



WORK SCOPE
HILLSDALE

Task	Responsible Party	Description of Work Task	Timing
Economic Development Strategy	Place & Main Advisors; B&R and ARS	Prepare an economic development strategy in conjunction with Economic Development Department, Planning Commission, TIFA Board and Hillsdale College.	November 2016 through March 2017
Zoning Audit	B&R	Discussion with the City on areas of concern. Review the Zoning Ordinance against the Community Master Plan and RRC Best Practices and recommend potential revisions	December 2016 through February 2017
Form Based Code	B&R	Focus attention on the Downtown and the College Corridor. Prepare a field assessment of existing conditions, facilitate an engagement session with key stakeholders and prepare a draft for City Planning Commission consideration.	December 2016 through March 2017
Branding	Arnett Muldrow	Perform branding services. This is an intensive three-day process involving administration, key stakeholders and the community.	December 2016 through February 2017
Communications Plan	Place & Main Advisors	Develop Communications Plan for Community including: <ul style="list-style-type: none"> • Press Release Template • Media Alert • Customized Media List 	November 2016 through end of process.