

Exhibit 2

Riverwalk Coordinator Scope of Services

The following services will be carried out by the Riverwalk Coordinator, or by a combination of staff within the Riverwalk Fort Lauderdale organization. Services can generally be categorized into two subjects as follows:

Events, Programming & Marketing

- **Park Ambassadors** – serve as representative of Riverwalk Fort Lauderdale and the district; provide information to public proactively and in response to inquiries; serve as “eyes on the park” by occasionally providing noticeable visible presence on Riverwalk.
- **Marketing/Social Media** – continue to promote the Riverwalk District as Fort Lauderdale’s ‘Living Room’; a year-round local, regional and international destination for fun, discovery, learning and the arts; provides nature in the City; and enhances the economic value of Downtown.
- **Programming** – Provide exceptional opportunities for a unique and vibrant urban public realm. Program key public spaces and major destinations to meet the activation objectives of Riverwalk District Plan:

Participatory - Engaging and active; attracting programming partners, sponsors, and volunteers from the non-profit and for-profit sectors.

Varied - Large and small; permanent and temporary; daily and seasonal; sports, recreation and culture; annual and one time; gated and free.

Inclusive – Most events open to all; appealing to diverse audiences.

Sustainable - Designed to be economically viable with the capability grow in the future.

Thematic - Programming concepts reinforcing the unique identity of each destination along the Riverwalk.

Promotional - River-wide events, activities and installations building a positive image for the Riverwalk as a whole; an interactive Website communicating that image to the general public.

High Quality - All elements are well-produced whether by professionals or volunteers.

- **Master Event Calendar** – Development of a master calendar to coordinate all events and activities in the Riverwalk District with all partners (ie. City, DDA, Not for profits, For profits, and cultural centers) to ensure logistical coordination, complimentary activation, and to minimize potential event conflicts.
- **Pre- and Post-Event Coordination** - Verification of Lights/Water being on and working prior to weekly activations and major events. Ensuring compliance with safety and maintenance during and after events.
- **Informational Kiosks** – Creation of static and electronic informational kiosks to include at a minimum the following elements: wayfinding information such as maps and transportation choices, a listing of establishments within the district by type, a listing of events and activities within the district. The kiosks should eventually be complimented by a smart phone app to provide a parallel portal on digital devices.
- **Food Kiosks** – Solicit and manage food kiosk vendor(s).

- **Water Trolley** - Coordinate with TMA

Physical Environment: Maintenance & Improvements

- **Ongoing Maintenance Oversight** – Report hardscape, landscape and amenity maintenance concerns to City’s Parks & Recreations Department designated representative. Specifically, the following aspects should be regularly inspected and reported on: lights, water taps, electricity outlets, bricks, walkways, dockage, plantings and trees, railings, furniture, and all other physical infrastructure.
- **Future Physical Improvements** – Identify and provide recommendations for hardscape, landscape and amenity additions to meet the public realm objectives of Riverwalk District Plan: Design excellence, quality and durable, a balance between utilitarian comfort and contemporary design, a relationship to the natural materials of the area and context, and sustainable. All capital improvements will be made in collaboration with City Departments.
- **Special Project Coordination** – Lead and facilitate special improvement projects within the Riverwalk District such as Art in Public Places, Painted Streets, Exercise Stations, etc.
- **Banner Pole Oversight** – Manage the installation and maintenance of all banners within the Riverwalk District.