

April 03, 2023

Ryan Elam
Assistant City Manager
City of Lee's Summit
220 SE Green Street
Lee's Summit, MO 64063

Dear Ryan,

I write to confirm the continued retaining of Biederman Redevelopment Ventures ("BRV") by the City of Lee's Summit ("LS") for consulting services in relation to Lee's Summit Downtown Market Plaza.

We know it is your goal for the Downtown Market Plaza to be safe, flexible, active, and welcoming to all. BRV will provide the following towards these goals:

- Design Review:
 - Work with the project design team to analyze and improve aspects of the construction documents so that elements work in concert with the planned programming, events, and operations
 - Work with the project design team on needed infrastructure such as storage, restrooms, power needs, lighting, loading/unloading, and materials
 - Review and evaluate the design to avoid unnecessary capital or operating expenditures
 - Develop layouts for electrical, wayfinding signage, trash can, and seating placements
- Management Plan:
 - Advise on the division of roles, responsibilities, and funding between public and private parties
 - Once a division of roles is determined, devise a term sheet that further clarifies the specifics of each role and the needed reporting, approvals, and responsibilities of each role
 - Develop a management plan to keep the Downtown Market Plaza clean, safe, programmed, and landscaped
 - Develop Downtown Market Plaza's rules and hours
 - Develop staffing plans and operating budgets, including sanitation, programming, and executive staffing
 - Develop a capital budget for programming equipment and site furnishings (including vendors and pricing)
- Revenue Strategy Planning:
 - Advise on how to generate ongoing revenue for the Downtown Market Plaza
 - Develop Downtown Market Plaza's inventory of assets
 - Create pricing and permitting guidelines for third-party event rentals and experiential marketing events

- Marketing and Communications:
 - Guide LS on the creation of Downtown Market Plaza's social media accounts and website and create content for social media accounts
 - Guide LS on the branding of Downtown Market Plaza's identity, both for in person and online experiences
- Programming Plan:
 - Develop layouts for large events, street closures, and special events
 - Guide the City on amplified sound recommendations
 - Produce an updated programming implementation plan, post the design plan, with a list of programs and a calendar for the Downtown Market Plaza, including the anticipated user, event frequency, expenses, activity type, size, infrastructure, location, and programming partner(s) of each program
 - Finalize a year-one programming budget

This consultancy is for nine (9) months and will begin on or about April 15, 2023, pursuant to payment provisions below, and finish on or about January 15, 2024. The fee for this consultancy is one-hundred thirty thousand (\$130,000) dollars. An initial retainer payment of twenty thousand (\$20,000) dollars is due upon the signing of this letter; work will begin once this retainer payment is received, via electronic wire bank transfer to the account below, on or before April 15, 2023.

For the ease of cash flow of our clients, it is often our custom to spread our consulting fee over the course of an engagement. Thus, our fees are payable for this project by the above retainer plus four (4) equal installments of twenty-seven thousand five hundred (\$27,500) dollars each, payable upon receipt of our electronic fee invoice and due in full on the payment dates of June 15, 2023, August 15, 2023, October 15, 2023, and December 15, 2023, by electronic wire bank transfer to the account below. Fee invoices will be sent via email, as a reminder of the above payment due dates, no fewer than ten (10) days prior to the payment due dates.

BRV electronic wire bank transfer account:

Name: BRV Corp

Acct #: 040005299

Routing/ABA: 021000021

Bank: JPMorgan Chase Bank N.A.

We look forward to the continuation of our work with you on Lee's Summit Downtown Market Plaza.

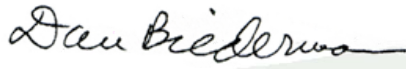
Warmest regards,



Dan Biederman
President

For Biederman Redevelopment Ventures Corp.:

For City of Lee's Summit:



Signed

Signed

Dan Biederman, President

Name/Title

Name/Title

4/03/2023

Date

Date

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