



DDA ACTION SUMMARY SHEET

MEETING DATE: March 18, 2025

TOPIC Marketability and Attraction Strategy

BACKGROUND BRIEF:

As the Lumber Yard now moves to site development and revenue planning, the effort for identifying market use and attraction strategy is required. What often happens in downtowns like ours is a property owner waits for someone to call, and the diversification of retail, restaurant and commercial users is defined by who is willing to sign a lease agreement. This is, in part why we have vacancies downtown. We don't have that luxury for the Lumber Yard, and quite frankly we can no longer apply the "we have a cute downtown" as a strategy.

The Executive Directors office seeks to engage and contract Dirt Realty, a multi-state firm that specializes in placemaking through data/revenue driven analytics, to begin the process of building a strategy to design and plan for the revenue based uses at the Lumber Yard as we work with PEA to move to a concept development plan.

Dirt Realty is led by Bob Waun, whose background includes leadership roles as close as the Birmingham Shopping District to as intricate as Miami, and Appalachian Kentucky. His team will work directly with this office in developing strategy, and then applying that strategy for key attraction efforts.

FINANCIAL IMPACT:

The Executive Director has procurement authority to contract for these services in an amount up to \$10,000 based upon the review of three qualified vendors. Discussions were held with five varied entities/professionals and it is the recommendation of the Director that Dirt Realty is the combination of placemaking and retail concept we need at this moment in our downtown and Lumber Yard project.

The contract with Dirt Realty is proposed in the amount of \$9,300, plus DDA pre-approved reimbursable expenses for data reporting and plan development. Funding for this contract: from 728 Economic Development: GL 248-728-801-000 Contractual Services, which holds a balance of \$34,000.

RECOMMENDED MOTION:

To accept the recommendation of the Executive Director and approve a contract with Dirt Realty, LLC in an amount not to exceed \$9300, plus DDA pre-approved reimbursable expenses, with funding from GL 248-728-801-000 contractual Services.