



Downtown Duluth
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DOWNTOWN WINDOW IMPROVEMENT PROJECT AGREEMENT

The goal of the Downtown Window Improvement Program (“Program”) is to improve the private realm to increase sales in a way that also enhances the public realm. Goals for the program include:

- Drive traffic to individual businesses by showcasing what they do in the windows.
- Introduce transparency to downtown, blurring the line between interior/exterior. When you are outside you can see inside, and when you are inside, you can be a part of the sidewalk.
- Improve the experience of being downtown 24 hours a day, 7 days a week.
- Create an engaging environment from the sidewalk using light, color, props, fixtures, and merchandise.
- Make downtown feel more active and visually engaging.
- Recover a higher perception of safety downtown.

Owner agrees to the following.

1. **ELECTRICAL PREPARATION.** Any electrical work required to facilitate the installation of storefront window lighting will be conducted by a licensed electrician.

2. **WINDOW IMPROVEMENT PLAN.** Owner agrees to submit a Plan for window fixtures, lighting, and props within 30 days of this Agreement, fleshing out details in the sketch provided in Owner’s application. Owner agrees to order props, fixtures, and lighting as called for in the Plan and implement the Plan in Owner’s windows by June 1, 2023. If Owner is delayed in implementation due to COVID-19 related issues, an extension may be granted. Fixtures, lighting and props may include:

- Track lighting and bulb head fixtures.
- Energy efficient LED bulbs with a high Color Rendering Index and color spectrum below 3,000 Kelvin.
- Props to augment product displays (figures, decorations, color blocks, etc.)
- Hours and Decorative Signage (especially for the front door glass)
- Decorative Vinyl (Must not block window, rather, it should augment the display.)
- New merchandising and display fixtures (tables, risers, sign holders, etc.)

3. REIMBURSEMENT. Upon completion of Owner implementing Plan and Downtown Duluth's approval of its implementation, Owner may submit receipts and proof of payment to the Entrepreneur Fund for Reimbursement. All receipts must be itemized. Applicants will be reimbursed within 30 days after receiving receipts.

4. SURVIVAL. For 12 months following the implementation of Plan, owner agrees:

- Interior window track lighting will **remain on 24 hours a day, 7 days a week** to maintain window transparency. (Bulbs will be low cost to operate LEDs.)
- Retain fixture mix in the windows, with all light fixtures remaining.
- Windows may not be covered unless for an emergency purpose, such as window damage, which must promptly be repaired and restored.

5. DEFAULT. If Owner does not implement its Plan by June 1, 2023, Downtown Duluth may elect to terminate Owner's participation in Program.