




Interoffice Memorandum

July 22, 2014

APPROVED
BY ORANGE COUNTY BOARD
OF COUNTY COMMISSIONERS
AUG 05 2014 CAS/KH

TO: Mayor Teresa Jacobs
-AND-
Board of County Commissioners

FROM: Eric Ushkowitz, Economic Development Administrator
Office of Economic, Trade & Tourism Development 

SUBJECT: **August 5, 2014 – Consent Agenda Item**
Approval of Strategic Alliance Memorandum between the United States Small Business Administration and Orange County Florida Government.

The United States Small Business Administration (SBA) has requested Orange County enter into a Strategic Alliance Memorandum (SAM) between the two parties which are joined by the common efforts to help support the creation, maintenance, and expansion of small business. The purpose of the SAM is to further develop and formalize a longstanding working relationship between the SBA and Orange County.

This agreement has been reviewed by the Orange County Attorney's Office.

ACTION REQUESTED: Approval of the Strategic Alliance Memorandum with the United States Small Business Administration and the Orange County Florida Government.



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Strategic Alliance Memorandum

with the

United States Small Business Administration

and the

Orange County Florida Government.

I. PURPOSE

The United States Small Business Administration (SBA) and the Orange County Florida Government (County) (each a “Party” or, collectively the “Parties”) are joined by a common mission; **helping start, maintain, and expand small businesses**. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

Orange County’s mission is to serve the citizens of Orange County and its guests with integrity, honesty, fairness and professionalism. Orange County is committed to engaging the citizens in the decision making process in order to earn their trust and improve their quality of life.

Orange County has determined that there is a public interest for business assistance programs in order to promote businesses in Central Florida through education, training, work sessions, seminars and other activities conducive to Orange County's economy

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to further develop and formalize a longstanding working relationship between the SBA and Orange County. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA’s cosponsorship authority. Nothing in this SAM permits the County to use the SBA logo or seal. The “U.S. Small Business Administration” name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to the County.

In order to further their common goals, the Parties agree to the following:

II. SCOPE AND RESPONSIBILITIES

SBA Undertakings:

Within the limits of its available and/or appropriated resources, the SBA through its **North Florida District Offices** will:

- Provide the County with up-to-date information about SBA’s programs and services.
- Make available, upon request, information regarding SBA’s resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, and the Women’s Business Centers (WBCs) (collectively, “SBA’s Resource Partners”).
- Make available, upon request and subject to their availability, SBA resource guides, pamphlets, brochures, and other publications.
- Advise the County of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in County workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite the County’s customers/constituents to attend local SBA-sponsored events and offer SBA-sponsored training at the County’s location when appropriate.
- Provide a text-only hyperlink from SBA’s website to the County’s website pursuant to SBA’s linking policies.
- Provide information to the County’s staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and the County.

Orange County Florida Government Undertakings:

Within the limits of its available resources, the County will:

- Cooperate with SBA’s Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients/members SBA resource guides, pamphlets, brochures, and other publications.
- Inform County small business clients/members of SBA’s programs and services including referrals to SBA’s Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from County’s website to SBA’s website.
- Assign a local point of contact to serve as liaison between County and SBA.

III. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph V below.

IV. AMENDMENT

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

V. TERMINATION

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

VI. RELATIONSHIP

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein

shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to the Orange County Florida Government and SBA.

VII. RESPONSIBLE OFFICIALS

The responsible officials and points of contact for administrative matters pertaining to this SAM are:

Orange County Florida Government:

Name: Eric Ushkowitz
Title: Economic Development Administrator
Address: Orange County Government
P.O. Box 1393
201 S. Rosalind Avenue
Orlando, FL 32802-1393
Tel: 407) 836-7370
e-mail: Eric.Ushkowitz@ocfl.net

U.S. Small Business Administration:

Name: Jose (Ed) Ramos
Title: Senior Area Manager
Address: 200 East Robinson St.; Suite 1270
Orlando, FL 32801
Tel: (407) 648-2891
e-mail: jose.ramos@sba.gov

VIII. SIGNATURES

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization:

U.S. Small Business Administration:

Administrator/Deputy Administrator/Associate Administrator, OSA Date

Wilfredo J. Gonzalez
Wilfredo J. Gonzalez, District Director
North Florida District Office

11/6/14
Date

ORANGE COUNTY, FLORIDA
By: Board of County Commissioners

By: Teresa Jacobs
Teresa Jacobs, Mayor

ATTEST: Martha O. Haynie, County Comptroller
As Clerk to the Board of County Commissioners

By: Katie Smith
Deputy Clerk
Date: AUG 05 2014, 2014

