

**Memorandum of Agreement for
Contract-Based Economic Development Services in
Virginia's Gateway Region (VGR)**

Spectrum Growth Solutions LLC ("SGS") agrees to provide the Scope of Services outlined below to Virginia's Gateway Region (VGR), according to the terms defined in this Memorandum of Agreement (MOA). This Agreement will be in effect for a period of 6 months commencing July 1, 2022.

The scope of services outlined below is intended to support/supplement, rather than lead, the economic development efforts of localities in Virginia's Gateway Region – primarily Sussex County; however, any of the services defined in this proposal are made available to VGR member communities, or the VGR organization itself. While item number one below (i.e. Program Evaluation & Advisory Services) is primarily offered to address the longer-term, comprehensive needs of Sussex County, any of the elements incorporated under this category can be provided independently for the City of Hopewell or other VGR members.

Scope of Services:

- 1) Program Evaluation & Advisory Services:** A thorough, objective review of previous and current local economic development activities and efforts to-date will be completed. Evaluation will focus on key programs/services (as outlined below), in order to define and establish the basic framework for a successful, long-term economic development program.
 - a. *Small Business Assistance:* Review of current programs/services for small business start-ups, including assistance available from area Small Business Development Centers (SBDC's), nearby academic institutions, and other community partners (public or private);
 - b. *Evaluation of Industrial/Economic Development Authority:* Assessment of existing structure, policies, activities to-date, and opportunities for enhanced participation and revenue-generation;
 - c. *Process/Program Review:* Review of existing economic development processes and functions including prospect management, prospect tracking, business retention and expansion programs, sites & buildings inventory, RFI/RFP readiness, and performance measurement/reporting;
 - d. *Evaluation of Incentive Programs:* Review of current incentives, including utilization rates, qualifying requirements, and ease of use. Recommendations for modifications and/or new incentives and related policies will be provided;
 - e. *Inventory of Community Assets:* Develop an inventory of economic development and community assets such as available properties, utility and road infrastructure, workforce skills, demographics, amenities (e.g. recreational/cultural), housing, community services, composition of existing businesses, shopping/retail options, and travel/transportation services. Pertinent data points will be compiled for incorporation into marketing materials, websites, and prospect proposals;
 - f. *Review of Local Development Processes:* Initial assessment of local zoning and permitting procedures will be conducted to understand process requirements and timelines;
 - g. *Marketing and Promotional Materials:* Evaluation of any existing marketing materials and promotional efforts to assess messaging and effectiveness of content and placement;

- 2) Project Support and Technical Assistance:** Services can be provided on an as-needed basis to supplement and support the VGR localities in the following areas:

- a. Assistance with prospect-related activities (e.g. coordinating visits with VEDP/VGR, completion of RFI's/RFP's, development of proposals);
- b. Research and data analysis;
- c. Financial analysis and return on investment evaluation;
- d. Maintenance of Virginia Scan and other sites/buildings databases;
- e. IDA/EDA activities (e.g. member training, oversight of meetings, liaise with City/County leadership);
- f. Drafting of press releases, announcements, etc.;
- g. Creation of marketing materials and sites/buildings information sheets;
- h. Leadership and community education/awareness;
- i. Sites development guidance, strategies, and ROI modeling;
- j. Policy review and revision;
- k. Development of incentive policies, programs and guidelines (e.g. Technology Zones);
- l. Business Retention and Expansion Visits;
- m. Facilitation of/assistance with grant-funded projects (e.g. GO Virginia, US EDA, TRRC);
- n. Comparative/Competitive assessments;
- o. SWOT analysis;
- p. Focus group and meeting facilitation;
- q. Website maintenance (including data updates);
- r. Representation at conferences, marketing events, and trade shows;
- s. General consultative services

Contract Period, Pricing, and Structure

- Services will be provided on an on-call, as-needed basis
- Contract Period: 6 months
- Commencement Date: July 1, 2022
- Fee: \$2,500 per month
 - Monthly fee provides up to 30 total hours of support and consultative services to Sussex County
 - Fee also includes mileage to/from Sussex as needed
 - Additional hours beyond 30 per month will be billed at \$85 per hour only when there are no hours remaining from prior months
- Spectrum Growth Solutions will invoice VGR monthly. In turn, VGR will invoice Sussex (or other localities for whom services were provided) for the agreed upon monthly fee and any additional hours, as applicable.
- Should other localities (or VGR) want to utilize any of the available services on an as-needed basis, they will be billed at a rate of \$100 per hour unless negotiated otherwise with the entity needing assistance.

Reimbursable Expenses: (Billed in the month following that in which expenses are incurred)

- Annual Membership Dues in relevant organizations, as requested by the locality
- Meeting/Conference Registration Fees
- Lodging (if required for overnight travel)
- Transportation (if outside of the VGR boundaries)
- Mileage (for travel to/from the locality more than twice a month; additional travel will be billed at the Federal mileage rate of \$0.585 per mile for 2022)

Deliverables: In addition to any project or task-specific outcomes associated with the defined scope of services, a summary report of activities undertaken on behalf of each VGR locality will be provided on a monthly basis.

General Terms:

This Agreement, its provisions, and associated pricing structure will remain in effect for a period of 6 months, through December 31, 2022; however, any of the parties may alter/extend the contract terms with 30 days written notice. Should VGR wish to cancel this Agreement in its entirety before the end of the contract period, 30-days written notification is

required. In addition, payment for any work performed to-date, expenses incurred yet unpaid, plus an amount equal to one month's fee, will be expected.

At the end of the stated term of this Agreement, services will be re-evaluated and re-negotiated for continuation.

Payment: Invoices for services rendered and payments due will be provided monthly on a net 25 basis. Late fees will be imposed at a rate of 1.5% of the outstanding balance.

Contact Information:

Faith McClintic, Principal/Owner

Spectrum Growth Solutions, LLC

Business/Mailing Address: 9806 Camberwell Court, Henrico, VA 23233

Phone: (804) 347-1877

Email: spectrumgrowth.fvm@gmail.com

SCC Identification: S390401-0

eVA Vendor: VS0000309300

DUNS Number: DB0090813

This Memorandum of Agreement, including the services, requirements, terms, and pricing structure outlined above, is accepted and approved by:

Keith Boswell, President & CEO
Virginia's Gateway Region

Faith McClintic, Principal & Owner
Spectrum Growth Solutions LLC

Date

Date