THE URBAN RENEWAL AGENCY
OF THE CITY OF TWIN FALLS

Date: May 9, 2011

To: Urban Renewal Agency of the City of Twin Falls

From: Melinda Anderson, URA Executive Director

Request:

Review and consideration to approve a 6-month extension with Brix & Co./Mark Rivers for downtown redevelopment advisory services at the same fee of $5,000 per month plus pre-approved expenses.

Background:

Mark Rivers/Brix & Co. was hired January 2011 for 4 months to provide the Agency with assistance on redeveloping and marketing the Agency's Old Town properties. As urban properties typically can't be developed in a vacuum, it's also necessary to include other parts of downtown and Old Town to ensure that success.

In just four months Mark has shown an incredible amount of energy, networking, creativity, passion, and perseverance in re-energizing downtown. He has created and mailed brochures to local professional service companies who may be interested in office space (has also worked with several local companies who have expressed interest in this), is developing concepts for the vacant Banner Building and drafted an option agreement for the board to consider, networked with his retail/restaurant contacts in Idaho who would be interested in expanding to Twin Falls, helped create a new merchants group, developed a new downtown website, started a new farmers market for downtown, and many other accomplishments to numerous to list.

As important as that though, Mark has also re-energized Twin Falls residents, downtown business owners, and public officials about our downtown revitalization potential.

As the Agency has part-time staff, the board hires both time <u>and</u> talent such as Mark Rivers to help us implement our strategy. Revitalizing downtown is a key part of our 5-year strategic plan.

Approval Process:

A majority vote of a quorum of the Agency board in open meeting.

Budget Impact:

The funds are available for this $30,000 commitment.

Regulatory Impact:

None at this time.

Conclusion:

Staff and the strategic implementation subcommittee recommend the board approve this request.

Attachments:

1. Extension agreement

PROPOSAL FOR ADVISORY SERVICES

TO: **The Urban Renewal Agency of Twin Falls**

BY: **Brix and Company**

Dated: May 2, 2011

Provided By:

Mark J. Rivers, Inc.
DBA Brix and Company
915 W. Jefferson Street, Ste. 100
Boise, ID 83702
Tel: 208.368.0000
Contact: Mark Rivers
mrivers@brixusa.com

Scope of Work: Provide business plans, outreach and consensus-building support on prospective redevelopment opportunities.

Prioritize specific redevelopment options – particularly with URA-owned properties, and put initiatives into play. (Develop plans, deal structures, timelines, budgets, uses/users, and redevelopment program for particular assets.)

Support overall City and URA goals with capability, expertise, relationships, and professional assistance. Provide support to communications with local media.

Term: Extension from initial term (which expires on May 10, 2011) for an additional six months to November 10, 2011.

Fee(s): Brix to bill URA for professional fees at a cost of $200.00 per hour, capped at $5000.00 per month. Any amount over $5000.00 per month shall be approved in advance, in writing by the URA. For reimbursable expenses, any/all shall be approved in advance, in writing by the URA. All monthly fees will be invoiced by the 30th of any month, and reimbursed within 15 days.

Reporting: Brix will report to URA Board and Staff as required. Written monthly reports will be provided, as well as occasional in-person reporting and/or presentations, workshops, and the like.

Game Plan: May, 2011 – November, 2011: Continue to execute existing projects and expand with emerging or relevant new opportunities.

AGREED AND ACCEPTED:

For the Urban Renewal Agency of Twin Falls

_____
Gary Garnand, Chairman

Date: _____

For Mark J Rivers, Inc. DBA Brix and Company

_____
Mark Rivers, President/CEO

Date: _____