SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY

SUBJECT: Memorandum of Understanding (MOU) between Enterprise Florida, Inc. (EFI) and Sumter County Economic Development (Staff Recommends Approval)

REQUESTED ACTION: **Approve the MOU**

☐ Work Session (Report Only) **DATE OF MEETING:** 10/23/2012
☒ Regular Meeting ☐ Special Meeting

CONTRACT: ☐ N/A Vendor/Entity: EFI
Effective Date: _____ Termination Date: _____
Managing Division / Dept: County Administration

BUDGET IMPACT: N/A
☐ Annual **FUNDING SOURCE:** _____
☐ Capital **EXPENDITURE ACCOUNT:** _____
☒ N/A

HISTORY/FACTS/ISSUES:
The attached MOU is to document the current cooperation between Sumter County Economic Development and EFI and acknowledge that Sumter County Economic Development is the economic development of Sumter County.

Memorandum of Understanding (MOU)
Between
Enterprise Florida, Inc. (EFI)
and
Sumter County Economic Development

I. Background

Enterprise Florida, Inc. is a 501(c)(3) non-profit corporation. It is not a unit or entity of state government (§288.901(1) F.S.). Enterprise Florida is the principal economic development organization for the State of Florida, designed and structured as a public-private partnership for the express purpose of improving the quality of life for Floridians through the enhancement of the state's economy and economic competitiveness in the global economy (§288.901(2) F.S.).

To facilitate job creation in the most efficient manner Enterprise Florida has established a primary partner approach to distributing lead referrals and coordinating prospect proposals. Each of Florida's 67 counties designates the organization that will be its primary partner contact for Enterprise Florida.

II. Purpose of this Memorandum

1. Allow Florida counties to name the primary partner it designates to receive lead referrals from and work with Enterprise Florida to develop prospect proposal responses; and

2. Facilitate Enterprise Florida's desire to effectively communicate strategies and information with local and regional partners that will maximize their contribution toward the achievement the Florida's economic development goals; and

3. Establishes the parameters for a successful partnership between Enterprise Florida and its primary partner, and outlines general responsibilities to be carried out by both parties.

III. Non-Binding Agreement

This MOU establishes the basic tenements of a collaborative working relationship between Enterprise Florida and its primary partner to create more jobs for Florida, but does not impose a legal obligation on either party.

IV. Designation Of Primary Partner

Sumter County designates **Sumter County Economic Development** as its primary economic development organization to receive lead referrals from and work with Enterprise Florida to develop prospect proposal responses. By written notice, **Sumter** County may change its primary partner designation at any time.

Under this MOU Enterprise Florida and **Sumter County Economic Development** will maintain their own autonomy while collaborating to increase job creation for the local area, region and state.

V. Parties' Roles & Responsibilities

As the competition for job creation opportunities becomes more intense, Enterprise Florida and **Sumter County Economic Development** can greatly improve chances of success by performing tasks that coordinates efforts and leverages the strengths of both entities.

VI. Partnership

Sumter County Economic Development will share information about Enterprise Florida programs and activities to local constituents, local government, chambers of commerce and other organizations that support local economic development initiatives. This information may be shared through **Sumter County Economic Development's** website, brochures, pamphlets, area broadcast media, and other appropriate channels.

Sumter County Economic Development agrees to serve as the primary point of contact for Enterprise Florida to supply disaster recovery information and assistance to businesses throughout **Sumter** County.

VII. Business Development

Enterprise Florida is responsible for generating prospect leads at the state level and disseminating those leads to the primary partner in each county that meets the project's stated criteria for a relocation/expansion site. **Sumter County Economic Development** will make every effort to connect with Enterprise Florida early in the prospect development phase to maximize Florida's chances of success. Enterprise Florida will provide continuing technical assistance and project support as needed.

1. As mutually agreed, Enterprise Florida will support projects, initiatives and prospect development activities of **Sumter County Economic Development**. In turn, **Sumter County Economic Development** will alert Enterprise Florida of said activities and needed assistance with as much advance notice as possible.
2. **Sumter County Economic Development** agrees to the best of their ability to conduct regular business retention visits with **Sumter** County companies to ensure that existing businesses receive the assistance necessary to stay and grow in Florida. Enterprise Florida offers programs and services to assist primary partner with business retention & expansion efforts.
3. Upon request Enterprise Florida will provide **Sumter County Economic Development** with information and technical assistance on state-level business incentive programs and other resources that support job growth. Working in cooperation with the Florida Department of Economic Opportunity and other agencies, as appropriate, Enterprise Florida will offer advice and guidance to **Sumter County Economic Development** in completing applications for state incentives programs.
4. **Sumter County Economic Development** will make every effort to inform Enterprise Florida of job announcements at the earliest opportunity.
5. Enterprise Florida will establish standards for local primary partner responses to prospect inquiries. **Sumter County Economic Development** agrees to adhere to the established standards and respond "Yes" or "No" about its intent to respond to project referrals.
6. Enterprise Florida regularly produces time sensitive reports, documents and publications on economic development in Florida. **Sumter County Economic Development** will provide data to Enterprise Florida on a timely basis that supports these efforts. Information requested may include data relative to strategies, industries, community assets, trends, analysis, marketing, funding, et.al.

VIII. Marketing & Communication

1. Enterprise Florida will lead the efforts for statewide economic development marketing, research, advertising and public relations, with input and involvement by primary partners. **Sumter County Economic Development** agrees to support Enterprise Florida's cooperative marketing programs, when appropriate, including statewide coordinated prospect events, trade missions, and advertising/public relations campaigns.

2. Enterprise Florida is responsible for marketing and branding Florida as a pro-business destination. **Sumter County Economic Development** is responsible for marketing its respective communities, defining its economic vision and image, and ensuring that the messaging does not contradict established statewide marketing/branding strategy.

3. **Sumter County Economic Development** may use the eflorida.com logo on marketing materials, ads and promotional material with prior approval. Use of the logo does not imply that the organization represents EFI or is affiliated in anyway outside of the scope of this agreement. **Sumter County Economic Development** will provide Enterprise Florida with a courtesy copy of any materials that include the eflorida.com logo.

IX. Terms of Agreement

This MOU will become effective upon signing by both Enterprise Florida and **Sumter County Economic Development** and will remain in force until Enterprise Florida is notified in writing that **Sumter** County has appointed a different organization to lead its economic development efforts or is no longer interested in continuing this agreement.

This MOU may be amended by mutual agreement of both parties in writing.

X. Approvals

Sumter County's approving signatory shall be the Chairman of the County Commission or his/her designee.

Sumter County

_____

Garry Breeden, Chairman
Sumter County

_____

Date

Sumter County Economic Development

_____

Bradley Arnold, County Administrator
Sumter County Economic Development

_____

Date

Enterprise Florida, Inc.

_____

Gray Swoope, President & CEO
Enterprise Florida, Inc.

_____

Date