CITY OF BROKEN ARROW EXHIBIT A, SCOPE OF SERVICES AND BUDGET ELM & NEW ORLEANS STUDY

The Project Intelligence	ELM & NEW ORLEANS STUDY								
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2.8 Market Conditions - Catalyst will address the key deterrents to investment in the area by evaluating relevant market condition issues such as the amount of various businesses, vacancy, pricing, etc. Catalyst will work with the retail committee to identify areas which may have obsolete zoning, or that the land use may indicate limbalance of retail based upon market conditions and future capacity. This process will evaluate if there are opportunities for better transitions between uses, and opportunities to transition some retail districts in to mixed-uses or alternative uses. 28 \$ 7,700	available). This information can be used for retail recruitment purposes and future retail benchmarking.	. .		0.050					0.050
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4.0 Community Engagement \$ 6,800 \$ 5,000 \$ 11,800	existing data for the study are for Elm and 101st.	4	\$	1,100		\$	2,500	\$	3,600
	4.0 Community Engagement		\$	6,800		\$	5,000	\$	11,800

CITY OF BROKEN ARROW EXHIBIT A, SCOPE OF SERVICES AND BUDGET ELM & NEW ORLEANS STUDY

ELM & NEW ORLEANS STUDY				 			
1.3 Consultant shall prepare for and facillitate a 1.5 day workshop with opening and closing stakeholder							
presentation open to the community.							
The workshop will explore the following:							
a. Retail merchandising strategy that can enhance and improve commercial vitality and activation of commercial							
centers and create greater vibrancy and performance							
b. Explore opportunities for greater transitions from neighborhood commercial to adjacent neighborhoods focusing on							
context of existing uses and market potential.							
c. Identify and analyze catalyst opportunties for the Elm and 101st intersection. d. Assess graphics - allows for up to 4 oversize boards summarizing the project and surrounding area and use of							
software to allow real-time modeling of possible development scenarios	1,,	_	2 200	_	4.000	_	7 000
	12	\$	3,300	\$	4,000	\$	7,300
2.2 Interview of existing property owners, local lending professionals, bankers, shop owers and local customers. These will be a series of 10-15 separate interviews with key stakeholders that can provide strategic feedback on the							
major issues, opportunities, challenges and insights within the region. The team will work closely with EDC/Chamber							
staff to allow for various input along the process.	6	\$	1,750	\$	1,000	\$	2,750
2.2 Focus Groups - Catalyst will host round table discussions from various stakeholder groups of 8-10 representatives	1	Ė	• • • •	+	• • • •	Ĺ	**
from various economic and social cross sections (workforce development, education, economic development, city							
operational goals and strategy, major employers, etc).	6	\$	1,750			\$	1,750
3.0 Revitalization / Redevelopment Plan Options		\$	688	\$	3,000	\$	
		φ	000	φ	3,000	φ	3,688
3.1 Market analysis projections and data	1	\$	206			\$	206
3.2 Iterative set of three (3) plan options for the site. Graphics for each option will include an overall plan view and							
one (1) perspective shot. Plans will include: land use, parking, access, walkability, circulation, landscape concept,							
placemaking concepts and connections with local neighborhood.	1	\$	206	\$	2,500	\$	2,706
3.3 Implementation strategies	1	\$	275	\$	500	\$	775
4.0 Workshop #2		\$	2,200	\$	2,500	\$	4,700
4.1 Present plan options, market capture and draft implementation strategies at 1-day workshop in Broken Arrow.							·
Allows for up to 4 oversize boards summarizing the project and surrounding area.	4	\$	1,100	\$	2,000	\$	3,100
4.2 Assess comments and inputs from client group, retailers and citizens	4	\$	1,100	\$	500	\$	1,600
5.0 Post Workshop Refinement and Tech Memo		\$	413	\$	3,300	\$	3,713
2.1 Post-Workshop design refinement of 101st and Elm concepts and in-fill strategy including catalytic					· ·		· ·
redevelopment, transitions, improved connectivity, gateways and linkages.	1	\$	138	\$	1,500	\$	1,638
2.2 Preparation of Final Report including CIP strategy, activation plan and merchandising strategies with an outline							
of a critical path to improve sustainability and virtous cycle.	1	\$	138	\$	800	\$	938
2.3 Preparation and presentation of final Powerpoint to Council, EDC and Chamber of Commerce (extra meetings							
hourly)	1	\$	138	\$	1,000	\$	1,138
Support development of design standards, incentive structure, infrastructure coordination inentititlemnet process	Ho	urly					Hourly
Total Labor (not including ordinary out of pocket expenses or hourly)		\$	54,238	\$	19,300	\$	73,538
Catalyst estimated Reimbursable Expenses for 2 trips (air and 4 nights hotel)		\$	1,000	\$	1,000	\$	2,000
Total estimated Phase 1 Budget (excluding hourly support for entitlement process)		\$	55,238	\$	20,300	\$	75,538