

Exhibit A



**Main Street Fort Pierce, Inc. Program
Scope of Services and Deliverables**

During the Term of this Agreement, Main Street Fort Pierce, Inc. (“MSFP”) 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 Downtown District. MSFP 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 Downtown District’s economic base by supporting existing businesses, attracting new businesses, and ensuring a diverse and thriving economic mix • Achieve a 70% occupancy rate for commercial spaces 	
A. Business Development	Deadline to Complete
Attract new businesses to the Downtown District – MSFP will make contact with at least one (1) new business and include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
Job creation/retention – MSFP will report on jobs created and/or retained within the Downtown District and include its efforts and progress in quarterly.	September 30 of the current fiscal year.
MSFP will compile, publish, and maintain a comprehensive business directory that provides detailed information about businesses within the Downtown District and include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
MSFP will maintain an online map of downtown businesses, government buildings, landmarks, activities and free parking and include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
MSFP will distribute Downtown shopping and dining guides and include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
B. Property Development	Deadline to Complete
MSFP will provide technical assistance to one property owner, developer, or business on the renovation and/or repurpose of its commercial space. MSFP will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
MSFP will create and maintain a listing of vacant and occupied commercial properties within the Downtown District within 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.	September 30 of the current fiscal year.

MSFP will create and maintain a thorough database to capture and store detailed information about individuals interested in properties enabling efficient connections with available vacant properties as they arise and include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
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<p>2. Design</p> <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Assist in improving the physical appearance of the Downtown 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 Downtown Master Plan and potential design standards • Encourage compliance with historic preservation guidelines • Encourage adherence to Architectural Design Standards 	
A. Physical Improvements	Deadline to Complete
MSFP will promote the Fort Pierce Redevelopment Agency Commercial Façade Grant Program to the Downtown business community, during application cycles, and assist businesses with completing the application process. MSFP will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.
MSFP 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. MSFP will include its efforts in quarterly reports.	September 30, of the current fiscal year.
B. Historic Preservation	Deadline to Complete
MSFP will facilitate the continued preservation and maintenance of the Historic Platts/Backus House. MSFP will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.
MSFP will coordinate with Fort Pierce Redevelopment Agency staff to educate the Downtown businesses about the Downtown Master Plan. MSFP will include its efforts and progress in quarterly reports.	September 30, of the current fiscal year.

<p>3. Promotion</p> <p><u>Goals:</u></p> <ul style="list-style-type: none"> • Implement a marketing and community engagement plan that promotes the Downtown 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 Downtown District businesses, residents, and visitors. 	
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A. Marketing and Events	Deadline to Complete
<p>MSFP will plan, coordinate, promote, and host no fewer than 20 promotional and/or educational events with an average attendance of 100 participants, to include:</p> <ul style="list-style-type: none"> • The Ghosts of Fort Pierce Past Historic Walking Tours • Friday Fest • Coffee with the Mayor • Shop Small Saturday <p>MSFP will include its efforts and progress in quarterly reports</p>	September 30, of the current fiscal year.
<p>MSFP will reach 8,000 social media impressions of marketing campaigns via various social media and MSFP - powered website. MSFP will include its efforts and progress in quarterly reports.</p>	September 30, of the current fiscal year.
B. Branding	Deadline to Complete
<p>MSFP will conduct quarterly surveys with a minimum of 25 respondents (totaling 100 respondents annually), to assess brand recognition via in-person and online methods. MSFP will publish the results of its surveys. MSFP will include its efforts and progress in quarterly reports.</p>	September 30, of the current fiscal year.
<p>MSFP will publish the Main Street Focus Magazine monthly. MSFP will include its efforts and progress in quarterly reports.</p>	Monthly beginning October 1 of the current fiscal year.
<p>MSFP will complete timely updates to MSFP website. MSFP will increase website and social media traffic related to District information by 10%, annually. MSFP will include its efforts and progress in quarterly reports including metrics related to website visits and social media activity.</p>	September 30, of the current fiscal year.
C. Positive Image	Deadline to Complete
<p>MSFP will collect testimonials from 12 or more visitors and 6 or more residents. MSFP will include its efforts and progress in quarterly reports.</p>	September 30, of the current fiscal year.

4. Organization	
<p><u>Goals:</u></p> <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
<p>Collaborate with partner organizations – MSFP will complete two joint projects with partner organizations. MSFP will include its efforts and progress in quarterly reports.</p>	September 30, of the current fiscal year.
B. Volunteer Engagement	Deadline to Complete
<p>MSFP will recruit and/or retain 25 volunteers annually. MSFP will include its efforts and progress in quarterly reports.</p>	September 30 of the current fiscal year.

MSFP will attain 500 volunteer hours annually. MSFP will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
The MSFP Executive Director will maintain active participation on two volunteer committees. MSFP will include its efforts and progress in quarterly reports.	September 30 of the current fiscal year.
C. Resource Management	Deadline to Complete
MSFP will spend no more than 40% of funds received from the City under this Agreement on salaries. MSFP will include its efforts and progress in quarterly reports.	For Each Quarterly Installment Payment. (see 5. Budget and Budget Report Form).
MSFP 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. MSFP 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
<p>MSFP will include the following information in its quarterly financial reports and its quarterly presentations to the City Commission:</p> <p>(a) Budget Summary: MSFP will provide an overview of the total program funds received including a breakdown of the budget into major categories (e.g., personnel, supplies, equipment).</p> <p>(b) Income Sources: MSFP will specify other sources of income (if any) contributing to the program and highlight any matching funds or in-kind contributions.</p> <p>(c) Detailed Expenses: MSFP will itemize expenses with specific amounts for each category. Include both direct costs (directly related to the program) and indirect costs (overhead).</p> <p>(d) Budget Justification: MSFP will explain the rationale behind each expense.</p> <p>(e) Conclusion: MSFP will summarize the financial performance. Mention any adjustments made during implementation</p>