(2.c) Council member	12/08/2019	LFUCG	(859) 258-3202	skay@lexingtonky.gov
Thomas Harris	(2.d) DDA Chair	01/14/2020	DDA	(859) 576-5500	Tom.harris@uky.edu

DOWNTOWN LEXINGTON MANAGEMENT DISTRICT

201 E. Main Street, Suite 900
Lexington, Kentucky 40507

April 21, 2016

Lexington Fayette Urban County Council
% Stacey Maynard
Urban County Council Administrator
200 East Main Street
Fourth Floor
Lexington, KY 40507

Re: Downtown Lexington Management District

Mayor Gray and Members of the Urban County Council,

The Downtown Lexington Management District was established by the Urban County Council on May 7, 2015, for the purpose of providing and financing economic improvements that benefit properties within the district. This new property tax (\$0.10 / \$100) is additional to District properties, and it is required by statute that all of the services the District provides are in addition to the downtown services already provided by LFUCG.

A volunteer board of 15 community leaders has been hard at work to prepare the district to commence operations in October, when property tax revenues begin flowing to the district. By beginning in October, the district can still support the downtown activity related to the Keeneland fall meet, and the holiday season.

The LFUCG ordinance establishes guidelines for the district's economic improvement activity: (a) the promotion of commercial activity or public events; (b) the planning, administration, and management of development or improvement activities; (c) landscaping, beautification, maintenance, and cleaning, of public ways and spaces (d) the conduct of activities in support of business recruitment and development; (e) the provision of security for public areas; (f) the construction and maintenance of capital improvements to public ways and spaces; and (g) any other economic improvement activity that specially benefits property within the District.

The Board has prepared a budget based on \$415,000 in property tax revenue, and a \$25,000 start-up loan provided by LFUCG. This inaugural budget is a broad outline of operations:

- Most funds will go to day-to-day operations. These services will be contracted by the District, and may include: downtown ambassadors; landscaping beautification, and maintenance; marketing and promotion of downtown; and security services
- The second greatest financial priority for the district is capital improvements. To facilitate this goal, the Board has budgeted more than \$70,000, including \$20,000 in direct capital projects, and \$20,000 in matching grants
- The board will contract one administrative person. The administrator will be the day-to-day liaison to the Board and the Urban County Council. The administrator will manage the board's capital projects and grant program, and coordinate District work with other downtown entities

Following Council approval of budget, the Board will conduct an RFP process in order to contract operations and the administrator. The Board will develop the first-year Economic Improvement Plan, and send copies of that plan to the Council and all District property owners before the commencement of District operations.

This first-year budget is a broad estimate, based on prior presentations to the Council and consultation with other management districts. After operations begin, the Board will have a greater understanding of Lexington-specific needs.

Board representatives will be present to answer questions at the District's budget hearing, and I am available at any time to talk about any specific concerns.

Sincerely,



James H. Frazier, III
Chairman

JHFIII/klm
Enclosures

cc: Mr. Kevin Atkins

Downtown Lexington Management District

Fiscal Year 2016 - 2017

Fiscal Year 2017
(Jul 1 '16 - Jun 30 '17)
(9 months of operations)

Fiscal Year 2018
(Jul 1 '17 - Jun 30 '18)
(12 months of operations)

TAX BASE			
Tax base (non-exempt)	\$ 415,000,000		\$ 415,000,000
Tax rate, per \$100 value	\$0.10		\$0.10
Tax collection baseline	\$415,000		\$415,000
REVENUE		% of total revenue	% of total revenue
Tax revenue	\$ 410,850	94.3%	\$ 410,850 100.0%
Tax payment rate estimate	99.0%		99.0%
Tax collection baseline x payment rate	\$ 410,850		\$ 410,850
Loan	\$ 25,000	5.7%	\$ - 0.0%
LFUCG 0% interest loan, 2-year term	\$ 25,000		\$ -
Total Revenue	\$ 435,850	100.0%	\$ 410,850 100.0%
EXPENSE (9 months operations)			(12 months operations)
Contract services package (incremental to existing city services)	\$ 168,750	38.7%	\$ 225,000 54.8%
<p>(1) The promotion of commercial activity or public events; (2) the planning, administration, and management of development or improvement activities; (3) landscaping, beautification, maintenance, and cleaning of public ways and spaces; (4) the conduct of activities in support of business recruitment and development; (5) the provision of safety and security for public areas, including snow and ice removal from the public thoroughfares, including but not limited to sidewalks; (6) the construction and maintenance of capital improvements to public ways and spaces; and (7) any other economic improvement activity that, as determined by the Board, specially benefits property within the district.</p>			
Special projects	\$ 70,625	16.2%	\$ 75,000 18.3%
Website and startup activities	\$ 25,000	5.7%	\$ 7,500
Match grants	\$ 20,000	4.6%	\$ 30,000
Board capital projects	\$ 20,000	4.6%	\$ 30,000
Waste management corrals	\$ 3,750	0.9%	\$ 5,000
Pedestrian wayfinding maintenance	\$ 1,875	0.4%	\$ 2,500
Administrative costs	\$ 50,000	11.5%	\$ 65,000 15.8%
Administrator	\$ 42,750		\$ 57,000
Professional services (audited financials)	\$ 5,000		\$ 5,000
Management, supplies, property notices	\$ 2,250		\$ 3,000
Loan repayment	\$ 12,500	2.9%	\$ 12,500 3.0%
LFUCG 0% interest loan, 2-year term	\$ 12,500		\$ 12,500
Sheriff property tax collection	\$ 17,638	4.0%	\$ 17,638 4.3%
Collection rate of tax revenue	4.25%		4.25%
Total expenses	\$ 319,513	73.3%	\$ 395,138 96.2%
RESERVES			
Operations escrow reserve for first 3 months of next fiscal year (25% of annual expenses)	\$ 100,671	23.1%	\$ 98,784 24.0%
Contingency reserve	\$ 14,380	3.3%	\$ 16,434 4.0%
Reserve rate (of tax revenue)	3.5%		4.0%
Reserve	\$ 14,380		\$ 16,434
NET INCOME	\$ 1,287	0.3%	\$ 1,165 0.3%
BALANCE	\$ 1,287	0.3%	\$ 2,452 0.6%



RFP Selection Committee Protocol

1. Committee members must refrain from discussing the RFP with potential proposers.
2. Direct all questions concerning the RFP to Central Purchasing (Todd Slatin) or designated committee chair.
3. Serving on a selection committee can sometimes involve a large time commitment. If you don't have the time to review all the proposals and attend the meetings, let the committee chair know so a suitable replacement can be found.
4. Keep an open mind. You may think you know enough about a submitting firm to make an educated decision but you must review all proposals and understand what is being asked in the request document.

RFP Selection Committee Process

1. Committee members score each proposal prior to the selection committee meeting.
2. All attendees sign selection committee sign-in sheet.
3. Identify voting members on the sign-in sheet.
4. Distribute Non-Conflict of Interest/Confidentiality Statements. (May be done electronically while scoring proposals)
5. Distribute Ex-Parte Disclosure Forms. (May be done electronically while scoring proposals)
6. Collect signed Non-Conflict & Ex-Parte forms. (May be done electronically while scoring proposals)
7. Allow each committee member to discuss strengths & weaknesses of submitting firms.
8. After roundtable discussion of all firms allow committee members to adjust or modify their scoring sheets if needed. (May be done electronically by chair)
9. Voting committee members submit their scoring sheets to the chair. (May be done electronically)
10. Chair calculates final scores for each firm and fills out Committee Ranking Short List form.
11. If a clear number one is identified, have all voting committee members sign the Committee Ranking Short List form.
12. If there is a tie for number one, openly discuss the tied firms.
 1. After the discussion, have each committee member vote for their selected firm via secret ballot. Additional ties are resolved by repeating steps 11 and 12 until a clear number one is identified.
 2. After identifying a clear number one, fill out the Committee Ranking Short List form and have each voting member sign the form.
 3. Chair will record the scores and comments from each committee member's score sheet on a master summary sheet then destroy the individual score sheets. Committee members will not be identified on the master summary sheet.





Downtown Lexington Management District

Request for Proposal

Security, beautification, and marketing services



The Lexington-Fayette Urban County Government hereby requests proposals for **RFP #XX-XXXX
XXXXXXXXXXXXXXXXXXXXXXXXXX** to be provided in accordance with terms, conditions and specifications established herein.

Sealed proposals will be received in the Division of Central Purchasing, Room 338, Government Center, 200 East Main Street, Lexington, KY, 40507, until **2:00 PM**, prevailing local time, on **XXXXXX X, XXXX**.

Proposals received after the date and time set for opening proposals will not be considered for award of a contract and will be returned unopened to the Proposer. It is the sole responsibility of the Proposer to assure that his/her proposal is received by the Division of Central Purchasing before the date and time set for opening proposals.

Proposals must be sealed in an envelope and the envelope prominently marked:

RFP #XX-XXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

If mailed, the envelope must be addressed to:

Todd Slatin - Purchasing Director
Lexington-Fayette Urban County Government
Room 338, Government Center
200 East Main Street
Lexington, KY 40507

Additional copies of this Request For Proposals are available from the Division of Central Purchasing, Room 338 Government Center, 200 East Main Street, Lexington, KY 40507, (859)-258-3320, at no charge.

Proposals, once submitted, may not be withdrawn for a period of sixty (60) calendar days.



SELECTION CRITERIA:

1. Specialized experienced and technical competence of the person or firm (including a joint venture or association) with the type of service required.
(20 points)
2. Capacity of the person or firm to perform the work, including any specialized services, within the time limitations.
(20 points)
3. Character, integrity, reputation, judgment, experience and efficiency of the person or firm.
(10 points)
4. Past record and performance on contracts with the LFUCG or other governmental agencies and private industry with respect to such factors as control of cost, quality of work and ability to meet scheduling.
(10 points)
5. Familiarity with the details of the project.
(10 points)
6. Degree of local employment to be provided by the person or firm.
(10 points)
7. Estimated cost of services
(20 points)

Proposals shall contain the appropriate information necessary to evaluate based on these criteria. A committee composed of government employees as well as representatives of relevant user groups will evaluate the proposals.

Questions shall be addressed to:

Todd Slatin, Director
Division of Central Purchasing
tslatin@lexingtonky.gov

Downtown Lexington Management District
Security, beautification, and marketing services
Proposal description

I. BACKGROUND

The Downtown Lexington Management District (“DLMD”) seeks proposals from qualified Respondents interested in providing security, beautification, and marketing services (hereinafter referred to as “contracted services package”) as part of DLMD’s mission to provide services above and beyond Lexington-Fayette Urban County Government services, to make downtown even cleaner, safer, and more beautiful, for the benefit of downtown property owners and tenants.

DLMD is a special tax district, which is governed by the Kentucky Revised Statutes and currently renewed by property owners every five years (the current renewal period is 05/12/2015 – 05/11/2020).

II. PURPOSE AND SCOPE OF SERVICES

The Downtown Lexington Management District (“DLMD”) is a newly formed business improvement district / special taxing jurisdiction in Lexington, KY. DLMD’s mission is to undertake economic improvement activities in order to benefit property owners within the district. The DLMD may (a) promote commercial activity or public events; (b) plan, administer, and manage the development of improvement activities; (c) landscape, beautify, maintain, and clean public ways and spaces; (d) conduct activities in support of business recruitment and development; (e) provide security for public areas; (f) construct and maintain capital improvements to public ways and spaces; and (g) undertake any other economic improvement activity that specially benefits property owners within the District. The DLMD specifically seeks contractors in the services of security services, beautification, and marketing.

The downtown district is broadly composed of Second, Short, Main, and Vine Streets, extending from Newtown Pike to Midland Avenue (please see map, Exhibit A). The district is a mixture of commercial, residential, governmental, and nonprofit properties. The district includes approximately 550 parcels, and 400 individual property owners; properties include historic buildings to new construction. The district hosts many of Lexington’s biggest annual events within its geography, including the St. Patrick’s Day Parade, Fourth of July festivities, and Christmas Parade. Several event and entertainment spaces are within the district, including Rupp Arena (the city’s largest indoor event venue, home to the University of Kentucky men’s basketball team), the Lexington Convention Center, the Opera House, and the Kentucky Theatre. Several office towers are within the district, many retail shops, and residential condo buildings. Two private-public parks, Thoroughbred Park and Triangle Park, are found at the Eastern and Western edges of the District.

This proposal seeks a **reliable, professional, experienced company** to provide uniformed Ambassadors who provide customer services within the District. Downtown Ambassadors will be the face of the district to the public and to property owners. These Ambassadors will have front-line responsibility for ensuring the safety and beauty of the district, and sharing information with visitors. This proposal seeks a single prime contractor to provide security, beautification, and

marketing; proposals may include coordination of several firms with subject matter expertise, provided that they are managed by a central prime contractor.

Security

Lexington is one of the safest cities of its size in the United States, but it is especially important to maintain safety, and prevent property crime, in the District. Safety / security will be addressed by having downtown ambassadors who are present on the street to deter problem activity, and to cooperate with police investigations. Safety / security activities may include:

- Walking patrols to deter unwanted activity;
- Patrolling businesses to check-in with business owners on safety needs;
- Hosting and security services at large events in Downtown Lexington;
- Intervening to stop (or, reporting to police) quality of life violations involving illegal and unacceptable behavior (e.g., drug use, panhandling);
- Directing those in need to appropriate social services (e.g., Lexington Office of Homelessness Prevention)
- Serving as hosts, and welcoming visitors to the district, by sharing information, directions, etc.

Beautification

The District seeks a vendor to focus on beautification (landscaping, maintenance, cleaning). Downtown Lexington is well maintained, and without significant blight, but the District seeks an even better, more beautiful environment. The City of Lexington already conducts some landscaping, including the provision of street trees and flower baskets on Main Street. The District seeks to provide incremental landscaping services. The vendor will maintain custodial responsibilities for the sidewalks, the area from the curb to the building line, and areas of pedestrian public rights of way. Beautification activities may include:

- Litter removal and trash collection
- Planting and maintaining planters in the rights-of-way
- Weed abatement
- Sidewalk cleaning (power washing)
- Snow removal
- Graffiti and sticker removal from public surfaces (signs, benches, sidewalks)
- Other activities directed by the board (landscaping, painting)

Marketing

The district desires to market local activities, the work of the district, and economic development opportunities. Ambassadors will support marketing efforts, including:

- Marketing to visitors, by word of mouth, of events
- Distributing fliers
- Work with the District as needed on specific recruiting and economic development opportunities

III. TERM OF CONTRACT

The anticipated term of the proposed contract is to begin October 1, 2016. A contract awarded in response to this RFP will be for a one-year period (ending 09/30/2015). DLMD shall have the option to renew for up to four additional periods without resubmitting an RFP.

IV. INSURANCE

The selected Respondent will have and provide proof of the following insurance coverage:

General Commercial Liability		
	Each Occurrence	\$1,000,000
	Damage to Rented Premises (each occurrence)	\$50,000
	Personal & Adv Injury	\$1,000,000
	General Aggregate	\$2,000,000
	Products-Com/Op Agg	\$2,000,000
Automobile Liability		
	Combined Single Limit (each accident)	\$1,000,000
	Auto Physical Damage	\$1,000 Ded. Comprehensive
	Auto Physical Damage	\$1,000 Ded. Collision
Workers Compensation and Employer's Liability		
	E.L. Each Accident	\$1,000,000
	E.L. Disease Each Employee	\$1,000,000
	E.L. Disease – Policy Limit	\$1,000,000
Umbrella Liability		
	Each Occurrence	\$10,000,000
	Aggregate	\$10,000,000
	Excessive Liability	\$15,000,000 Limit

V. PROPOSAL REQUIREMENTS

Respondent's Proposal shall include the following items in the following sequence:

- A. **Executive Summary:** The summary shall include a statement of the work to be accomplished, how Respondent proposes to accomplish and perform each specific service, i.e.:
 - a. How will staff be deployed
 - b. How many total staff and their roles

- c. What the compliment of full-time and part-time staff will look like
 - d. How staffing will vary with seasonality
 - e. How quickly can the Respondent scale up upon rewarding of contract
 - f. How quickly can staffing model move up or down if program needs change in the future
 - g. Equipment used
- B. **Pricing Schedule:** Indicate the total cost (which should include a breakdown of the hourly costs for service) and how work will be invoiced.
- C. **Proof of Insurability:** Submit a letter from insurance provider stating provider's commitment to insure the Respondent for the types of coverages and at the levels specified in this RFP if awarded a contract in response to this RFP. Respondent shall also submit a copy of their current insurance certificate.

Respondent is expected to examine this RFP carefully, understand the terms and conditions for providing the services listed herein and respond completely. FAILURE TO COMPLETE AND PROVIDE ANY OF THESE PROPOSAL REQUIREMENTS MAY RESULT IN THE RESPONDENT'S PROPOSAL BEING DEEMED NON-RESPONSIVE AND THEREFORE DISQUALIFIED FROM CONSIDERATION.

Downtown Lexington Management District Map (Exhibit A)

