



March 15, 2017 - REVISED

Mr. Pete Olson  
Mr. Jason Brooks, Yorktown Redevelopment Commission  
Mr. Rich Lee, Yorktown Town Council  
Town of Yorktown  
9800 W. Smith Street  
Yorktown, IN 47396

Re: Next Steps – DRAFT PROPOSAL

Mr. Olson, Mr. Brooks and Mr. Lee,

Congratulations on completing the downtown revitalization plan for downtown Yorktown. As we have discussed in the past, there are a series of “next steps” which need to happen in order to begin to implement the plan you have developed. You have already taken some important steps with the creation/expansion of the TIF district to include your downtown area.

We met with Mr. Olson the first week of February and lined out the Plan Implementation phase of the overall project. This still fits within our DESIGN phase. The downtown plan is the first step in the DESIGN phase, but now we need to keep moving on the other required steps in order to be able to DELIVER the individual projects contemplated in the plan.

In order to begin implementing the plan, we need to identify several important factors. These include, but are not necessarily limited to, the following:

- Required market studies
- Potential Local Investors/Entrepreneurs
- Developers who are interested in small towns
- Financials (TIFF, Bonds, EDIT, etc.)
- Marketing Strategies
- Local Business Assistance (existing business retention)

Once these are identified, each one translates into action steps for the commission, council, Town staff or your consultants. These action steps include:

- Complete the required market study(ies)
- Use information to develop marketing materials and marketing strategy
- Develop a financing strategy with Town’s financial advisor
- Develop a property acquisition list and strategy
- Meet with local investors/entrepreneurs to discuss opportunities
- Meet with developers who might be interested in Yorktown
- Develop or enhance programs for local businesses



## Veridus Scope of Work

Mr. Olson has requested a proposal from Veridus for the services we are able to perform in order to begin implementing the downtown revitalization plan. Should the Commission or Council wish to engage Veridus, in whole or in part, for our assistance through these action steps, we would propose the following scope:

### A. Implementation Management

Veridus will organize, schedule and manage the implementation process of the Yorktown Downtown Revitalization Plan.

1. Attend all meetings as Yorktown's lead project representative
2. Provide reports to the Commission and/or Council on progress at public meetings
3. Attend executive sessions with Commission and/or Council to discuss real estate matters

### B. Market Study

With the addition of Ms. Courtney Zaugg to the Veridus team (*a certified economic developer*), Veridus is qualified to perform certain market studies. A separate "Market Study" proposal is attached to this overall proposal.

### C. Marketing Materials/Strategy

Veridus will take the information learned in the market study and other facts about Yorktown and work with Town Staff (and/or their marketing consultant) to develop a marketing strategy to reach investors. Deliverables will be focused on the following:

1. Developing a cohesive, consistent marketing approach across all platforms
  - i. Town website (or project specific site) – content only
  - ii. Social media platforms and suggested policies
  - iii. Marketing content for printed collateral
2. Marketing training for Council, Commission and Staff
  - i. How to sell your town
  - ii. Consistent messaging
3. Marketing opportunities
  - i. Conventions and Expos (in conjunction with market study recommendations)

### D. Property Acquisition List and Strategy

Veridus will work with Town staff to develop a project-specific property acquisition list and strategy. The list and strategy will be presented to the Commission and Council prior to engaging the property owners. Veridus will work with Staff and property owners in the acquisition process.

### E. Local Investors/Entrepreneurs

Veridus will attend meetings with local investors, entrepreneurs and developers to educate them on the opportunities and talk about the exciting development which will soon be happening in Yorktown. We are assuming 8-10 meetings with locals as identified by the Town.



#### F. Regional Developers

Veridus will attend meetings with regional developers interested in small, rural town development to educate them on the opportunities and talk about the exciting development which will soon be happening in Yorktown. We are assuming 6-8 meetings with developers as identified by Veridus and Context.

#### G. Local Business Assistance/Retention Programs

Veridus will provide strategies and outreach assistance to discover and harness economic development opportunities from existing business. We will meet with Yorktown officials to discuss strategies and provide guidance on best practices for business retention and expansion programs.

### Schedule

Below is an approximate schedule for the work as described above. Veridus will work with the YRC, Town Council and Town Staff to meet the deadlines as stated below.

- |  |             |
|--|-------------|
| • Implementation Management                      | 3/17 – 7/31 |
| • Market Study                                   | 3/17 – 6/30 |
| • Marketing Materials / Strategy                 | 6/15 – 7/7  |
| • Property Acquisition List and Strategy         | 3/16 – 5/26 |
| • Local Investors / Entrepreneurs                | 7/3 – 7/28  |
| • Regional Developers                            | 7/10 – 7/31 |
| • Local Business Assistance / Retention Programs | 3/17 – 6/2  |

### Fee Proposal

We propose to perform the tasks as described above at our Standard Hourly Rate with a not-to-exceed amount. Our 2017 Standard Hourly Rates are \$155 for Principle Consultant time and \$140 for our Project Executive/Director time. (The fee numbers do not include any other consultants) We estimate the fee amounts to be as follows:

A. Implementation Management .....	\$7,800
B. Market Study ( <i>lump sum</i> ) .....	\$31,600
C. Marketing Materials / Strategy .....	\$4,200
D. Property Acquisition List and Strategy .....	\$2,800
E. Local Investors / Entrepreneurs .....	\$4,200
F. Regional Developers.....	\$4,200
G. Local Business Assistance / Retention Programs .....	\$3,500

**Total (HNTE and Lump Sum): \$58,300**



**VERIDUS**  
GROUP

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We believe this is a great project for the Town of Yorktown and are excited for the Town as you work through this process. We greatly appreciate your trust in Veridus to help you implement your plan. We would be honored to be a part of this project moving forward. Thank you again for your time and consideration. If you have any questions or need further information, please call us at 317-598-6647.

Sincerely,

Timothy M. Jensen, PE/LEED® AP  
President

Courtney Zaugg,  
Director of Economic Development