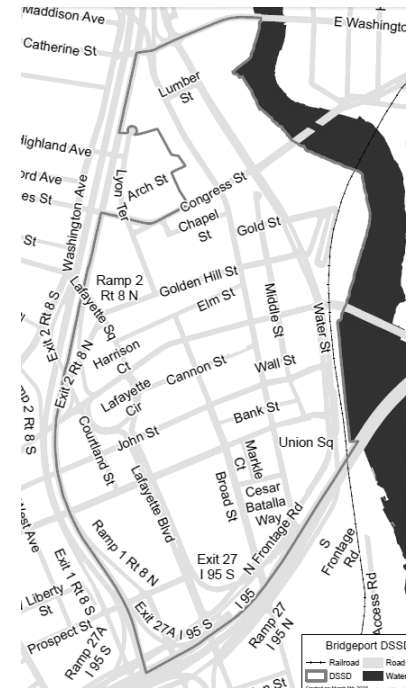


SCOPE OF SERVICES: MERCHANT ENGAGEMENT CONSULTANT

ABOUT DOWNTOWN BRIDGEPORT

Downtown Bridgeport is a commercial area that represents and serves a diverse tapestry of the wider Bridgeport community. The independently owned restaurants and shops that populate the street-level spaces in our neighborhood create connection points that foster the sense of community so special to the Downtown and the city. The Bridgeport Downtown Special Services District (DSSD) exists to support economic development and equitable growth in Bridgeport’s downtown commercial corridor.

The DSSD is a special taxing district Connecticut law authorizes whereby property owners in a geographical area oversee and fund the maintenance, improvement, and promotion of their commercial district. The DSSD delivers services above and beyond those provided by the City of Bridgeport all funded by a special assessment paid by property owners within the district. Property owners within the Bridgeport DSSD contribute an additional three mills on top of their property tax assessment to pay for programming and services. The DSSD’s district includes 174 taxable properties within 30 blocks in the heart-shaped downtown of Bridgeport, Connecticut. There are 125+ culture, dining, shopping, and service businesses enlivening the ground floor spaces within the district.



SCOPE OF WORK

The Bridgeport DSSD is partnering up with the Bridgeport Chamber of Commerce to engage a consultant to assist with connecting Downtown Bridgeport business owners to the DSSD and Bridgeport Chamber services, available resources, and to identify needs the respective organizations might address.

Responsibilities will include:

- Survey merchants to understand the status of the commercial corridor, including merchant issues, consumer needs, and possible events or campaigns for the DSSD to undertake;
- Facilitate conversations on a range of complex issues that impact commercial corridors;
- Identify common concerns or service areas and connect district businesses to the DSSD or other local services and programs;
- Engage neighborhood businesses and partner organizations in designated commercial corridor efforts, including technical assistance trainings on topics like business operations, marketing, legal, and financial management;
- Be trained and knowledgeable about points of interest, special events, businesses, and services located in and surrounding the district.

The Merchant Engagement Consultant scope of work is contract-based (IRS Form 1099) through June 30, 2022. The Bridgeport DSSD has allocated \$10,000 toward this scope of work, which will consist of a

maximum of 20 hours per week both onsite and remote office hours. The Bridgeport DSSD reserves the right to adjust the billable hours of any contractor on a regular basis.

PREFERRED SKILLS

The ideal consultant candidate will demonstrate many of the following skills and knowledge:

- Ability to coordinate and manage multiple tasks and projects and provide timely and clear updates to supervisors.
- Experience and established interest in community nonprofits, community-based planning and organizing, and neighborhood development issues.
- Familiarity with Bridgeport's Downtown and surrounding neighborhoods.
- Knowledge of successful community organizing, consensus, and coalition building techniques and best practices.
- Knowledgeable of customer service practices and public relations tactics to promote the image of the District.
- Proficiency in Google Suite and Microsoft Office applications, including Excel, and PowerPoint.

HOW TO APPLY

To apply for this position, please email your resume and a cover letter that references relevant past work examples with the following subject line: Downtown Merchant Engagement Consultant to:

lauren.dssd@infobridgeport.com by Friday, October 29, 2021.

If you do not have access to email, mail your cover letter and resume to:

Bridgeport Downtown Special Services District

Attn: Lauren Coakley Vincent

938 Broad Street

Bridgeport, CT 06604

ABOUT THE PARTNERS

Bridgeport Downtown Special Services District: The Bridgeport Downtown Special Services District (DSSD) serves the vibrant and diverse businesses within the 30 blocks in of our heart-shaped neighborhood. Our role at the Bridgeport DSSD is to support the needs of growing businesses in the district, from keeping the Downtown clean and friendly, connecting them to city resources to offering free marketing and advertising, and everything in between. Throughout the year we deliver sanitation services, our friendly team of Ambassadors keep the district clean and safe, we promote the district through the dynamic Colorful Bridgeport campaign, and produce community events including the Downtown Farmers Market.

Contact Lauren Coakley Vincent at lauren.dssd@infobridgeport.com or (203) 908-3622 and learn more at colorfulbridgeport.com.

Bridgeport Chamber of Commerce: The collective goal of Bridgeport Regional Business Council (BRBC) Chamber of Commerce Affiliates is to advance the BRBC mission to grow the regional economy by offering targeted legislative, networking and business development events to the community of businesses we serve. An affiliate of the BRBC, the Bridgeport Chamber of Commerce (BCC) acts as a resource with its members to promote, assist and advocate for small business. The BCC is a strong supporter of all economic development efforts and sustainability initiatives in Bridgeport. **Contact Dan Onofrio at onofrio@brbc.org or (203) 335-3800 and learn more at brbc.org.**