

Exhibit "A"

Contract for Economic Development Services- Entrepreneurship & Innovation

Schedule of Deliverables and Performance Measures

As outlined herein, Startup Junkie Consulting shall provide the following services, more generally referred to as Entrepreneurship & Innovation economic development services:

- One.** Support a collaborative entrepreneurial/innovative environment
- Two.** Increase high-tech job growth and University partnerships
- Three.** Create innovative spaces and programs to support entrepreneurs
- Four.** Expand entrepreneurship education programs
- Five.** Support the growing local artisan food and craft beverage industry
- Six.** Support Talent Attraction, Retention and Development
- Seven.** Collaborate with the City for communication to the public
- Eight.** Report Outcomes

One: Support a collaborative entrepreneurial/innovation environment

1. *Serve as a direct point of contact for entrepreneurship/innovation and startup efforts.*
 - a. Coordinate with all entities involved in entrepreneurial efforts in the City of Fayetteville, and serve as the point person in addressing any city-related processes that impact entrepreneurs.
 - b. Maintain a bright line of communication with the City's Economic Development team to maintain accountability and address issues as they arise.
 - c. Work with the City's internal economic development team to brand and market the Startup City of the South concept.
2. *Assist the City in creating and staffing a Fayetteville Innovation Council.* Focused on creating a collaborative environment that addresses the needs and challenges of entrepreneurs and innovators in Fayetteville, this group should be comprised of successful entrepreneurs or representatives of a broad cross-section of startups based in Fayetteville, including the University of Arkansas.
3. *Online Directory.* Develop and maintain an online directory of the startup community, accessible from the City's Economic Development web site, with hotlinks to notable successes and best practices, entrepreneurial initiatives, calendar of meet-ups, events and educational and mentoring opportunities, technology support networks, etc.

4. *Start-up/Entrepreneurial Business Retention and Expansion.* Coordinate with the City's contractor for Economic Development Business Retention and Expansion services to provide and share information on needs for capital, talent, data, infrastructure, skills, etc. to promote a welcoming and sustainable environment for startups. **BR&E services for this target sector will be provided by a separate contractor.*

Two: Increase High-Tech Job Growth and University partnerships

1. *Develop and maintain a close working relationships with the Arkansas Research and Technology Park (ARTP) executive staff.* The contractor's relationship with the ARTP shall be a strong working relationship, with a clear understanding of their direction, opportunities and constraints related to funding, space needs, physical infrastructure limitations, and how the City might assist. Regular meetings to discuss both formal topics for consideration and informal ideas are critical to maintaining the working relationship.
2. *Identify affordable housing options for entrepreneurs and startups.* In order to provide affordable housing and encourage additional collaboration among U of A entrepreneurs who are working with the University and ARTP to launch a startup business, explore relationships with private developers and other opportunities that would provide housing at reduced costs and/or within close proximity to reduce transportation costs and time so that student entrepreneurs can funnel their time, energy and funds into their business.
3. *Explore the creation of a Startup Village.* In the vein of projects such as Kansas City Startup Village and the Innovation District concept in Fayetteville, investigate and report on the concept of a Fayetteville Startup Village, coined around the "Startup City of the South," idea to focus efforts, energy and knowledge sharing that ideally produces an increase in the opportunity for startups to succeed and job growth to accelerate.
4. *Partner with the University to further address capital needs.* Working closely with the University, ARTP, City and others, the selected contractor shall regularly inventory capital needs and map out potential resources to meet those needs, over the course of time giving specific time parameters for each action step.

Three: Create innovative spaces and programs to support entrepreneurs

1. *Develop and define an Innovation District.* Innovation Districts are creative ecosystems where innovative design and development patterns can help entrepreneurs, established companies, and leaders build unexpected relationships, resulting in transformative

solutions. These districts are designed to make unusual collaborations more likely to happen. There is already a burgeoning creative ecosystem in downtown Fayetteville with the presence of numerous startup companies, the proposed Innovation Hub, and the University of Arkansas Community Design Center (UACDC), which advances creative development through design, research, and education solutions from its downtown facility that houses a full-time design and planning staff who deliver professional services for communities and organizations nationwide. These businesses, all of which are located on the Fayetteville Square, are the epicenter of this creative ecosystem that is developing and should become part of the proposed Fayetteville Innovation District. Startup Junkie Consulting will lead a discussion with the appropriate parties currently involved in the development of the entrepreneurial/startup ecosystem in Fayetteville to define the geography of the proposed Innovation District.

2. *Create and provide collaboration space.* Clustering the physical spaces in which entrepreneurs can collaborate is one way to encourage idea generation, maturation and sharing of resources. Startup Junkie Consulting will provide collaboration space free to the public in the form of Centerspace, currently located on the 2nd floor of the Pryor Center. In addition to maintaining the existing Centerspace free and open to the public, Startup Junkie Consulting will conduct an inventory of additional shared space opportunities for entrepreneurs, innovators, inventors and creatives. Support the development of an inventory of available spaces, facilitate a strategic plan to create them, and guide a governance structure for operational sustainability.
3. *Develop incentive ideas for startup companies locating downtown.* Explore a breadth of incentives and develop ideas to support startup companies locating in downtown, as well as elsewhere within the identified Innovation District. Funding, parking, transit or bicycle incentives, development of attainable housing in close proximity, etc. are some options worthy of consideration, among others. Work with the City, entrepreneurs and others to formally launch incentives that will attract and retain entrepreneurial ventures in the downtown and Innovation District.
4. *Support maker space and robotics training center development.* Support a maker space and robotics training center development already occurring in the downtown, and explore other relationships to link interested users of the space and related programs to make it a successful venture.

Four: Expand Entrepreneurship Education Opportunities at all levels

1. *Understand existing industry and targeted business sector needs.* Review and participate in workforce analysis studies done for the region to gain an understanding of the workforce availability related to the occupations required of the targeted business sectors, potentially partnering with the NWA Council on this initiative. Care should be taken to not duplicate efforts already underway.
2. *Research and conduct a survey of regional higher educational institutions.* Develop an understanding of enrollment, degrees offered and graduates of regional institutions of higher education that may serve Fayetteville, meeting as appropriate with leaders of the various educational institutions independently and reporting back to the City the results of these conversations.
3. *Convene regional educational leadership.* Coordinate with the Northwest Arkansas Council to participate in discussions with local institutions of higher education, public school career and technical education program leaders, as well as local industry and targeted sectors, and determine whether the workforce and training needs of the identified target markets can be met. Work with these institutions to determine possible new program development in the future to meet the needs of the targeted business sectors and existing business and industry. Once established, create and measure performance standards to fill gaps in the workforce and training needed.

Five: Support the growing local artisan food and craft beverage industry

1. *Partner to support burgeoning local craft beverage and artisan food business plans.* Identify and work to expand efforts to ensure high value artisan food and craft beverage companies flourish in Fayetteville, particularly where there is growth opportunity in the market. Work with the Northwest Arkansas Council, the Fayetteville Visitors Bureau, the U of A Food Innovation Center and other parties to ensure the artisan food and beverage industry is supported and that any challenges to existing companies in Northwest Arkansas are identified and addressed. Conduct a targeted online survey focused on understanding how the city and region can support the future growth of the craft beverage and artisan food industry and potentially attract larger operations in the future. Develop a base of knowledge through research of benchmark cities with similar craft/artisan industry clusters, such as Asheville, NC and report these results.
2. *Assess need for educational programs.* Assess the need for additional educational programs in the region to support the craft beverage and artisan food industry as part of the online survey.

Six: Support Talent Attraction, Retention and Development

Being able to attract, develop and maintain talent is critical for sustaining the startup business ecosystem. With the presence of the U of A and Northwest campus of the University of Arkansas for Medical Science (UAMS) in the city, and NWACC and Northwest Technical Institute in the region, Fayetteville is positioned to provide young and educated talent, as well as research and development, to support existing and new business/industry. The contractor must provide expertise and resources to gain a comprehensive understanding of the workforce and training needs of the entrepreneurial target sector.

- 1. Attract and retain the workforce of today and tomorrow.* Work with the city to identify and support quality of life initiatives that attract the appropriate workforce and skillsets needed in the target sector of entrepreneurship and innovation. Enable discussions to maintain and enrich an authentic Fayetteville culture for residents, coordinating the various focus areas of Fayetteville First and the City's adopted policies, including a focus on walkable neighborhoods, high quality school choices, mixed-use and urban amenities, diversity, transportation alternatives and amenities such as arts, culture and entertainment/dining options. Care for the environment and a desire to live in communities that practice sustainable development are hallmarks of tomorrow's workforce, and should be part of the foundation to make Fayetteville the Startup City of The South.
- 2. Ensure workforce and training needs can be met.* Develop and lead programs that enrich talent development, starting at the youngest ages, as a key part of workforce development. Focus on diversity of population in all aspects of entrepreneurship. Continue to lead youth entrepreneurship programs such as E-Teen Ventures and AR Girls Code. Support efforts such as AR Code Festival, Congressional App Challenge, Dream B.I.G. and Lemonade Day of Northwest Arkansas.
- 3. Millennial advisory panel.* Work with the City to create a millennial advisory panel that can recommend policies, education and development practices that provide the best quality of life amenities and environment for this diverse population. Promote, foster, and seek development opportunities that help create an environment and amenities that attract the new millennial worker and/or business owners.

Seven: Collaborate with the City for Communication with the Public

- 1.* The City's Economic Development web site will be used to communicate the implementation of the Fayetteville First plan, using the City's branding and marketing.

All communication and engagement with the business community via surveys and questionnaires will be done from a link within the City's Economic Development web site pages and will be promoted on the City's social media channels via coordination with the City's Communications and Marketing Team. All performance measures and reports will be updated on a regular basis via the City's web site. Startup Junkie Consulting will work with the City's Communications and Marketing Team to ensure that the deliverables from this contract remain up to date on the City's Economic Development web site.

2. Communications from Startup Junkie Consulting related to economic development initiatives within the scope of this contract, major decisions and/or development matters, and public-facing activities should be coordinated with the Mayor's office or his assigned staff. This includes statements at City Council meetings, Agenda Sessions, public presentations, press conferences, etc.

Eight: Reports and Presentations

1. Reporting results and milestones will be done as deliverables are met in the implementation of the Fayetteville First Economic Development Strategic Plan and will be formatted to fit within the City's Economic Development branding on the city web site. The City's internal Economic Development team will meet regularly with Startup Junkie Consulting (at a minimum on a monthly basis) to discuss the status of deliverables. The Mayor and/or City Council may request periodic updates and public engagement for citizens to be kept informed of the city's economic development goals.
2. Startup Junkie Consulting shall provide written reports and prepare a brief presentation to the Mayor and City Council on at least a bi-annual basis. Reports and presentations should outline the tasks accomplished, outcomes achieved and include statistics for each performance measure outlined herein.
3. A schedule for completion of outlined performance measures and a monthly status report shall be submitted for each month of the contract, delivered during regular monthly meetings with the City's internal team.