

EXHIBIT A



**Lincoln Park Main Street, Inc. Program
Scope of Services and Deliverables**

During the Term of this Agreement, Lincoln Park Main Street, Inc. (“LPMS”) agrees to provide the services set forth in the table below by the deadlines listed below in support of the City’s revitalization and economic development goals for the Lincoln Park District. LPMS shall provide quarterly updates for all services and deliverables below on the forms provided in Exhibit B and Exhibit C.

Deliverables	
<p>1. Economic Vitality</p> <p><u>Goals:</u></p> <ul style="list-style-type: none"> Strengthen the LPMS’s economic base by supporting existing businesses, attracting new businesses, and ensuring a diverse and thriving economic mix; and Achieve a 70% occupancy rate for commercial spaces 	
A. Business Development	Deadline to Complete
Attract new businesses to the District – LPMS will make contact with at least one new business and include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
Job creation/retention – LPMS will report on jobs created and/or retained within the Lincoln Park District quarterly.	September 30 of the current fiscal year.
LPMS will coordinate and host two Doing Business with the City Workshops.	<ul style="list-style-type: none"> March 31 of the current fiscal year. September of current fiscal year
LPMS will compile and publish a comprehensive business directory that provides detailed information about businesses within the Lincoln Park District and include its efforts and progress in quarterly reports.	June 30 of the current fiscal year.
B. Property Development	Deadline to Complete
LPMS will provide technical assistance to one property owner, developer, or business on the renovation and/or repurpose of its commercial space. LPMS will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
LPMS will create and maintain a listing of vacant and occupied commercial properties within the Lincoln Park District with the interior and exterior building characteristics including square footage, building use, zoning, address, property type, current use, etc. to assist potential tenants or buyers in finding suitable options and include its efforts and progress in quarterly reports.	June 30, 2025 (publish)
LPMS will create and maintain a thorough database to capture and store detailed information about individuals interested in properties	June 30, 2025

enabling efficient connections with available vacant properties as they arise and include its efforts and progress in quarterly reports.	
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2. Design	
<u>Goals:</u>	
<ul style="list-style-type: none"> • Assist in improving the physical appearance of the Lincoln Park District by preserving historic architecture, enhancing public spaces, and partnering with the City to ensure a visually appealing environment • Develop a plan to effectively communicate and promote Fort Pierce Redevelopment Agency programs and initiatives, including grants, incentives (such as the impact fee moratorium), community meetings, surveys, technical assistance for grant applications, and participation in the Lincoln Park Master Plan and potential design standards • Encourage compliance with historic preservation guidelines • Encourage adherence to Architectural Design Standards 	
A. Physical Improvements	
LPMS will promote the Fort Pierce Redevelopment Agency Commercial Façade Grant Program to the Lincoln Park business community and, during application cycles, assist businesses with completing the application process. LPMS will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.
LPMS will provide and distribute information on the City’s Impact Fee Moratorium extension to builders/developers/real estate investors and the community on the process and timelines involved. LPMS will include its efforts in quarterly reports.	September 30, of the current fiscal year.
B. Historic Preservation	
Deadline to Complete	
LPMS will facilitate the research and prepare applications to submit to the State for the historic designation of at least one church in the Lincoln Park District. LPMS will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.
LPMS will coordinate with Fort Pierce Redevelopment Agency staff and the master plan consultant to provide input on future development and the formation of neighborhood identities for the Lincoln Park Master Plan. LPMS will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.
C. Architectural Standards	
Deadline to Complete	
Upon the City of Fort Pierce adoption of design standards, LPMS will maintain a copy on file to be shared with builders, developers, real estate investors, and the community. LPMS will interface with the City’s standards beginning July 1, 2025 with the grant from the Department of State, Division of Historical Resources for work on design standards in the Lincoln Park District. LPMS will include its efforts and progress in quarterly reports.	Immediately

3. Promotion <u>Goals:</u> <ul style="list-style-type: none"> Implement a marketing and community engagement plan that promotes the Lincoln Park District’s unique characteristics and rich history to shoppers, investors, and visitors through events, advertising, and branding to enhance its image and attract businesses. Implement ongoing creative programming that engages the Lincoln Park District businesses, residents, and visitors. 	
A. Marketing and Events	Deadline to Complete
<p>LPMS will plan, coordinate, promote, and host no fewer than 12 promotional and/or educational events with an average attendance of 50 participants each, to include:</p> <ul style="list-style-type: none"> Lincoln Park May Day Freedom Celebration, to include live music, vendors, and community-oriented activities, etc. (annual) Flaming Knight Motorcycle Club Toy Drive (annual) Christmas on Moore’s Creek Toy Give-A-Way and Health & Wellness Festival (annual) Community Engagement event to be defined (community education/ workshops (2x/year) community meetings, collaborative engagement) Jazz on Moore’s Creek, to include live music, vendors, and community-oriented activities, etc. (quarterly) Offer business assistance/education workshops with SBDC and other community partners. Doing Business with the City Workshops (2x/year). <p>LPMS will include its efforts and progress in quarterly reports</p>	<p>September 30, of the current fiscal year.</p>
<p>LPMS will reach 1,000 social media impressions of marketing campaigns via various social media and LPMS-powered website. LPMS will include its efforts and progress in quarterly reports.</p>	<p>September 30, of the current fiscal year.</p>
B. Branding	Deadline to Complete
<p>LPMS will conduct quarterly surveys with a minimum of 25 respondents (totaling 100 respondents annually), to assess brand recognition via in-person and online methods. LPMS will publish the results of its surveys. LPMS will include its efforts and progress in quarterly reports.</p>	<p>September 30, of the current fiscal year.</p>
<p>LPMS will publish the Lincoln Park Showcase Newsletter digitally. LPMS will include its efforts and progress in quarterly reports.</p>	<p>Monthly beginning October 1 of the current fiscal year.</p>
<p>LPMS will complete updates to LPMS website and publish online by March 2025. LPMS will increase website and social media traffic related to District information by 10%, annually. LPMS will include</p>	<p>March 2025 (website updates); September 30 of the current fiscal year (increase traffic by 10%.</p>

its efforts and progress in quarterly reports including metrics related to website visits and social media activity.	
C. Positive Image	Deadline to Complete
LPMS will collect testimonials from 12 or more visitors and 6 or more residents. LPMS will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.

4. Organization	
<u>Goals:</u>	
<ul style="list-style-type: none"> Develop a strong foundation for a sustainable revitalization effort that aligns with the City’s goals, including engaging stakeholders, forming partnerships, and fostering a collaborative environment 	
A. Partnerships	Deadline to Complete
Collaborate with partner organizations – LPMS will complete two joint projects with partner organizations. LPMS will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.
B. Volunteer Engagement	Deadline to Complete
LPMS will recruit and/or retain 25 volunteers annually. LPMS will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
LPMS will attain 500 volunteer hours annually. LPMS will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
The LPMS Executive Director will maintain active participation on two volunteer committees. LPMS will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
C. Resource Management	Deadline to Complete
LPMS will spend no more than 40% of funds received from the City under this Agreement on salaries. LPMS will include its efforts and progress in quarterly reports.	For Each Quarterly Installment Payment. (see 5. Budget and Budget Report Form).
LPMS will explore sustainable funding sources beyond the program period and report on explored funding sources outside of the City of Fort Pierce designated funds to ensure the organization’s sustainability. LPMS will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year (see 5. Budget and Budget Report Form).

5. Budget	
LPMS will include the following information in its quarterly financial reports and its quarterly presentations to the City Commission:	
(a) Budget Summary: LPMS will provide an overview of the total program funds received including a breakdown of the budget into major categories (e.g., personnel, supplies, equipment).	

- (b) Income Sources:** LPMS will specify other sources of income (if any) contributing to the program and highlight any matching funds or in-kind contributions.
- (c) Detailed Expenses:** LPMS will itemize expenses with specific amounts for each category. Include both direct costs (directly related to the program) and indirect costs (overhead).
- (d) Budget Justification:** LPMS will explain the rationale behind each expense.
- (e) Conclusion:** LPMS will summarize the financial performance. Mention any adjustments made during implementation