

**Downtown Strategic Plan - Implementation Items and Funding**

Building on direction from City Commission to advance implementation strategies for elements of the Downtown Strategic Plan, we have identified services that MKSK can provide to support staff in advancing City Commission and Gainesville community priorities:

**Downtown Management Organization**

**Purpose** Develop high-level organizational plan and identify potential funding partners for a Downtown Management Organization focused on the stewardship of public spaces (clean and safe) and support of local businesses and Downtown stakeholders.

**Fee** \$20,000

**Major Tasks**

- Follow-up with the most comparable peer organization, Downtown Vision, Inc., Jacksonville, FL, for operating cost benchmarks \$3,500
- Assemble start-up resources and bylaw templates from peer organizations and/or the IDA (International Downtown Association) \$5,500
- Outline mission, core services, governance and funding structure \$5,000
- Meet with project partners for input, support, and seed money request (4 meetings) \$6,000

**Catalytic Public Investments**

**Purpose** Advance catalytic capital projects that improve neighborhood connectivity, enhance community events, support local businesses, provide environmental uplift, and draw activity to the historic core and adjacent cultural assets. These capital projects include:

- SE/SW 1st Avenue Festival Street and Streatery
- Sweetwater Park and Sweetwater Creek Greenway Loop

To advance the planning and implementation of these capital projects, a Vision and Feasibility Study is proposed. This study will include 1) a strong community engagement effort to ensure each project progresses in alignment with the goals of residents and businesses, 2) an illustrative and narrative vision of the project to generate community enthusiasm and attract project partners, and 3) an analysis of project challenges, alternative solutions, and order-of-magnitude costs to ensure technical feasibility and to allow for more detailed capital planning and project scheduling.

**Fee** Sweetwater Park - \$95,000

**Major Tasks**

- Community and Stakeholder Engagement: \$13,000
- Engineering Analysis, Technical Feasibility and Cost Estimating: \$30,000
- Design Concepts, Space Planning, Alignments, and Creative Placemaking: \$35,000
- Illustrations and Architectural Renderings: \$9,000
- Summary Document (Graphic and Narrative Lookbook for fundraising and public communications): \$8,000

**Fee** First Avenue Festival Street and Streatery - \$55,000

**Major Tasks**

- Community and Stakeholder Engagement: \$8,500
- Traffic Analysis, Technical Feasibility and Cost Estimating: \$13,500
- Design Concepts, Typical Sections, Event Layout, Traffic Control, Beautification: \$22,000
- Illustrations and Architectural Renderings: \$5,000
- Summary Document (Graphic and Narrative Lookbook for fundraising and public communications): \$6,000