

**MARKETING AND BUSINESS DEVELOPMENT FUNDING AGREEMENT
BETWEEN MANATEE COUNTY AND BRADENTON AREA ECONOMIC DEVELOPMENT CORPORATION
FOR FISCAL YEAR 2021-2022**

THIS AGREEMENT is by and between MANATEE COUNTY, a political subdivision of the State of Florida (hereinafter "County"), whose mailing address is Post Office Box 1000 Bradenton, Florida 34206 and the Bradenton Area Economic Development Corporation ("EDC"), whose mailing address is 4215 Concept Court, Bradenton, Florida 34211.

WHEREAS, the EDC, a Florida not for profit corporation established by local business people to foster economic development in the community, is responsible for actively promoting the business brand for Manatee County through aggressive local and global marketing and business development activities as identified in Exhibit 1; and

WHEREAS, the FY 2021-2022 County budget provides \$311,000 for participation with the EDC for local and global marketing and business development activities; and

WHEREAS, the increased capital investment, the creation and retention of quality jobs, and increased flow of new dollars to Manatee County results in a broadening of the tax base, and opportunities for a better quality of life for Manatee County residents; and

WHEREAS, the EDC is the primary organization responsible for coordinating with other local, regional, and state economic development agencies that are focused on the retention, expansion, and attraction of new target sector companies to Manatee County, resulting in the creation of new quality jobs; and

WHEREAS, the EDC implements and encourages the recruitment, expansion and retention of high impact industry, that will create high-skill, high-wage jobs and help diversify the economy and tax base of the County of Manatee, working with and supporting the overall efforts of the County's Redevelopment and Economic Opportunity Department; and

WHEREAS, the parties agree that the EDC performs the aforementioned functions, the EDC does not act as an agency of the County, nor does the County delegate any legislative or governmental functions whatsoever to the EDC, nor does the EDC act or serve in an advisory capacity to the County;

WHEREAS, the County acknowledges that it would not otherwise perform the functions of the EDC set forth herein; and

NOW THEREFORE, in consideration of the mutual covenants set forth herein, the parties agree as follows:

1. County and EDC agree that the period of time for services provided within this agreement is October 1, 2021 – September 30, 2022.
2. EDC shall market and promote Manatee County within the Tampa Bay area and to national and international business and industry and shall dedicate staff to carry out the functions of these responsibilities.

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3. County agrees to reimburse the EDC \$311,000, from legally available revenues, for economic development services detailed in Exhibit 1 of this agreement in monthly payments, upon presentation of an invoice for staffing associated with the delivery of eligible services and the approval of documentation for activities detailed in Exhibit 1, approved by the Director of Redevelopment and Economic Opportunity, no later than September 30, 2022.
4. County shall reimburse the EDC for economic development staffing for cost related to activities and direct reimbursable items as detailed in Exhibit 1 of this agreement. Exhibit 1 of this agreement represents clarification of the type of service to be provided by the EDC in order to carry out the goal of a targeted business attraction and business development strategy for Manatee County, Florida. Upon request by County, EDC shall provide any additional required documentation for services detailed in Exhibit 1.
5. Recognizing the EDC independence in the performance of the EDC's functions hereunder, the EDC shall indemnify, keep and save harmless, County, its agents, officials and employees, against all claims, liabilities, judgments, costs, attorney's fees and other expenses incurred in connection with this Agreement, and those projects for which funds have been provided, and if any judgment shall be rendered against the County in any action arising out of the performance of this Agreement of those projects undertaken by the Contractor, Contractor shall, at its expense, satisfy and discharge same. The indemnity hereunder shall continue until such times as any and all claims arising under this Agreement have been finally settled, regardless of which such claims are made.
6. The County's obligation to reimburse funds to EDC hereunder is subject to the appropriation of legally available funds by the Board of County Commissioners. The obligations of the County set forth herein shall not be construed to be or constitute a general obligation, debt or liability of the County or the State of Florida or any political subdivision thereof within the meaning of the Constitution and laws of the State of Florida.
7. The foregoing recitals are true and correct in every regard and are hereby incorporated in this Agreement by this reference.

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BETWEEN MANATEE COUNTY AND BRADENTON AREA ECONOMIC DEVELOPMENT CORPORATION
FOR FISCAL YEAR 2021-2022**

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by the duly authorized representative as of the date set forth above.

**MANATEE COUNTY
REDEVELOPMENT AND ECONOMIC OPPORTUNITY DEPARTMENT**

BY:  _____

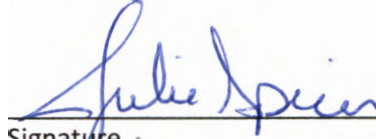
Title: *County Administrator or Designee*

DATE: *11/16/2021* _____

WITNESSES:

Julie Spicer

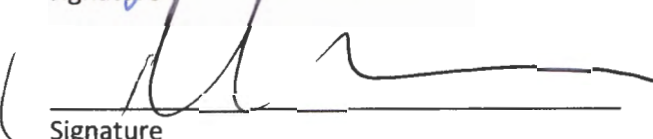
Print Name



Signature

Theresa Woods

Print Name



Signature

BRADENTON AREA ECONOMIC DEVELOPMENT CORPORATION

BY: _____

Title: **President & CEO**

DATE: _____

WITNESSES:

Print Name

Signature

Print Name

Signature

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STAFFING AND PROGRAM ACTIVITIES

Exhibit 1

1. LOCAL AND GLOBAL MARKETING PROGRAM: This program is focused on the promotion and marketing of Manatee County, Florida as the business address for the South Tampa Bay Region. Activities include but are not limited to: Social Media and Targeted Digital Marketing, EDC Website Content Updates, EDC Website Optimization, Target Industry Sector Videos, Local and Global Communication and Public Relations Strategy, Print Advertising and Annual Community Accolades Video.

LOCAL AND GLOBAL MARKETING PROGRAM GOALS

- Daily Social Media Posts: LinkedIn, Facebook, Twitter
- Weekly Social Media Posts: Instagram
- EDC authored local newspaper columns -12
- We Mean Business-Geo-targeting digital marketing campaign
600K-1Million Impressions: 10K-40K Video Views
- Target Sector Videos-2
- Northwest Manatee County Digital Marketing plan
- Annual community accolades video -1
- Monthly Minute videos sharing real time positive news about Manatee County-12
- Bradenton Area EDC annual update event
- Participation on panel discussions as appropriate
- Economic Recovery activities related to COVID-19 and/or business continuity and resiliency.

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2. BUSINESS RETENTION PROGRAM: This program provides assistance to existing target sector companies (TSC) within Manatee County, Florida and is designed to identify potential company expansion leads; identify challenges and barriers that prevent TSC growth; educate TSC about availability of business support resources; collaborate with workforce development partners and educators to address workforce needs; inform TSC and government leaders of the strengths and weaknesses of the business climate; and express appreciation to TSC for their investment and support of the local economy.

BUSINESS RETENTION PROGRAM GOALS include but are not limited to:

- Face-To-Face or virtual local target sector company meetings-100
- Face-to-Face or virtual, C-Suite roundtable discussions-4
- Corporate headquarters visit-1 (conducted based on COVID-19 status)
- Business Walk-1 (conducted based on COVID-19 status)

Measurable Outcomes:

- Identification of potential expansion prospects
- Business to Business connections
- Connections to workforce development resources (internship grants, training grants, talent recruitment and retention)
- Facilitation of technical college tours and connections to higher education resources
- Economic Recovery communication activities including outreach to existing TSC to ensure they are taking advantage of the County's Business Resiliency and Business Continuity programs.

3. LOCAL BUSINESS EXPANSION/RELOCATION PROJECT MANAGEMENT PROGRAM: This program provides assistance to target sector companies intending to expand or relocate their operations in Manatee County. The management of business expansion/relocation projects includes but is not limited to: company research and analysis, property search assistance, facilitation and management of lead assessment forms, real estate site tours, community site tours, facilitation and coordination of local and state incentive applications, liaison to a broad spectrum of public and private resources, monitor and provide administrative support to active projects until the project closes.

LOCAL BUSINESS EXPANSION/RELOCATION PROJECT MANAGEMENT PROGRAM GOALS

- Companies expand/relocate local operations-6
- **Measurable Outcomes:**
 - Property searches for projects
 - In person or virtual real estate site tours for projects
 - Rapid Response referrals for projects
 - Facilitation and management of local and state incentive application

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4. BUSINESS DEVELOPMENT PROGRAM: This program identifies target sector companies to recruit to Manatee County. Activities include but are not limited to lead generation, lead qualification, qualified lead response, prospect development, property site research, property site tours, attendance at foreign direct investment conferences, attendance at target sector trade shows and coordination of domestic and international trade missions.

BUSINESS DEVELOPMENT PROGRAM GOALS

- Targeted geographic lead generation-100
- Leads qualified-20
- Attend foreign direct investment conference-1 (subject to COVID19 status)
- Attend trade shows-2
- Conduct domestic business development mission-1 (subject to COVID19 status)
- Conduct international trade mission-1 (subject to COVID19 status)
- Companies locate to Manatee County-5
- **Measurable outcomes**
 - Response to Lead Assessment Forms
 - Response to leads from Enterprise Florida
 - Response to leads from Florida Power & Light
 - Response to leads from Site Selection Consultants
 - Targeted lead generation
 - ✓ Targeted online display ads
 - ✓ Webinars
 - ✓ Utilization of Gazelle geotargeting platform
 - Active Lead development and management
 - ✓ Property searches for active leads
 - ✓ Face-to Face or Virtual meetings with leads
 - ✓ In person or virtual real estate site tours for active leads
 - ✓ Rapid Response Referrals for active leads
 - ✓ Facilitation and management of local and state incentive applications

Total Funding for all Program Activities	\$ 311,000
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APPROVED in Open Session

11/16/2021

Manatee County Board of County
Commissioners



Board of County Commissioners November 16, 2021 - Regular Meeting

SUBJECT

EXECUTION OF THE MARKETING AND BUSINESS DEVELOPMENT FUNDING AGREEMENT WITH THE BRADENTON AREA ECONOMIC DEVELOPMENT CORPORATION FOR ECONOMIC DEVELOPMENT ACTIVITIES FOR FY 2021-2022

Category

CONSENT AGENDA

Briefings

All

Contact and/or Presenter Information

Geri Lopez
Redevelopment & Economic Opportunity Director
Ext. 3937

Action Requested

Authorization for the County Administrator, or designee, to execute the Marketing and Business Development Funding Agreement between Manatee County Government and the Bradenton Area Economic Development Corporation for economic development activities for FY 2021-2022.

Enabling/Regulating Authority

Florida Statute 125.045 County Economic Development Powers.

Background Discussion

The Bradenton Area Economic Development Corporation (BAEDC) is designated by Enterprise Florida as the primary organization responsible for coordinating local, regional, and state economic development activities focused on the retention, expansion, and attraction of new target sector companies to Manatee County, resulting in the creation of quality jobs and increased capital investment. Their efforts complement the County's full economic development and redevelopment programs within the Redevelopment & Economic Opportunity Department.

The BAEDC is a not for profit corporation established by local business partners to foster economic development in the community and is primarily responsible for actively promoting the business brand for Manatee County through aggressive local and global marketing and business development activities.

Manatee County is a political subdivision authorized to fund economic development activities within its boundaries pursuant to Florida Statute 125.045.

The County acknowledges that it would not otherwise perform the functions of the BAEDC as set forth in the agreement.

The agreement includes specific and measurable goals and outcomes to be accomplished by the BAEDC.

Monies have been appropriated annually for economic development activities to be carried out by the BAEDC. The County has \$311,000 in the FY 2021-2022 budget to fund this obligation.

Attorney Review

Not Reviewed (Utilizes exact document or procedure approved within the last 18 months)

Instructions to Board Records

[Emailed 11/17/2021 and interoffice](#)

Original signed copy to Geri Lopez, Redevelopment & Economic Opportunity Department (geri.lopez@mymanatee.org) and Ruth A. Buchanan, Economic Development Manager (ruth.buchanan@mymanatee.org).

Cost and Funds Source Account Number and Name

0010015806 \$177,000, 1070015806 \$134,000 = \$311,000

Amount and Frequency of Recurring Costs

\$311,000, 1 year

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**MANATEE COUNTY
REDEVELOPMENT AND ECONOMIC OPPORTUNITY DEPARTMENT**

BY: _____

Title: County Administrator or Designee

DATE: _____

WITNESSES:

Print Name

Signature

Print Name

Signature

BRADENTON AREA ECONOMIC DEVELOPMENT CORPORATION

BY: _____

Title: President & CEO

DATE: _____

WITNESSES:

Print Name

Signature

Print Name

Signature

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Total Funding for all Program Activities	\$ 311,000
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