

Exhibit A

Scope of Services Casa Grande Main Street

1. Maintain Status as recognized National Main Street.
2. Expand and Retain Main Street Memberships
 - a. Provide to the City of Casa Grande a list of members and length of membership (updated annually)
 - b. As part of the quarterly report, include data on tracking businesses who move out or shut down in downtown locations, including reasons for leaving downtown
 - c. Develop an outreach program for growing memberships
 - d. Develop an annual survey to gather data from existing members to get feedback on what they feel is working or not working in downtown – including City maintenance, marketing, advertising, events, etc. Provide the results to the City as part of the annual report.
 - e. Survey a minimum of 12 member businesses annually (3 per quarter) with the City's BRNE for downtown – provide this data as part of the quarterly report.
3. Business attraction
 - a. Be the point of contact for businesses interested in moving into downtown space, including educating them about Casa Grande and about topics like Casa Grande economic development, City planning, zoning and coding requirements.
 - b. Provide a list to the City as part of the quarterly report detailing the primary topics people called to discuss with the Main Street office.
4. Identify and apply for Grants to enhance downtown façade, beautification and accessibility
 - a. Provide a list of grants applied for annually including the amount of the grant, status and success as part of the annual report.
5. Host Special Events
 - a. Host at least 4 local events downtown annually including:
 - i. Day Out Downtown (monthly, Oct – April)
 - ii. Oktoberfest (October)
 - iii. Fine Art Explosion (March)
 - iv. Street Fair and Car Show (January)
6. Provide Marketing/Advertising/Promotion
 - a. Shop Local – Carry the City's initiative to downtown businesses and serve on the City's Shop Local committee (to be formed in FY20).
 - b. Small Business Saturday (November).
 - c. Utilize social media, print marketing, email and other mediums to market Main Street.
 - d. Provide the Downtown Map and Visitors Guide.
7. Liaison between Merchants and City of Casa Grande

- a. Provide a central point of contact for members for City issues and guide them to appropriate City departments as appropriate.
 - b. Act as a liaison for the City to the merchants for issues that may arise.
8. Education
 - a. Bring workshops and or seminars to members to include topics for small businesses like workforce development, small business financing, creating a business plan, marketing, etc. Include planning, implementation and results as part of the annual report.
 - b. Be a link for Main Street members for other local resource partners to help promote their business – Casa Grande Chamber, Pinal Alliance for Economic Growth, AZ@Work, etc.
9. Provide Quarterly Invoices/Reports
 - a. Quarterly and End of Year reports should be provided to the City prior to the deadlines listed below. Contents of the reports should include the progress toward the goals outlined in the application and in the Scope of services as well as the most recent financial report indicating expenses and revenues for the quarter. The year-end report can be combined with the Q4 report.
 - b. Invoice/Report due dates:
 - Q1 – due by October 15, 2019
 - Q2 – due by January 15, 2020
 - Q3 – due by April 15, 2020
 - Q4/Year end report – due by July 31, 2020 (**Q4/End of year reports must be received no later than August 1, 2020 – invoices received after this date will not be processed due to the City of Casa Grande’s fiscal year end encumbrance cut off).