

**Agreement for Downtown Ambassador Program  
and  
Cleaning, Safety, and Special Project Related Services**

dated as of March \_\_\_, 2024

by and between

DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF DECATUR

509 N. McDonough Street

P.O. Box 220

Decatur, Georgia 30031

and

MYDATT SERVICES, INC. d/b/a BLOCK BY BLOCK

7135 Charlotte Pike

Nashville, Tennessee 37209

This AGREEMENT is effective on the \_\_\_ day of March, 2024, (the "Effective Date") by and between the Downtown Development Authority of the City of Decatur, a public body corporate and politic created and existing under the laws of the State of Georgia, 509 N. McDonough Street, P.O. Box 220, Decatur, Georgia 30030 ("CUSTOMER") and Mydatt Services, Inc., an Ohio Corporation, d.b.a. Block by Block, 7135 Charlotte Pike, Nashville, Tennessee 37209 ("Block by Block").

**WITNESSETH:**

WHEREAS, the CUSTOMER desires to have Block by Block undertake to furnish uniformed Downtown Ambassadors and provide cleaning, safety, and special project related services to Zones A and B within the Full Ambassador Coverage Area specifically defined in Exhibit A (the "Service Area") and in substantial compliance with the *Downtown Ambassador Program* prepared specifically for Decatur, Georgia and dated March 1, 2024 attached hereto and incorporated herein as Exhibit F;

NOW THEREFORE, the parties, in consideration of the mutual obligations contained herein and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, hereby agree as follows:

- 1) **TERM:** This Agreement will begin on the Effective Date and shall continue for a period of one (1) year ("Initial Term"), expiring March \_\_\_, 2025, unless sooner terminated as provided in Section 9. At the end of the Initial Term, this Agreement may be renewed for four (4) subsequent terms of one (1) year upon the mutual written agreement of the parties (each "Renewal Term"). The Renewal Terms and Initial Term are referred to herein collectively as the "Term." Block by Block will forward to the CUSTOMER each Renewal Term and requested changes to contract provisions no later than January 1<sup>st</sup> of each year.

- 2) **SERVICES TO BE PERFORMED BY BLOCK BY BLOCK:** Block by Block shall furnish environmental maintenance ambassadors and supplemental safety ambassadors (“Ambassadors”) who shall provide services in the Service Area, including, but not limited to, the services outlined in Exhibit B attached hereto and incorporated herein (“Services”). At the start of the contract period, Block by Block will propose a comprehensive monthly plan of services for the Service Area and may propose any modifications to the plan from time to time. The plan and any modifications shall be subject to the CUSTOMER approval. The CUSTOMER shall have the right to request or initiate modifications at any time. Representatives of the CUSTOMER and Block by Block will meet at least once per quarter or at such intervals as the parties may agree and at such other times as the CUSTOMER may request to review the services plan and adjust or modify as deemed necessary.
- 3) **COMPANY STANDARDS:** Block by Block shall maintain a high standard of services, with adjustments in authorized weekly hours and annual contract value as agreed upon. Block by Block will maintain a close check over all Ambassadors to ensure this high standard of services is delivered. Specific assignments, hours and duties of the Ambassadors will be proposed monthly by Block by Block and approved by the CUSTOMER.
- 4) **REVIEW AND COORDINATION:** To insure adequate review and evaluation of the work, and proper coordination among interested parties, the CUSTOMER shall be kept fully informed concerning the progress of the work and services to be performed hereunder. The CUSTOMER may require Block by Block to meet with designated officials of the CUSTOMER from time to time to review the work. Reasonable prior notice of such review meeting shall be given Block by Block.
- 5) **REPORTS:** Block by Block shall furnish the CUSTOMER with a monthly narrative progress report, in such form as may be specified by the CUSTOMER Manager or his/her authorized agent, outlining the work accomplished by Block by Block during the month of such report and the current status of the Project, including the percentage of the work which has been completed as of the end of the month of such report. Such report shall be furnished within five (5) days of the end of the month of such report.
- 6) **INSPECTIONS:** Authorized representatives of the CUSTOMER may at all reasonable times review and inspect the Project activities and data collected pursuant to this contract. All reports, drawings, studies, specifications, estimates, maps and computations prepared by or for Block by Block shall be made available to authorized representative of the CUSTOMER for inspection and review at all reasonable times in Block by Block's office where data is normally accumulated. Approval and acceptance of such material shall not relieve Block by Block of its professional obligation to correct, at his/her expense, any errors found in the work.
- 7) **MAINTENANCE OF COST RECORDS:** Block by Block shall maintain all books, documents, papers, accounting records and other evidence pertaining to costs incurred on the Project and shall make such material available at all reasonable times during the period of the contract, and for three years from the date of final payment under the contract, for inspection by the CUSTOMER, and if the work and services to be performed under this contract is wholly or partially funded with Federal funds, the Comptroller General of the United States, or any of their duly authorized representatives. Block by

Block shall include the provisions of this paragraph in any subcontract executed in connection with this Project.

- 8) **DATA TO BE FURNISHED CONSULTANT:** All information, data, reports, records and maps which are existing, readily available and reasonably necessary, as determined by the CUSTOMER Manager or his/her authorized agent, for the performance by Block by Block of the work and services required by this contract shall be furnished to Block by Block without charge by the CUSTOMER. The CUSTOMER, its agents and employees, shall fully cooperate with Block by Block in the performance of Block by Block's duties under this contract.
- 9) **RIGHTS IN DOCUMENTS MATERIALS AND DATA PRODUCED:** Consultant agrees that all reports, drawings, studies, specifications, estimates, maps, computations and other data prepared by or for him under the terms of this contract shall be delivered to, become and remain the property of the CUSTOMER upon termination or completion of the work. The CUSTOMER shall have the right to use same without restriction or limitation and without compensation to Block by Block other than that provided for in this contract. For the purposes of this contract, "data" includes writings, sound recordings, or other graphic representations and works of a similar nature. No reports, maps or other documents produced in whole or in part under this contract shall be the subject of an application for copyright by or on behalf of Block by Block or its subconsultants. If this contract provides for the development of systems analysis products, models, electronic data processing systems, software and related services, the methods, material, logic and systems developed under this contract shall be the property of the CUSTOMER, and may be used as the CUSTOMER sees fit including the right to re-use and republish the same without limitation.
- 10) **DUTIES OF BLOCK BY BLOCK:**
- a) Block by Block shall provide the number of Ambassadors in the weekly service hours outlined in Exhibit C to perform the Services outlined in Exhibit B. Such Ambassadors shall be employees of Block by Block and at no time be deemed agents or employees of the CUSTOMER. Block by Block shall provide all employees adequate training to such Ambassadors.
  - b) At all times that Services are performed, Block by Block shall have a qualified Team Leader or Operations Manager on duty to oversee the operations of the Ambassadors.
  - c) Block by Block shall furnish appropriate uniforms and necessary equipment for the Ambassadors, as reasonably determined by CUSTOMER. Ambassadors shall be clean, courteous, competently trained, neat in appearance, able to communicate in English, and shall at all times wear the uniform approved by the CUSTOMER.
  - d) Block by Block shall furnish adequate means of communications by which all Ambassadors can communicate with one another and their supervisory staff.
  - e) Block by Block shall make a designated representative available at all reasonable times to report to and confer with the designated agents of the CUSTOMER with respect to the Services to be rendered hereunder.

- f) Block by Block shall conduct a background check, to include criminal history and drug screen, on all employees prior to assignment at the Service Area.
- g) Block by Block shall be responsible for quantifying the work of the Ambassadors in a written manner and format acceptable to CUSTOMER. Such records shall be provided to CUSTOMER on a weekly basis and Block by Block shall be responsible for making at least weekly contact with a designated representative of CUSTOMER. Cumulative reports shall be provided on a monthly and quarterly basis. All reports shall be considered confidential by Block by Block and its employees, and are the property of the CUSTOMER.

**11) PAYMENT TO BLOCK BY BLOCK:**

- a) In consideration of the Services, the CUSTOMER shall pay Block by Block a flat monthly fee of FORTY-ONE THOUSAND THREE HUNDRED ONE AND 21/100 DOLLARS (\$41,301.21), which fee shall be based upon the hourly billable rates for its various classes of employees as established by Block by Block and approved by CUSTOMER. The maximum annual amount of payments to Block by Block for the Services shall not exceed FOUR HUNDRED NINETY-FIVE THOUSAND SIX HUNDRED FOURTEEN AND 50/100 DOLLARS (\$495,614.50).
- b) Additional services either within or outside the Service Area may be requested by CUSTOMER from time to time. These services shall be provided at the same cost, which is THIRTY-SIX AND 06/100 DOLLARS (\$36.06) PER HOUR for Cleaning, Safety, and Special Project Related Services for straight time. CUSTOMER shall make a written request for such additional services at least 48 hours in advance of the time service is needed.
- c) The flat rate and hours specified in Exhibit D is guaranteed for the Initial Term. The subsequent four (4) one-year renewal terms thereafter may only be changed by Block by Block upon notice to and agreement by the CUSTOMER prior to and as part of each Renewal Term set forth in Section 1. It is recognized that there may be months during the Term where the Services and number of hours worked may be reduced due to weather conditions or other circumstances and other months where additional hours or Service may be needed due to downtown events or other circumstances. The CUSTOMER may choose to “bank” any hours of Service which are not used during a monthly cycle and apply these “banked” hours to another monthly cycle within the Term. Any “banked hours” will be used for Services within the Improvement District and will be provided for no additional payment. Block by Block agrees to maintain records of all hours worked and submit monthly summaries of hours worked, cost per hour, tasks performed and “banked” hours available for future use.

At the end of the Term, Block by Block shall provide to CUSTOMER a report which sets forth a final accounting of all hours worked, cost per hour, tasks performed, hours “banked” and fees paid to Block by Block by CUSTOMER for the purpose of computing any fees due and payable Block by Block or to be refunded to CUSTOMER. In the event the CUSTOMER and Block by Block agree to reconcile the value of banked hours, only the average wage (pay) rate and corresponding payroll taxes will be utilized in determining the value of each “banked” hour. Based on this the amount for each banked hour will be valued at N THIRTY-SIX AND 06/100 DOLLARS (\$36.06) PER HOUR for Cleaning, Safety, and Special Project Related Services.

- d) During the Initial Term, Block by Block shall invoice the CUSTOMER monthly for Services. Block by Block shall submit its invoices by the 15<sup>th</sup> day of each month. All payments are due within 30 days of submission of the invoice by Block by Block to the CUSTOMER.
- e) In the event of any change in Federal, State, or Municipal legislation, regulation, administrative ruling or collective bargaining contract affecting any change in work hours, pay rates, working conditions, taxes, health insurance, benefits, etc. Block By Block shall notify CUSTOMER in writing of the change in the rates to be charged CUSTOMER and the effective date of said change which shall be computed on the prevailing hourly pay scale. In the event that government health care legislation mandates provision of health benefits, including but not limited to the Patient Protection and Affordable Care Act to employees at the Service Area greater than agreed upon in this contract, then Block by Block shall notify CUSTOMER of costs related to such program and the parties shall agree in writing on any additional costs to CUSTOMER associated with that program.

**12) EQUIPMENT:**

- a) OWNERSHIP - As part of this agreement Block by Block will procure specific capital equipment as part of this agreement. A list of this equipment can be found in Exhibit E. The equipment will be purchased explicitly for the CUSTOMER contract and will be owned by Block by Block. All insurance, maintenance and associated costs of ownership will be borne by Block by Block as part of this agreement. The cost of this equipment will be amortized over a three (3) year period, plus the cost of financing and included in the billable rate to CUSTOMER.
- b) In the event Block by Block is terminated without cause CUSTOMER will be responsible for reimbursing Block by Block for the capital equipment, less the amount collected on the equipment through invoicing of the regular agreed upon amount up to the date of notification.

**13) INDEMNITY AND INSURANCE**

- a) INDEMNIFICATION - The parties shall defend, indemnify and hold each other and their respective agents and employees from and against any and all claims, demands, losses, damages, injuries, liabilities, expenses (including reasonable attorney's fees), judgments, liens, encumbrances, orders, awards arising directly or indirectly from the negligent performance or willful misconduct by either party and/or its respective employees under this agreement (all of which are collectively referred to as 'Claims') by any person on account of; or arising as a result of: (1) injury to, or death of any person including but not limited to either party's personnel; (2) loss of or damage to any property; (3) the employment of, or performance of the Services by, either party's personnel and the termination, constructive or otherwise, of such employment or performance of services; or (4) any breach of any federal, state or local laws by either party or its respective personnel; provided however, that either party shall not be obligated to indemnify the other party for such party's own gross negligence or willful misconduct.

To the fullest extent permitted by law, Block by Block shall indemnify and hold harmless the CUSTOMER and its officers, employees and agents and, further, the City of Decatur, Georgia, a public body corporate and politic created and existing under the laws of the State of Georgia

(the "City") and its officers, employees and agents from and against claims, damages, losses and expenses, including but not limited to attorneys' fees, arising out of or resulting from performance of the work herein, but only to the extent caused in whole or in part by acts or omissions of Block by Block, its officers, employees, agents, and anyone directly or indirectly employed by them or anyone for whose acts they may be liable, regardless of whether or not such claim, damage, loss or expense is caused in part by a party indemnified hereunder, except that this indemnification shall not extend to damages caused by or resulting from the sole negligence or intentional acts or omissions of the indemnity. Such obligation shall not be construed to negate, abridge or reduce other rights or obligations of indemnity that would otherwise exist as to a party or person described in this Subparagraph. Such obligation shall not be construed to limit or negate Block by Block's right to seek contribution from any or all joint obligees whose acts or omissions in whole or in part gave rise to the claim, damage, loss or expense indemnified hereunder.

Additionally, for clarity, CUSTOMER will defend, indemnify and hold harmless Block By Block for any claim for personal injury, death or damage to tangible personal or real property, to the extent caused by known structural defects and/or Acts of God, including but not limited to situations created by inclement weather, at the Service Area (except to the extent caused by or attributable to the negligence or willful conduct of Block By Block) or caused by the negligence or willful misconduct of CUSTOMER, its employees, affiliates, agents, tenants and/or the tenant employees, vendors or anyone in direct business relationship with CUSTOMER.

In the event CUSTOMER and Block by Block are found jointly liable by a court of competent jurisdiction, liability shall be apportioned comparatively in accordance with the laws of the state of Georgia without, however, waiving any defenses of the parties under such law.

- b) PROOF OF INSURANCE - During the Term of this Agreement, Block by Block shall at its own cost and expense procure and maintain in full force and effect the below listed types of insurance through insurance companies licensed to and doing business in the state of Georgia. All insurance shall name the CUSTOMER, as the Additional Insured regarding any operations of the Named Insured's performed under the Named insured's contract with CUSTOMER. Any insurance maintained by the CUSTOMER shall apply in excess of and not contribute with insurance provided by this policy.

(1) Contractor's Commercial/Comprehensive General Liability Policy with a combined single limit for bodily injury, personal injury, death, and property damage of not less than \$2,000,000.00 per occurrence;

(2) Comprehensive Automobile Liability insurance insuring all owned, non-owned and hired motor vehicles with a minimum of \$1,000,000.00 Combined single limit for any one accident and sufficient to satisfy all applicable laws and covering bodily injury, death, and property damage;

(3) Employers Liability with a minimum coverage of \$500,000.00 for any one occurrence;

(4) Umbrella (excess) Liability policy with a limit of at least \$4,000,000.00;

(5) Statutory Workers' Compensation Insurance and Employers' Liability Insurance for all of its employees to be engaged in work on the project under this agreement, and in case any such work is sublet, Block by Block shall require the subconsultant similarly to provide Workers' Compensation Insurance and Employers' Liability Insurance for all of the latter's employees to be engaged in such work unless such employees are covered by the protection afforded by Block by Block's Workers' Compensation Insurance and Employers' Liability Insurance; and,

(6) Errors & Omissions/Professional Liability for any liability arising from acts or omissions of Block by Block's employees or subcontractors with a policy limit of a least \$1,000,000 for any one occurrence.

**14) REPRESENTATIONS AND WARRANTIES OF BLOCK BY BLOCK:** Block by Block hereby represents and warrants that (i) Block by Block will perform all Services in a good and workmanlike manner and with reasonable skill, (ii) Block by Block will pay all costs and expenses required for the performance of the Services, except as otherwise provided herein, (iii) Block by Block has the requisite permits from the appropriate federal, state and local authorities to provide the Services. Block by Block warrants that all Services will be performed in accordance with applicable laws for such Services. Block by Block makes no other representations or warranties regarding the Services.

**15) RELATIONSHIP OF THE PARTIES:** Block by Block agrees that it is and shall be an independent contractor under this Agreement and that Block by Block shall not be an agent or employee of CUSTOMER to any extent or for any purpose and nothing herein shall be construed to cause or create any such relationship. Block by Block shall have no authority to and shall not act for CUSTOMER or bind, or attempt to bind, CUSTOMER in or under any contract or agreement or to otherwise obligate CUSTOMER in any manner whatsoever.

**16) TERMINATION:** Either party may terminate this Agreement if the other commits a material breach of its respective obligations under this Agreement and fails to correct such breach within sixty (60) days after delivery of written notice of such a breach; provided, however, that if such a breach cannot reasonably be cured within the sixty (60) day period, then such party shall have a reasonable period to cure such breach. Notwithstanding the foregoing, Block by Block may terminate this Agreement on fifteen (15) days written notice if CUSTOMER fails to make any payment of money pursuant to this Agreement. Notwithstanding the foregoing, CUSTOMER may, upon sixty (60) days written notice, terminate this Agreement with cause.

Either party may terminate this Agreement, with or without cause, by giving thirty (30) days prior written notice to the other party.

**17) ENTIRE AGREEMENT:** This Agreement contains the entire agreement of the parties hereto and supersedes all prior agreements, contracts and understandings, whether written or otherwise, between the parties relating to the subject matter. Any amendments or additions to this Agreement shall not be binding unless in writing and signed by both parties, including any increase or decrease

in the amount of the payments to Block by Block.

- 18) GOVERNING LAW:** The state of Georgia shall govern this agreement without regard to any conflict of law principal. The parties agree that any legal action commenced by and between the parties shall be in the state of Georgia of proper jurisdiction located in DeKalb County.
- 19) ASSIGNMENT:** Block by Block may not assign its interest in this Agreement or subcontract any portion of the services or work to be performed hereunder without the written consent of the CUSTOMER. If such subcontracting is authorized as herein provided, all subcontract documents shall be submitted to the CUSTOMER for review and approval prior to the execution of such subcontract. Further, if requested by the CUSTOMER, Block by Block shall provide the CUSTOMER with such documentation as the CUSTOMER shall require, regarding the method Block by Block used in selecting its subconsultant. Block by Block acknowledges that if the work or services to be performed under this Agreement is financed solely or partially through Federal funds, the selection of subconsultants is governed by regulations requiring competition between potential subconsultants or adequate justification for sole source selection. Block by Block agrees to abide by such regulations in its selection procedure.
- 20) HEALTH AND SAFETY:** Block by Block is solely responsible for compliance with all applicable Federal, State and Local occupational safety and health regulations.
- 21) PUBLICATION AND PUBLICITY:** Articles, papers, bulletins, reports or other material reporting the plans, progress, analysis or results and findings of the work conducted under this contract shall not be presented publicly or published without prior approval of the CUSTOMER. All such reports, information, data, etc., shall be kept confidential by Block by Block and shall not be made available to any individual or organization by Block by Block, until the CUSTOMER authorizes the release of same in writing.
- 22) INTEREST OF CONSULTANT:** Block by Block covenants that neither Block by Block, nor anyone controlled by Block by Block, controlling Block by Block, or under common control with the Block by Block, nor its agents, employees or subconsultants, presently has an interest, nor shall acquire an interest, direct or indirect, which would conflict in any manner or degree with the performance of its service hereunder, or which would prevent, or tend to prevent, the satisfactory performance of the Block by Block work or services hereunder in an impartial and unbiased manner. Block by Block further covenants that in the performance of this contract no person having any such interest shall be employed by Block by Block as an agent, subconsultant or otherwise. If Block by Block contemplates taking some action which may constitute a violation of this section of the Agreement, Block by Block shall request in writing the advice of the CUSTOMER, and if the CUSTOMER shall notify Block by Block in writing that Block by Block 's contemplated action will not constitute a violation hereof, then Block by Block shall be authorized to take such action without being in violation of this paragraph.
- 23) INTEREST OF MEMBERS OF CUSTOMER AND OTHERS:** No officer, member or employee of the CUSTOMER, and no public official of any local government which is affected in any way by the Agreement, including specifically those of the City who exercises any function or responsibilities in



the review or approval of the Agreement or any component part thereof, shall participate in any decision relating to this contract which affects his/her personal interest or the interest of any corporation, partnership or association in which he/she is, directly or indirectly, interested; nor shall any such officer, member or employee of the CUSTOMER, or public official of any local government of the City, have any interest, direct or indirect, in this Agreement or the proceeds arising therefrom.

- 24) NONDISCRIMINATION:** Block by Block will not discriminate against any employee or applicant for employment without regard to actual or perceived race, color, religion, national origin, ancestry, sex, sexual orientation, gender identity, age, disability, marital status, familial status, or veteran/military status. Block by Block will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to actual or perceived race, color, religion, national origin, ancestry, sex, sexual orientation, gender identity, age, disability, marital status, familial status, or veteran/military status. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship; and, participation in recreational and educational activities.
- 25) NOTICES:** All notices under this Agreement shall be in writing and shall be served by personal service, email or other electronic delivery, or registered mail, return receipt requested. Notice by mail shall be addressed to each party at its address set forth above.
- 26) ATTORNEY'S FEES:** In any litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort, or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party shall be awarded its reasonable attorney fees, and costs and expenses incurred.
- 27) FORCE MAJEURE:** Neither party shall be liable for damages to the other party or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by reason of any circumstance beyond its reasonable control, including but not limited to Acts of God, fire, flood, earthquake, extraordinary weather conditions, acts of war, acts of terrorism, labor disputes, riots, active shooter incident, civil disorders, rebellions or revolutions in any country ("Force Majeure"), that party shall be excused from any further performance or observance of the obligations so affected for as long as such circumstances prevail and that party continues to use all commercially reasonable efforts to recommence performance whenever and to whatever extent possible without delay.
- 28) COMPLIANCE WITH ILLEGAL IMMIGRATION REFORM AND ENFORCEMENT ACT:** Block by Block and all subcontractors shall comply with Georgia's Illegal Immigration Reform and Enforcement Act of 2011.

*[SIGNATURES APPEARING ON THE FOLLOWING PAGE]*

[SIGNATURES APPEARING ON THE FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first written above.

**CUSTOMER:**

DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE CITY OF DECATUR, GEORGIA

**Block By block:**

MYDATT SERVICES INC., dba BLOCK BY BLOCK

By: \_\_\_\_\_

Printed: Angela Threadgill

By: \_\_\_\_\_

Printed: \_\_\_\_\_

Title: Executive Director

Title: \_\_\_\_\_

Address: 509 N. McDonough Street  
P.O. Box 220  
Decatur, Georgia 30030

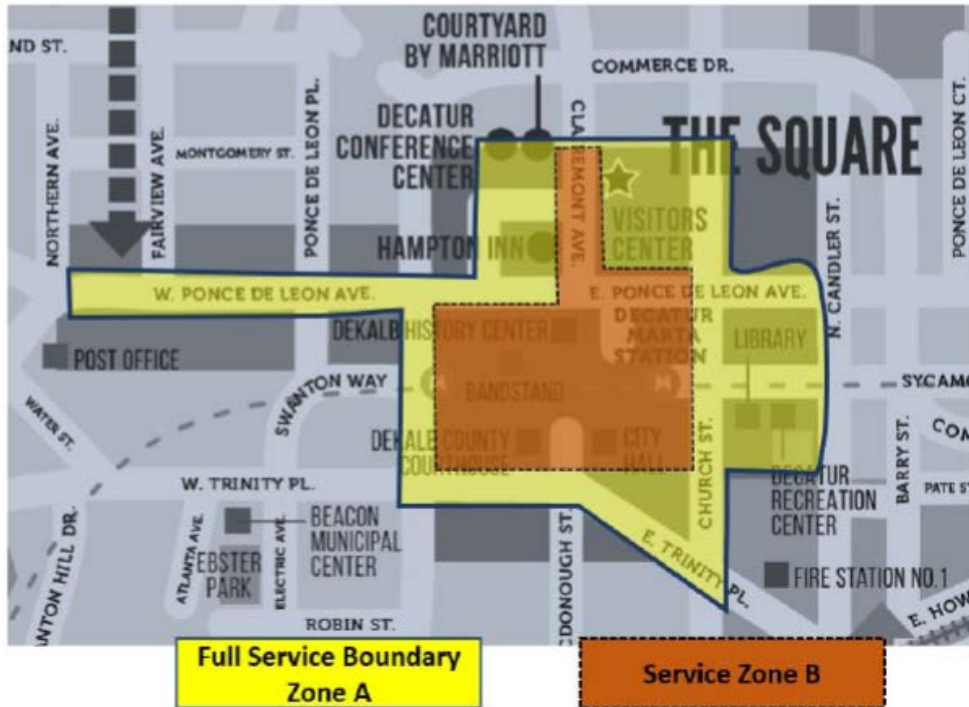
Address: 7135 Charlotte Pike  
Nashville, TN 37209

## EXHIBIT A

### SERVICE AREA MAP

The Full Ambassador Coverage Area, Zone A, is represented within the yellow highlighted box below. This is the entire area that is scheduled to receive Ambassador services at any given time.

Zone B, represents a more targeted area of the downtown. Recognizing that resources are limited, this is the area that will receive more consistent and concentrated service. Some of this is noted in the deployment schedule. For example, while Zone A might receive service 2-3 times per week, Zone B would receive daily service.



## EXHIBIT B

### Scope of Services - Cleaning

Block By Block will provide the following Environmental Maintenance Services in the Service Area. Block By Block will also provide a detailed monthly schedule of maintenance services.

Cleaning Ambassadors will serve primarily as a custodial service with a secondary role as a public information resource to district visitors, workers, shoppers and residents. Unless otherwise specified, areas of responsibility for Cleaning Ambassadors include all pedestrian public rights of way, the sidewalks from the building line to the curb and alleys adjoining benefiting properties of the district area from the building line to the opposing building line. Activities of the Cleaning Ambassador team may include:

- **Manual Removal of Litter And Debris** - Removal of litter, trash, and debris, and extending a distance of 18 inches beyond the curb into the street or alley, by mechanical or manual means, including: all types of paper, cigarette packages and butts, leaves, gravel or rocks, cans, cardboard, boxes, plastic refuse, bottles, broken glass, beverage spills, urine, feces, vomit, and any dead animals.
- **Weed Control** - Killing and removal of weeds and grass. Block by Block may spray weeds as needed with chemicals meeting all Federal, State and Municipal laws and regulations. Block by Block shall meet all licensing requirements imposed by Federal, State, or local authorities.
- **Mechanical Cleaning** – By using mechanical cleaning devices to clean sidewalks and remove debris and litter from public pedestrian rights of way (including sidewalks, pedestrian skywalks and alleys) and tree wells.
- **Handbill Removal** - Removal of handbills, stickers, posters and similar items from utility poles, mail boxes, courier boxes, newspaper or magazine boxes and kiosks, public telephones, parking meters and other fixtures.
- **Graffiti Removal** - Remove or cover graffiti from the first floor of buildings facing or visible from public rights of way, and from utility poles, mail boxes, courier boxes, newspaper or magazine boxes and kiosks, public telephones, parking meters and other fixtures, within 24 hours after the graffiti appears (subject to any delay necessary to obtain consent of the owner of any private property), using the least intrusive means available and approved by the property owner. Block by Block will not perform graffiti removal on private property until the consent of the owner has been obtained. The CUSTOMER will aid Block by Block in securing any necessary consent from the owner of any private property affected.
- **Special Projects** - Carry out a wide variety of special projects mutually agreed upon by the CUSTOMER and Block by Block. Such special projects include painting of fixtures (benches, light

posts, etc.), power washing or any other project not requiring 'technical' expertise that can be carried out within reasonable methods or means by staff members.

- **Landscaping** - Limited landscaping services as requested by CUSTOMER.
- **Reporting** - Ambassadors will be responsible for capturing metrics of accomplishments within the SMART System as specified. The daily statistics will be compiled weekly and be available to the customer. The Ambassadors will gather information on any incidents or Maintenance Issues within the Maintenance Reporting Database.

### **Scope of Services – Hospitality & Safety**

Block By Block will provide the following Safety related services within the boundaries of the service district.

- **Walking Patrols** - Ambassadors will be deployed to their assigned zones to patrol the area as a deterrent for unwanted activity, we well as to interact with businesses, residents and visitors. Ambassadors on walking patrol will be responsible for making Public Relations (PR) checks at various businesses each day to make personal contact and to gather and share safety related information.
- **Bicycle Patrols** - Based on the deployment plan some Ambassadors will be assigned to patrol their area on bicycle. Bicycle patrols will allow Ambassadors to be cover more ground and provide extra visibility, without losing the ability to interact with the public or be disconnected from the environment. Ambassadors will use bicycles to patrol sidewalks, alleys and the many surface parking lots of the service district to deter unwanted activity and offer assistance.
- **Public Relations Checks** - Ambassadors will be responsible for stopping in to visit a specified number of businesses per shift. The duration of each public relations check should be no more than five minutes per business, which should be spent speaking with the manager of the business to gather and share security related information and concerns. A list of businesses in which public relations checks were conducted will be reported daily. The Public Relations checks also provide an opportunity for Ambassadors to get a quick break from poor weather conditions, while remaining productive.
- **Addressing Quality of Life Crimes** – Ambassadors will be responsible for interacting with persons creating quality of life issues, to advise them of local ordinances and requesting compliance. All Ambassadors are trained in 'situational protocol' to appropriately handle situations in a firm, yet courteous, manner.
- **After Hours Escorts** - This service would allow district workers to request this service by calling the on-duty Team Leader on the publicized cellular phone number to have an Ambassador meet them at their place of business or residence and walk them to their destination.

- **Information Sharing** – Working with the local Police Department the Ambassadors will be utilized to share information to educate stakeholders on safety/security related issues. For instance, if the police department has crime prevention brochures, the Ambassadors can be utilized to distribute this information.
- **Reporting** - Ambassadors will be responsible for capturing metrics of accomplishments within the SMART System as specified. The daily statistics will be compiled weekly and provided to the customer. The Ambassadors will gather information on any incidents or criminal activity that is considered to be out of the ordinary and forward such information in the form of an Incident Report. Criminal activity includes “Quality of Life” crimes, such as public intoxication, open container, loitering, trespassing, public urination and aggressive panhandling.
- **Hospitality Services** - When analyzing the tasks which consume the time of Ambassadors they spend the majority of their day patrolling the service district on the lookout for unwanted activity and deterring criminal behavior. These patrols provide a tremendous opportunity to interact with pedestrians in order to be friendly, good will representatives of the service district, share information and make recommendations.

## EXHIBIT C

### Weekly Service Hours

Sample Weekly Staffing Schedule by Hours											
Position	Task	Zone	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Hybrid Clean / Safe Ambassadors	Manual Cleaning	Zone B: Daily	8am -4:30pm	8	8	-	-	8	8	8	40
		Zone A: 2x Weekly	8am -4:30pm	-	-	8	8	8	8	8	40
	Pressure Washing & Projects	Zones A & B	Varies	-	4	-	4	-	4	-	12
	Watering / Landscaping Maintenance	Zone B Only	Varies	4	4	4	4	4	4	4	28
Safety Ambassador	Walking Patrols	Zone B <i>(A upon req)</i>	2pm - 10:30pm	8	-	-	8	8	8	8	40
	Walking Patrols - Lead	Zone B <i>(A upon req)</i>	2pm - 10:30pm	8	-	-	8	8	8	8	40
Operations Manager	Working Manager / Projects	Floating	<i>Schedule Varies</i>	-	8	8	8	8	8	-	40
<b>Hours by Day</b>				<b>28</b>	<b>24</b>	<b>20</b>	<b>40</b>	<b>44</b>	<b>48</b>	<b>36</b>	
<b>Staff by Day</b>				<b>3.5</b>	<b>3</b>	<b>2.5</b>	<b>5</b>	<b>5.5</b>	<b>6</b>	<b>4.5</b>	
<b>Average # of Staff per Shift (day)</b>											<b>2-3</b>
<b>Average # of Staff per Shift (evenings)</b>											<b>2-3</b>
<b>Total FTEs Required</b>											<b>6</b>
<b>Total Scheduled Weekly Hours</b>											<b>240</b>
<i>This schedule is a base from which we'll build and adjust according to seasonal needs, events, and other such considerations.</i>											

**EXHIBIT D**

**Employee Average Wage Rates // Bill Rates // Total Budget**

Position	Start
Ambassadors	\$ 19.00
Ambassador - Lead	\$ 21.00
Operations Manager	\$ 72,000.00

PRICING	Cleaning Ambassador	Safety Ambassador	Team Leader	Operations Manager
<b>Pay Rate</b>	\$ 19.00	\$ 20.00	\$ 21.00	\$ 34.62
<b>Bill Rate</b>	\$ 36.06	\$ 37.24	\$ 38.41	\$ 54.45
Weekly Hours	120	40	40	40
Weeks in Year	52	52	52	52
Annual Hours	6240	2080	2080	2080
Annual Billing by Position	\$ 225,001.17	\$ 77,450.63	\$ 79,900.87	\$ 113,261.83
<b>Total Billing</b>	<b>\$ 495,614.50</b>			

Annual Pricing Illustration		
Category	\$	%
Labor	\$ 327,696.04	66.12%
Benefits	\$ 25,537.26	5.15%
Labor Related (background checks, recruiting, awards, etc.)	\$ 7,198.27	1.45%
Uniforms (all weather conditions, including wearables)	\$ 8,397.00	1.69%
Data Plans (for phones, SMART devices, & relay radios)	\$ 3,560.00	0.72%
Equipment (see equipment list, amortized over 3 years)	\$ 38,124.09	7.69%
Equipment Related (fuel, maintenance, & insurance)	\$ 11,607.89	2.34%
Operating/Storage Location <sup>1</sup>	\$ -	0.00%
Water (Pressure Washer & Office Location) <sup>1</sup>	\$ -	0.00%
Janitorial Supplies (trash liners, cleaning supplies, etc.)	\$ 5,086.25	1.03%
Dumpster / Trash <sup>1</sup>	\$ -	0.00%
Office Supplies & Printing	\$ 1,400.00	0.28%
Start up Costs	\$ 11,150.67	2.25%
Taxes & Miscellaneous	\$ 4,700.00	0.95%
Direct Admin Support (HR, payroll, insurance, SMART, travel, etc.)	\$ 11,280.00	2.28%
Profit (inclusive of all management fees)	\$ 39,877.03	8.05%
<b>ANNUAL TOTAL</b>	<b>\$ 495,614.50</b>	<b>100.0%</b>



**EXHIBIT E**

**Capital Equipment**

<b>Capital Supplies / Equipment</b>				
<b>Items</b>	<b>Unit Price</b>	<b>Qty</b>	<b>Total</b>	<b>Amortized</b>
Power Washer ( <i>Hot water, Trailer Mounted</i> )	\$ 16,500.00	1.00	\$ 16,500.00	\$ 6,204.60
Landscaping Tools & Equipment EV ( <i>Blower, Trimmer, etc.</i> )	\$ 750.00	1.00	\$ 750.00	\$ 282.03
Info Cart Trike (Basic)	\$ 3,650.00	1.00	\$ 3,650.00	\$ 1,372.53
Radio Charging Bank	\$ 250.00	1.00	\$ 250.00	\$ 94.01
Relay Communication Devices	\$ 118.00	5.00	\$ 590.00	\$ 221.86
Tenax MaxWind EV Sweeper	\$ 48,500.00	1.00	\$ 48,500.00	\$ 11,800.86
Computers & Printer	\$ 2,300.00	1.00	\$ 2,300.00	\$ 864.88
Lockers ( <i>Bank of 5</i> )	\$ 550.00	1.00	\$ 550.00	\$ 206.82
iPhones/SMART Devices	\$ 450.00	5.00	\$ 2,250.00	\$ 846.08
Mobile First Aid Kits	\$ 200.00	4.00	\$ 800.00	\$ 300.83
Tactical Flashlights	\$ 100.00	4.00	\$ 400.00	\$ 150.41
Break Room Table, Microwave, Fridge	\$ 2,600.00	1.00	\$ 2,600.00	\$ 977.69
UTV/Small Equipment Wraps	\$ 1,900.00	1.00	\$ 1,900.00	\$ 714.47
Truck Vehicle Wrap	\$ 4,200.00	1.00	\$ 4,200.00	\$ 1,579.35
Branded Mega Brutes	\$ 675.00	2.00	\$ 1,350.00	\$ 507.65
Kronos Time Clock	\$ 2,700.00	1.00	\$ 2,700.00	\$ 1,015.30
<b>TOTAL</b>			<b>\$ 86,590.00</b>	<b>\$ 26,124.09</b>
<b>LEASED EQUIPMENT</b>				
<b>Items</b>	<b>Unit Price</b>	<b>Qty</b>	<b>Lease Months</b>	<b>Total</b>
Ford F-250 Duty Truck ( <i>or equivalent</i> )	\$ 48,000.00	1.00	48.00	\$ 12,000.00
<b>TOTAL</b>				<b>\$ 12,000.00</b>
<b>TOTAL ANNUAL EQUIPMENT COST</b>				<b>\$ 38,124.09</b>

**EXHIBIT E**

**Capital Equipment**



Sample Truck Branding



Sample Tenax MaxWind Branding



Sample MegaBrute Branding














Sample Info Trike Branding



Sample At Your Service Cards

# PROPOSED EQUIPMENT SELECTIONS

EQUIPMENT	QTY	OVERVIEW	SAMPLE
<b>Ford F-250</b>	<b>1</b>	<p>The Ford F-250 (or equivalent) is ideal for hauling landscaping items, for the collection of solid waste, and for getting ambassadors along with their equipment around to the many locations that will need serviced. It will be important tool for the operations manager to audit sites and to quickly deploy staff to more remote areas of the district.</p> <p>This vehicle, like all major equipment, will be branded to match your Ambassadors' visual identity.</p>	
<b>Hot Full Power Pressure Washing Rig &amp; Trailer</b>	<b>1</b>	<p>This unit will help make your properties shine – removing years of dirt and grime from parks furniture, sidewalks, and highly trafficked areas. It's also an essential tool for removing graffiti.</p>	
<b>Branded Tenax MaxWind EV Sweeper</b>	<b>1</b>	<p>This street-sweeper style piece of equipment is great for covering large distances of surfaces, such as bike lane and sidewalks. It is very helpful for sand and grit from the surfaces on a routine basis as well organic debris such as leaves. This piece of equipment is next generation and a major improvement over the old Tennant or Billy Goat machines that have historically been used for this purpose. Not only are the Tenants out of production, but the Tenax is more effective in and productive... even being able to pick up wet material. Best of all this is electric which means it's green and quiet.</p>	
<b>Hand Tools</b>	<b>Variouis</b>	<p>An assortment equipment for cleaning, manual debris collection, graffiti abatement, and general hand labor. Also included are branded megabrutes, the most essential piece of equipment for every cleaning Ambassador.</p>	
<b>Landscaping Equipment</b>	<b>Assorted</b>	<p>This suite of equipment and its storage / deployment trailer is used exclusively for landscaping services. These tools are used for soil preparation, trimming, mulching, planting and other such maintenance to the district's plants and trees.</p>	
<b>Trike Mounted Info Cart</b>	<b>1</b>	<p>These trikes are becoming very popular with Block by Block's customers. We fully customize the trike and cart with your brand and it can be used for information dissemination, special event promotions, or as a home-base for patrols.</p>	
<b>Relay Devices</b>	<b>7</b>	<p>Even with all of the technological advances of the last ten years, we've still found that the 2-Way Radio is the best communication device for the Ambassadors to use amongst the team.</p>	
<b>Tactical First Aid Kits &amp; Flashlights</b>	<b>4</b>	<p>Your Safety Ambassadors will wear first aid kits to provide immediate medical assistance in the event of accidents, injuries, or medical emergencies that may occur on the premises they are responsible for. This readiness helps ensure prompt and potentially life-saving care while awaiting professional medical assistance. If requested, these kits can contain NARCAN and all Ambassadors would be trained on proper usage. Ambassadors who work in the evenings will also be outfitted with tactical flashlights.</p>	
<b>SMART System Devices</b>	<b>5</b>	<p>All Ambassadors will be equipped with Block by Block's SMART System. This system allows us to track all of the metrics from the field using hand held devices based on the iOS platform. For more information on all of the SMART System's capabilities, please refer to the reporting section of this proposal.</p>	
<b>Cell Phones</b>	<b>2</b>	<p>In addition to the SMART System Devices that we will provide, these devices will feature phone and data plans in order for the staff of the Elkhart Parks &amp; Recreation and stakeholders of the district to reach. The following positions will cell phones:</p> <ul style="list-style-type: none"> <li>§ Operations Manager – would have a dedicated iPhone, and would be required to respond to program needs during working and non-working hours.</li> <li>§ On Duty Team Leader – would be carried during all working hours of the Ambassador team. This number would be broadly promoted</li> </ul>	
<b>Office Equipment</b>	<b>Assorted</b>	<p>Your Operations Manager &amp; Outreach Coordinator are setup with a computer and printer to assist with human resources, trainings, reporting, and general stakeholder engagement. We will also help setup a breakroom for the ambassadors with lockers, a fridge and a microwave.</p>	

**EXHIBIT G**

*Downtown Ambassador Program* prepared specifically for Decatur, Georgia  
and dated March 1, 2024



Prepared Specifically for  
Decatur, Georgia  
March 1, 2024

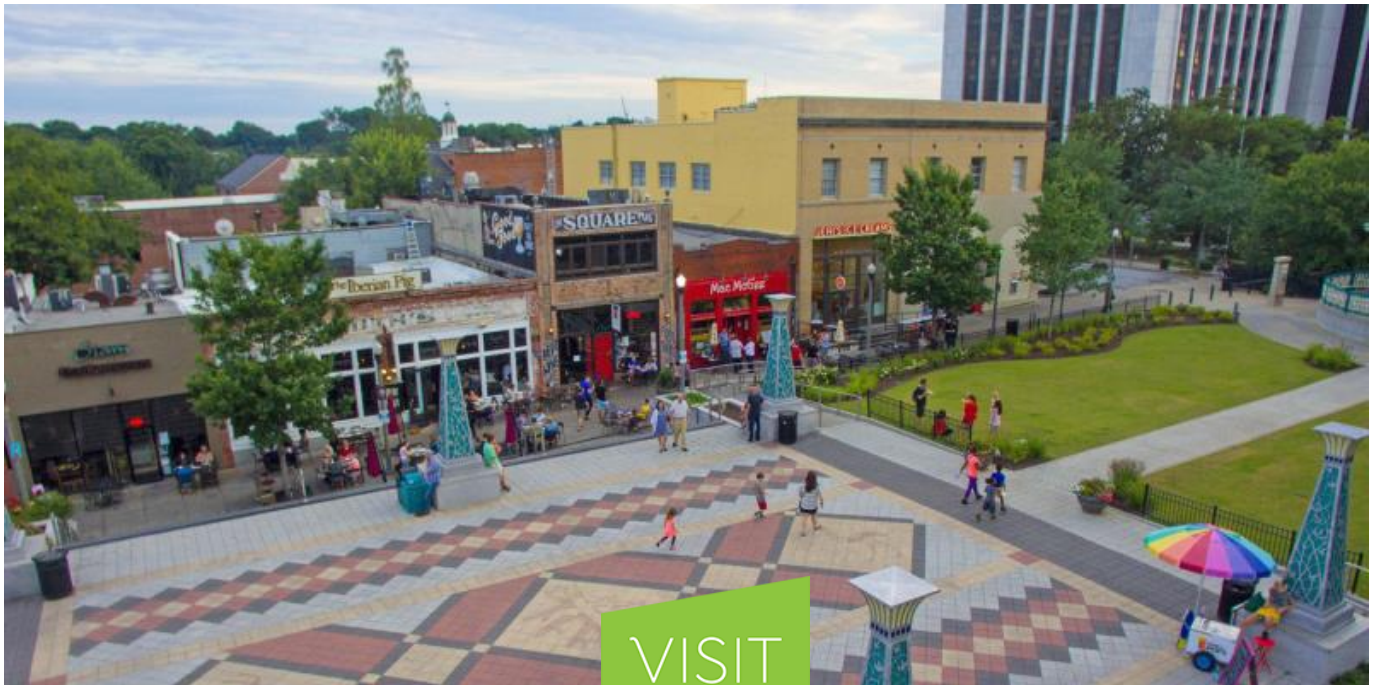
Prepared by  
Aaron Perri, Vice President of Strategic Growth  
(574) 329-2700  
aperri@blockbyblock.com

## Downtown Ambassador Program Proposal

### Background

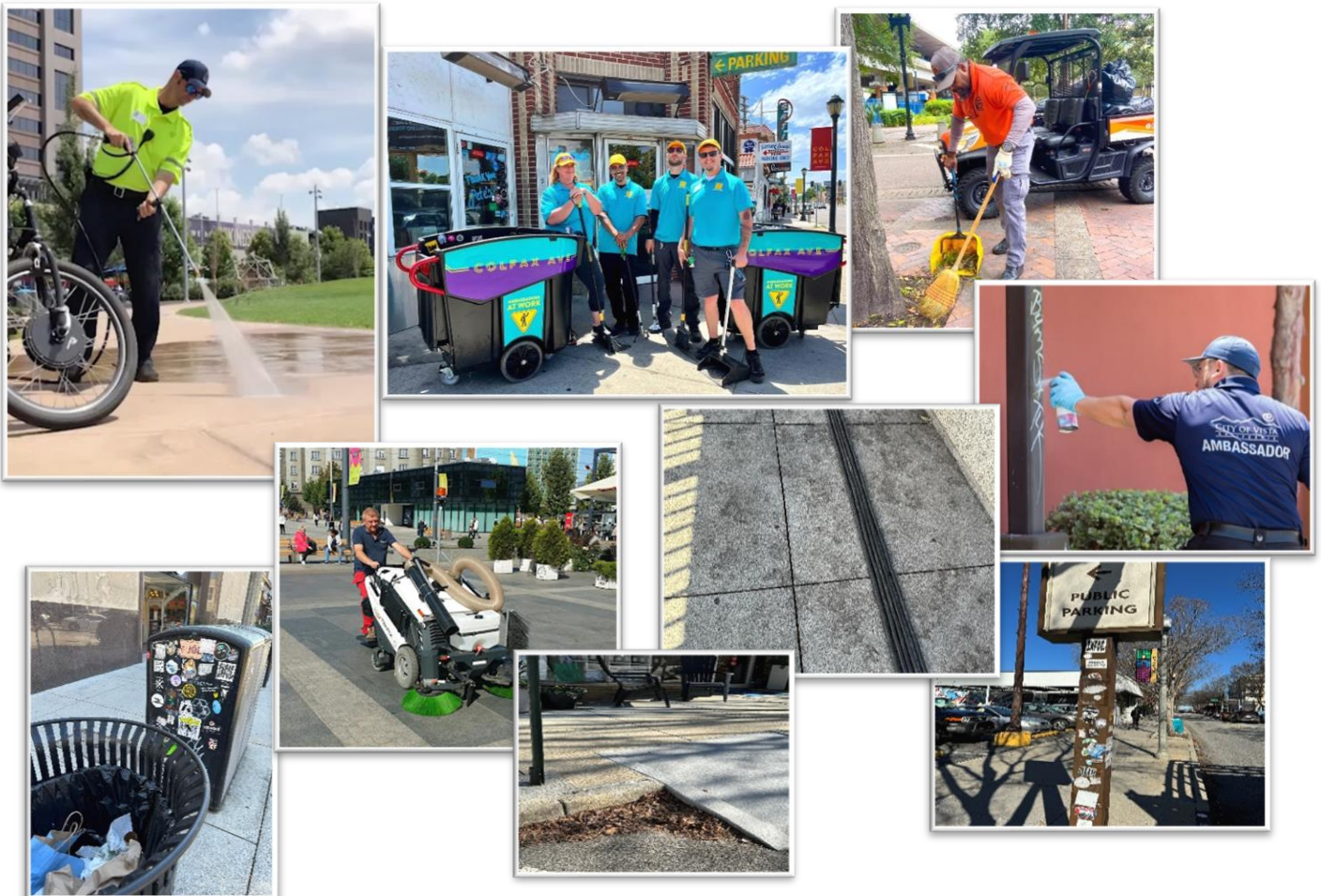
Block by Block was pleased to be approached by Sherry Jackman, Executive Director of the Decatur Visitors Center, to develop an illustration for providing an Ambassador Program in downtown Decatur, Georgia. After some initial conversations with Sherry, as well as Shirley Baylis and Angela Threadgill from the City of Decatur, we developed an initial program illustration. This illustration was used to educate other city officials on Block by Block's capabilities and model.

On February 6<sup>th</sup> and 7<sup>th</sup>, Aaron Perri, Block by Block's Vice President of Strategic Growth, visited Decatur for an on-site assessment. This trip consisted of foot and vehicle tours during four separate times of the day (early morning, late morning, afternoon, and evening) as well as some stakeholder meetings. As a result, Block by Block has further refined their initial program illustration into this proposal. This proposal continues to be entirely customizable and flexible. The following pages focus on a program that is able to align closely with our industry leading best practices combined with your input to help keeping your community clean, safe, vibrant, and welcoming.



# RECOMMENDED SERVICE EXAMPLES

Cleaning Related Services		
Primary Service Types	Examples	Frequency
Litter Removal	<ul style="list-style-type: none"> <li>While making rounds throughout the district, the Ambassador Team would be responsible for collecting and disposing of litter on sidewalks, at cross walks, in landscaping beds, along the curb line, and</li> <li>Ambassadors "top off" trash barrels as needed</li> <li>Ambassadors would report larger cleaning issues such as illegal dumping or instances where a stronger response is required</li> </ul>	Throughout normal patrols with attention to business needs / schedules
Light Duty Pressure Washing	<ul style="list-style-type: none"> <li>Spot power washing of system hot spots and high traffic areas, especially near waste receptacles</li> </ul>	As necessary
Organics & Curb Line Cleaning (option)	<ul style="list-style-type: none"> <li>Machine cleaning of bike lanes and curb lines throughout the district</li> <li>Sweeping up leaves and organic debris</li> </ul>	Routinely
Heavy Full District Pressure Washing (option)	<ul style="list-style-type: none"> <li>Full hot water pressure washing regimen at 3,500 psi capable of deep cleaning large areas</li> </ul>	All assigned sidewalks quarterly
Weed Removal	<ul style="list-style-type: none"> <li>Eradicate weeds growing in sidewalk cracks</li> </ul>	On-going
Graffiti Abatement	<ul style="list-style-type: none"> <li>Remove graffiti, stickers and handbills from all public fixtures</li> </ul>	Completed daily (larger tags may require more time)
Reporting	<ul style="list-style-type: none"> <li>Maintenance reports will be completed to document issues within the public right of way needing the attention of other departments</li> </ul>	Completed as identified



## Safety Related Services

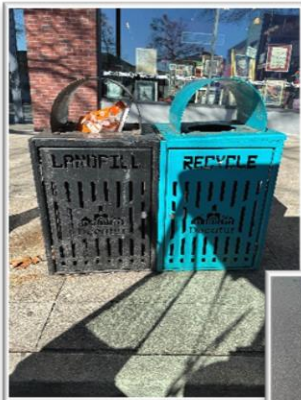
Primary Service Types	Examples	Frequency
Hospitality and Continual Public Engagement	<ul style="list-style-type: none"> <li>○ The Ambassador Team will be a highly visible presence continually circulating throughout district on foot, bike or vehicle</li> <li>○ The Team will proactively and continually engage the public with a friendly greeting and be very responsive to opportunities to provide directions, recommendations or assistance</li> </ul>	Ongoing during the specified schedule with adjustments made based on events
Observing and Reporting	<ul style="list-style-type: none"> <li>○ Continually circulate through assigned zones on foot, bicycle or vehicle to provide high visibility and to address and/or report any activities that are deemed to be out of the ordinary.</li> <li>○ Report crimes or disturbances to the Police Department for response through dispatch</li> <li>○ Assist police by being “witness complainants”</li> <li>○ Those people in violation of any pertinent ordinances or unacceptable street level behavior will be engaged. If after education, the person does not act in accordance with the ordinance in question, the Ambassador will either document the situation in the SMART System, or notify social services or police, depending on the severity</li> </ul>	Ongoing during the specified schedule with adjustments made based on events, happenings and needs
Interacting with Member of the Street and Homeless Population	<ul style="list-style-type: none"> <li>○ Engagement of members of the public who are experiencing homelessness to the most appropriate service providers</li> <li>○ Address anti-social behaviors, de-escalate situations, and redirect individuals</li> </ul>	Ongoing throughout the shift
Safety Escorts	<ul style="list-style-type: none"> <li>○ District can request a safety escort by contacting the promoted number, which is the shared cell phone carried by on-duty staff</li> </ul>	As requested
Reporting	<ul style="list-style-type: none"> <li>○ Completion of Incident Reports to document anything out of the ordinary or when first responders are called</li> <li>○ Interactions with all known street persons will be documented in the SMART System</li> </ul>	Completed immediately as encountered





## Special Project Related Services

Primary Service Types	Examples	Frequency
Business Outreach	<ul style="list-style-type: none"> <li>○ Distribute flyers and event information</li> <li>○ Conduct check-ins regularly, increasing around adverse events</li> <li>○ Collect information or survey as requested</li> <li>○ Details of business contacts will be provided through the SMART System.</li> </ul>	Minimum number of business contacts per shift will be established in program design
Information Cart	<ul style="list-style-type: none"> <li>○ Transport and staff information cart for hospitality, surprise &amp; delight at events</li> <li>○ Can be used for special promotions or giveaways</li> </ul>	As scheduled
Opportunity Projects	<ul style="list-style-type: none"> <li>○ A portion of weekly capacity can be dedicated to completing highly flexible projects, which can deliver long term impact. These could include painting infrastructure or maintaining art</li> </ul>	As requested
Landscaping (option)	<ul style="list-style-type: none"> <li>○ <i>This proposal does include an option for minor landscaping maintenance and routine watering. It does NOT include a full landscaping budget, but ambassadors in many accounts are responsible for seasonal landscaping in ornamental bowls, planter beds, and hanging baskets. Capacity is inclusive of installation, maintenance, watering, weeding, and care.</i></li> </ul>	Optional

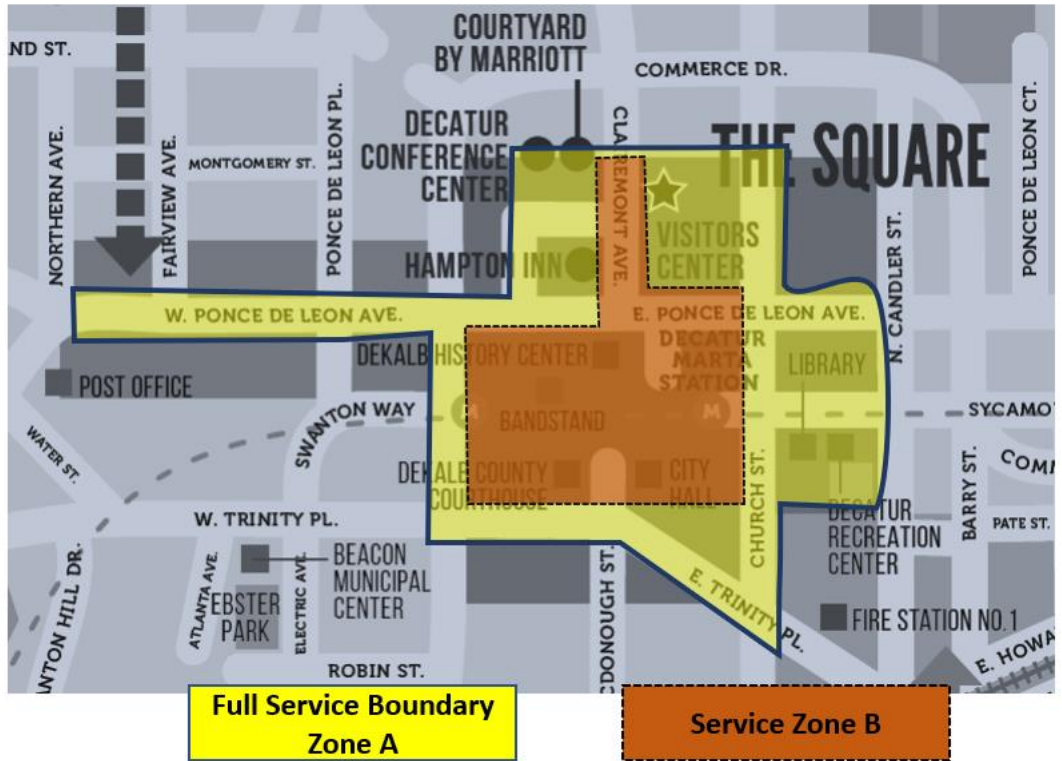


# STAFFING PLAN

While the staffing plan for any Block by Block program is extremely flexible and built upon an agreed upon number of contract hours, we're providing the following staff deployment for purposes of this proposal. The days of the week and actual deployment schedule will be calibrated to goals of the City of Decatur during the program implementation phase and then continuing to adjust throughout the entire contract period. Several considerations impact schedules such as peak traffic and high visibility hours, seasonal use patterns, special events, and core service areas.

The **Full Ambassador Coverage Area, Zone A**, is represented within the yellow highlighted box below. This is the entire area that is scheduled to receive Ambassador services at any given time.

**Zone B**, represents a more targeted area of the downtown. Recognizing that resources are limited, this is the area that will receive more consistent and concentrated service. Some of this is noted in the deployment schedule. For example, while Zone A might receive service 2-3 times per week, Zone B would receive daily service.



## Sample Weekly Staffing Deployment By Hours

Position	Task	Zone	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Hybrid Clean / Safe Ambassadors	Manual Cleaning	Zone B: Daily	8am -4:30pm	8	8	-	-	8	8	8	40
		Zone A: 2x Weekly	8am -4:30pm	-	-	8	8	8	8	8	40
	Pressure Washing & Projects	Zones A & B	Varies	-	4	-	4	-	4	-	12
	Watering / Landscaping Maintenance	Zone B Only	Varies	4	4	4	4	4	4	4	28
Safety Ambassador	Walking Patrols	Zone B <i>(A upon req)</i>	2pm - 10:30pm	8	-	-	8	8	8	8	40
	Walking Patrols - Lead	Zone B <i>(A upon req)</i>	2pm - 10:30pm	8	-	-	8	8	8	8	40
Operations Manager	Working Manager / Projects	Floating	<i>Schedule Varies</i>	-	8	8	8	8	8	-	40
<b>Hours by Day</b>				<b>28</b>	<b>24</b>	<b>20</b>	<b>40</b>	<b>44</b>	<b>48</b>	<b>36</b>	
<b>Staff by Day</b>				<b>3.5</b>	<b>3</b>	<b>2.5</b>	<b>5</b>	<b>5.5</b>	<b>6</b>	<b>4.5</b>	
<b>Average # of Staff per Shift (day)</b>											<b>2-3</b>
<b>Average # of Staff per Shift (evenings)</b>											<b>2-3</b>
<b>Total FTEs Required</b>											<b>6</b>
<b>Total Scheduled Weekly Hours</b>											<b>240</b>

*This schedule is a base from which we'll build and adjust according to seasonal needs, events, and other such considerations.*

## Wages & Benefits

Based on our extensive resume operations around the country and in your region, we are recommending the following starting wage structure for those assigned to the Downtown Decatur Ambassador Program. **These numbers are slightly higher than recommended in the original illustration partially due to the passing of time and also based on an additional Indeed Salary Study that we performed for your city.**

Position	Starting Wage
Safety/Cleaning Ambassadors	\$19.00 / hour
Team Lead	\$21.00 / hour
Operations Manager	\$72,000 salary

Benefits
○ <b>Health and Dental Benefits</b> – approx. 70% of eligible employees' premium paid after 90 days of service
○ <b>Paid Time Off</b> – In accordance with Block by Block or local policies
○ <b>Holidays</b> – 8 paid holidays
○ <b>Birthday Pay</b> – After one year of service
○ <b>401K</b> – after one year of service

## Uniforms and Branding

Our in-house graphic design team that will develop a unique uniform look for the Ambassador program we'll create for you. Most of the significant equipment will be branded with your logo and color scheme. Below are some considerations based on the provided branding guidelines from Visit Decatur. Please note, these are just starting concepts. We look forward to developing them with your input!



Sample Uniform Options





Sample Truck Branding



Sample Tenax MaxWind Branding



Sample MegaBrute Branding














Sample Info Trike Branding



Sample At Your Service Cards

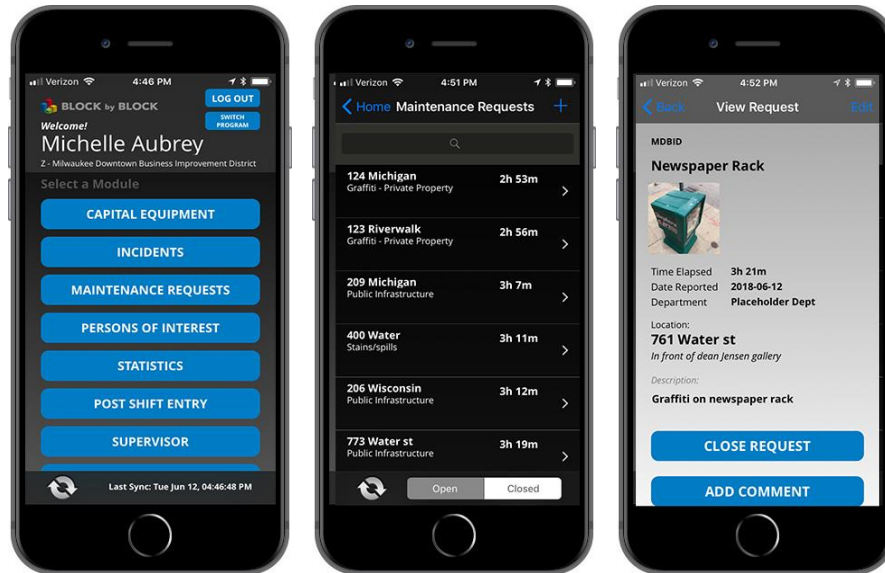
# PROPOSED EQUIPMENT SELECTIONS

EQUIPMENT	QTY	OVERVIEW	SAMPLE
<b>Ford F-250</b>	<b>1</b>	<p>The Ford F-250 (or equivalent) is ideal for hauling landscaping items, for the collection of solid waste, and for getting ambassadors along with their equipment around to the many locations that will need serviced. It will be important tool for the operations manager to audit sites and to quickly deploy staff to more remote areas of the district.</p> <p>This vehicle, like all major equipment, will be branded to match your Ambassadors' visual identity.</p>	
<b>Hot Full Power Pressure Washing Rig &amp; Trailer</b>	<b>1</b>	<p>This unit will help make your properties shine – removing years of dirt and grime from parks furniture, sidewalks, and highly trafficked areas. It's also an essential tool for removing graffiti.</p>	
<b>Branded Tenax MaxWind EV Sweeper</b>	<b>1</b>	<p>This street-sweeper style piece of equipment is great for covering large distances of surfaces, such as bike lane and sidewalks. It is very helpful for sand and grit from the surfaces on a routine basis as well organic debris such as leaves. This piece of equipment is next generation and a major improvement over the old Tennant or Billy Goat machines that have historically been used for this purpose. Not only are the Tenants out of production, but the Tenax is more effective in and productive... even being able to pick up wet material. Best of all this is electric which means it's green and quiet.</p>	
<b>Hand Tools</b>	<b>Variouis</b>	<p>An assortment equipment for cleaning, manual debris collection, graffiti abatement, and general hand labor. Also included are branded megabrutes, the most essential piece of equipment for every cleaning Ambassador.</p>	
<b>Landscaping Equipment</b>	<b>Assorted</b>	<p>This suite of equipment and its storage / deployment trailer is used exclusively for landscaping services. These tools are used for soil preparation, trimming, mulching, planting and other such maintenance to the district's plants and trees.</p>	
<b>Trike Mounted Info Cart</b>	<b>1</b>	<p>These trikes are becoming very popular with Block by Block's customers. We fully customize the trike and cart with your brand and it can be used for information dissemination, special event promotions, or as a home-base for patrols.</p>	
<b>Relay Devices</b>	<b>7</b>	<p>Even with all of the technological advances of the last ten years, we've still found that the 2-Way Radio is the best communication device for the Ambassadors to use amongst the team.</p>	
<b>Tactical First Aid Kits &amp; Flashlights</b>	<b>4</b>	<p>Your Safety Ambassadors will wear first aid kits to provide immediate medical assistance in the event of accidents, injuries, or medical emergencies that may occur on the premises they are responsible for. This readiness helps ensure prompt and potentially life-saving care while awaiting professional medical assistance. If requested, these kits can contain NARCAN and all Ambassadors would be trained on proper usage. Ambassadors who work in the evenings will also be outfitted with tactical flashlights.</p>	
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<b>Cell Phones</b>	<b>2</b>	<p>In addition to the SMART System Devices that we will provide, these devices will feature phone and data plans in order for the staff of the Elkhart Parks &amp; Recreation and stakeholders of the district to reach. The following positions will cell phones:</p> <ul style="list-style-type: none"> <li>§ Operations Manager – would have a dedicated iPhone, and would be required to respond to program needs during working and non-working hours.</li> <li>§ On Duty Team Leader – would be carried during all working hours of the Ambassador team. This number would be broadly promoted</li> </ul>	
<b>Office Equipment</b>	<b>Assorted</b>	<p>Your Operations Manager &amp; Outreach Coordinator are setup with a computer and printer to assist with human resources, trainings, reporting, and general stakeholder engagement. We will also help setup a breakroom for the ambassadors with lockers, a fridge and a microwave.</p>	

# REPORTING AND ACCOUNTABILITY

After spending years scouring the industry for a technology platform that could capture information related to our services, we realized each available system had significant limitations. We developed the SMART System from the ground up to be the most useful data reporting tool in the industry.

Ambassadors report directly from the field via an iPhone or iPad preloaded with the SMART System iOS app. This allows Ambassadors to enter data in real time in the field as opposed to tallying data by hand at the end of the shift. This provides detailed, time-stamped, and location-precise data for any metric important to your district.



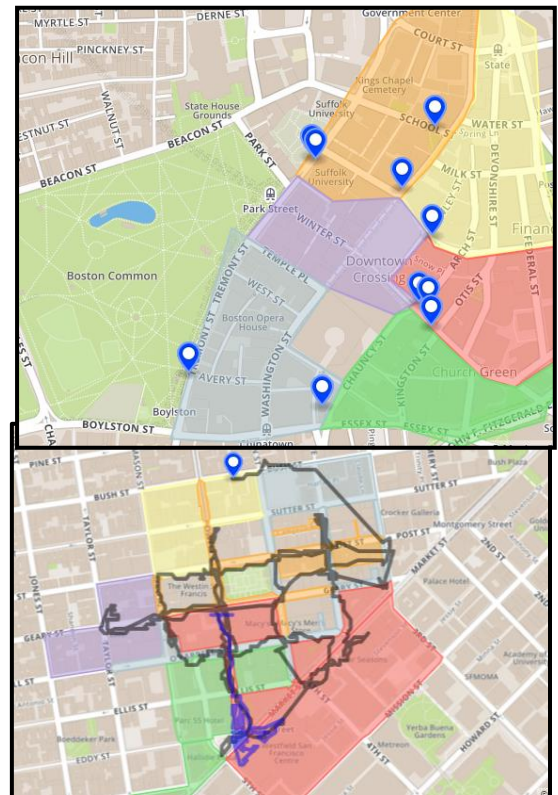
Here are some important things to know about the SMART System:

## 1. A Well Thought Out Design:

- 👉 Specifically designed to be used with an index figure, diminishing the perception that a team member is texting.
- 👉 Minimized number of key strokes required to record an entry, reducing time spent on the device and increasing time spent active in the field.
- 👉 Intuitive and easy to use for all technology skill levels.

## 2. Variety of Reporting Options to Best Suit Your Needs:

- 👉 See a drop-pin activity map of your parks.
- 👉 Draw a freeform polygon around any part of your system and see how many of X has occurred.
- 👉 You can sort and filter by any date or time range. Want to see how many hospitality interactions took place in the last seven days? It's easy with the SMART System.
- 👉 You can run a walk path cookie crumb trail of where the Ambassadors have been for any specific date and time period
- 👉 Draw a freeform polygon around any specific block and see how many times and for how long a Ambassador was present in the area.



- 👉 With our Variance Report that allows you to quickly see how activities compare to previous periods.
- 👉 Efficiency metrics will let us see how many of an activity we complete per hour, allowing us to better challenge our staff to increase productivity.

Variances					
Variance Type	Start Date	End Date	Export All to CSV   Export Data		
12 Month Range	03/01/2015	03/31/2015	Go		
Tasks (Show) <span style="float: right;">Select All   Select None   Select Inverse</span>					
TASK	MAR 01 - MAR 31, 2014	MAR 01 - MAR 31, 2015	VARIANCE	% CHANGE	
Bicycle (miles)	554	70	-484	-87.36	
Business Contact	98	19	-79	-80.61	
Business Contacts	0	94	94	100	
Flower Watering (gallons)	700	91	-609	-87	
Graffiti (illegal posting) - Removed	0	231	231	100	
Graffiti - Forwarded for Action	31	68	37	54.41	
Graffiti - Removed	90	19	-71	-78.89	
Gum Spot Removal	6	10	4	40	

### 3. Maintenance Reports and Incident Reports

The system allows for the following to be completed:

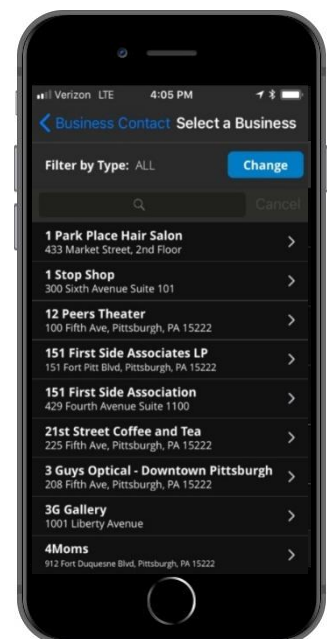
- 👉 Maintenance Reports can easily be emailed to the appropriate agency. For example, any reported burned out street light can be emailed directly to the appropriate department in the city that handles street light repairs.
- 👉 Incident Reports can be assigned one of three different priority levels. If a red priority level is assigned that means the report will be emailed to all noted parties immediately upon entry. A yellow incident report will be emailed the next business day and a green report can be recalled directly from the system.

### 4. Tie specific activities to properties in your district

- 👉 We've built a system where via Excel we can import your business database, listing both properties and their corresponding businesses.
- 👉 Every activity entered via SMART can be associated with a specific business and property.
- 👉 By rolling up single and multiple businesses to a specific property you can see exactly what services have been provided to each property.

### 5. Quality Assurance Reports

- 👉 Your local Management team will conduct daily checks on the Ambassadors as is expected. Our reports provide feedback on those interactions by asking the following questions;
  - "Was the Ambassador on task upon observation?"
  - "Did their uniform meet standards?"
  - "Were they actively engaging the public?"
  - And providing an opportunity to assign training scenarios to that Ambassador.
- 👉 Each report is logged to a specific Ambassador to be utilized in their evaluations
- 👉 Each report is geotagged to a specific location so we can see where we are observing the Ambassadors



The next generation SMART system is currently in development and is expected to be released in Spring 2024 with enhanced features and functionality.

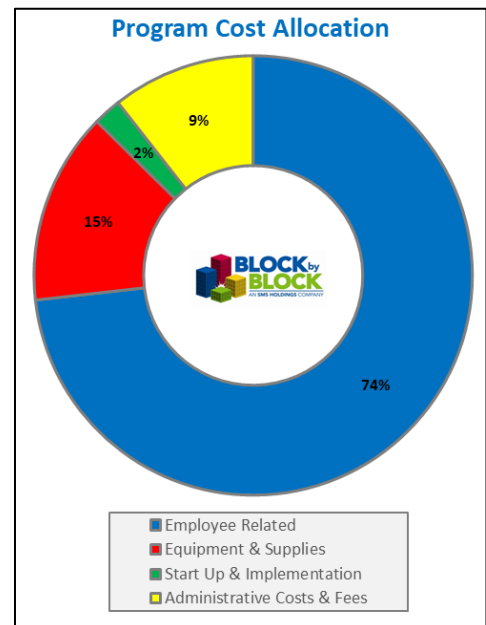
# OVERALL PROGRAM BUDGET

We understand the importance of maximizing the outcomes of our customer’s investment into their operating budget. Taking that in consideration, we have included everything we believe will make an impactful operation. Pricing includes:

- 👉 All labor costs to include wages, payroll taxes, payroll insurance, and liability insurance
- 👉 Program setup, ambassador training, on-going reporting and evaluation
- 👉 Employee benefits to include holiday pay, paid time off, retirement plans, and contributions towards employee healthcare, dental and vision care
- 👉 All recommended equipment including related operational and insurance costs
- 👉 All consumable supplies, uniforms, and wearables
- 👉 Block by Block’s support and oversight through a dedicated Program Manager and Regional Vice President
- 👉 All associated management fees and profit

Annual Pricing Illustration		
Category	\$	%
Labor	\$ 327,696.04	66.12%
Benefits	\$ 25,537.26	5.15%
Labor Related (background checks, recruiting, awards, etc.)	\$ 7,198.27	1.45%
Uniforms (all weather conditions, including wearables)	\$ 8,397.00	1.69%
Data Plans (for phones, SMART devices, & relay radios)	\$ 3,560.00	0.72%
Equipment (see equipment list, amortized over 3 years)	\$ 38,124.09	7.69%
Equipment Related (fuel, maintenance, & insurance)	\$ 11,607.89	2.34%
Operating/Storage Location <sup>1</sup>	\$ -	0.00%
Water (Pressure Washer & Office Location) <sup>1</sup>	\$ -	0.00%
Janitorial Supplies (trash liners, cleaning supplies, etc.)	\$ 5,086.25	1.03%
Dumpster / Trash <sup>1</sup>	\$ -	0.00%
Office Supplies & Printing	\$ 1,400.00	0.28%
Start up Costs	\$ 11,150.67	2.25%
Taxes & Miscellaneous	\$ 4,700.00	0.95%
Direct Admin Support (HR, payroll, insurance, SMART, travel, etc.)	\$ 11,280.00	2.28%
Profit (inclusive of all management fees)	\$ 39,877.03	8.05%
<b>ANNUAL TOTAL</b>	<b>\$ 495,614.50</b>	<b>100.0%</b>

<sup>1</sup> Space for operations, water access, and trash facilities have not been included as they are typically secured by our customers through existing resources or stakeholder relationships.





## IN SUMMARY

The preceding pages provide a brief illustration of what a Downtown Decatur Ambassador Program might look like. We hope this can serve as a jumping off point for future discussions on how implementing an Ambassador service model into your community. The bottom-line goal is to improve the quality of life for your residents and visitors while stewarding public dollars in an efficient manner and reducing burdens on your staff. As you continue to work through the best way forward, we will remain available for further discussion and guidance on implementing a program that matches the extensive investments already made to Downtown Decatur and the exciting plans for the future.

## ABOUT BLOCK BY BLOCK

The decision to hire Block by Block immediately brings years of best practices and lessons learned to serve as the foundation of the program we'll create for you.

### **Quick Facts**

- 🧩 Began first Ambassador program in our home town of Louisville, KY in 1995.
- 🧩 Leading place-management company in the country, operating Ambassador Programs in more than 150 locations, inclusive of downtown districts, parks, transit systems and college campuses.
- 🧩 Privately held and owned by SMS Holdings of Nashville, TN, which supports us with back office and infrastructure investment.

### **What's Supporting Your Ambassador Program?**

- 🧩 Our Louisville Support Centers houses our staff of team members that will support the local team of Ambassadors. This includes specific personnel who assist with recruitment, the SMART system, procurement and graphic design.
- 🧩 We've taken everything we've learned about serving in public spaces and have built out a detailed video based training series, which is housed on our Learning Management System for the best possible dissemination and tracking.
- 🧩 Our Management 360 system gives your Operations Manager a training experience that trains them not only how to manage a program, but how to problem solve for your program. This system then puts a significant number of support tools at their fingertips.
- 🧩 Our program within the Louisville Downtown Management District serves as our 'lab' for developing new strategies and testing emerging technology, which are then shared with all programs across the country.

