



675 Ponce de Leon Ave, Suite 8500  
Atlanta, GA 30308

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## ULI ATLANTA - CENTER FOR LEADERSHIP 2025 - 2026 mTAP Program Client Engagement Letter

The Center for Leadership, a program of the Urban Land Institute's Atlanta District Council (**ULI Atlanta**), would like to thank the City of Stone Mountain Downtown Development Authority (the "**Client**") for sponsoring a Mini-TAP project ("**mTAP**"). This Engagement Letter (the "**Agreement**") constitutes a binding contract by and between ULI Atlanta and Client entered into as of this \_\_\_th day of January, 2025 (the "**Effective Date**"). As part of its purpose, ULI Atlanta and the Center for Leadership provide advisory services in order to improve communities and promote responsible land use and development.

Client wishes to obtain advice and recommendations from ULI Atlanta on:

- Scope of Work:
  - o Property Acquisition Plan
    - Identify and evaluate potential funding sources to support property acquisition
    - Develop guidance on attracting investors and developers to the area
    - Recommend strategies for structuring incentives to encourage investment from both public and private resources
  - o Assessment of Key Catalyst Main Street Properties
    - Conduct an analysis of key parcels along with Client within Stone Mountain's downtown corridor
    - Provide recommendations for the highest and best use of these parcels, aligned with community goals and market potential
- Deliverables:
  - o Targeted Property Investment and Acquisition Strategy
    - A property acquisition strategy document, including:
      - Identify funding sources and access plans
      - A framework for investor and developer engagement
      - Incentive structuring models tailored to the Client's needs
  - o Revitalization Partnership Strategy
    - Targeted approaches to collaborate with investors and developers
    - Steps to transform underutilized parcels into active, revenue-generating assets
    - Recommendations for attracting new businesses and increasing tax revenue for the City of Stone Mountain
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  - o Documentation and Presentation
    - Visual and written materials summarizing the proposed uses for key catalyst parcels, to be shared with stakeholders and potential partners

Pursuant to this Agreement, ULI Atlanta and the Center for Leadership agree to perform the following scope of work:

- Work with Client to develop a problem statement and situational abstract, define expectations and scope of services, and shape questions to be addressed by the mTAP.
- Work with Client to develop overall objectives and agenda for the mTAP.
- Work with Client to identify and interview appropriate stakeholders to gain insight on their perspective of the issue to be addressed.



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- Identify and interview a cross-section of industry experts to provide well-rounded, objective insight into the issue to be addressed.
  - Work with Client to ensure logistics for final presentation (e.g., date, time, location, invitees) are addressed.
  - Prepare and present a final presentation for Client detailing findings, conclusions, recommendations and implementation strategies.
  - Provide the final presentation to Client in electronic format.

Client agrees to provide the following at its expense:

- Reserve meeting space for the final presentation on a date to be agreed upon between Client and mTAP team members, but in any event no later than May 16, 2025. Room should be large enough to accommodate Client, mTAP team members, ULI Leadership, etc., as well as seating for stakeholders and/or observers, if applicable.
- Lead the coordination of stakeholder involvement. This includes identifying, inviting and confirming key stakeholder participants, as well as preparing them for the nature of the mTAP.

Fee for Services:

- In return for the scope of services described herein, Client (or a third-party benefactor, arranged by Client) agrees to pay any out-of-pocket costs or expenses, which will not be charged without prior consent by the Client.

Client may make such use of the final presentation as it deems desirable. It is further understood that ULI Atlanta may make such use of the final presentation prepared of the mTAP findings and recommendations as it deems desirable, and Client herewith specifically agrees that ULI Atlanta may publish and disseminate such final presentation or any part thereof in conjunction with its research and educational programs within 30 days of the final presentation date.

ULI Atlanta shall not be responsible for damages of any kind arising from the performance of services under this agreement, unless such damages arise from gross neglect on the part of ULI Atlanta. The terms of this paragraph shall survive the expiration or termination of this Agreement.

Each party represents to the other that it has the legal power, right and authority to enter into this Agreement and to consummate the transactions contemplated hereby.

Client and ULI Atlanta hereby acknowledge and agree that time is of the essence with respect to each and every term, condition, obligation and provision hereof.

The parties hereto expressly agree that this Agreement shall be governed by, interpreted under, and construed and enforced in accordance with the laws of the State of Georgia.

This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, and all of which, together, shall constitute one and the same instrument.

This Agreement shall not create a partnership or joint venture relationship between Client and ULI



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Atlanta.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written hereinabove.

CLIENT:

ULI ATLANTA:

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Name/Title

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Daphne Bond-Godfrey  
Executive Director

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Signature

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Signature

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Date

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Date