

**MEMORANDUM of UNDERSTANDING/SERVICE AGREEMENT  
BETWEEN  
FLORIDA SMALL BUSINESS DEVELOPMENT CENTER  
at THE UNIVERSITY OF WEST FLORIDA  
AND  
COMMUNITY REDEVELOPMENT AGENCY**

This Agreement made this 25th day of January 2022 by and between The Panama City Community Redevelopment Agency, herein CRA and Florida Small Business Development Center at The University of West Florida; herein referred to as FSBDC:

**WHEREAS**, there is a critical need for increased economic development activity throughout all four (4) CRA Districts; and

**WHEREAS**, businesses in the CRAs are struggling economically due to continued Hurricane Michael recovery as well as the Covid pandemic; and,

**WHEREAS**, interest in new business start up has been expressed in the in the CRA Districts; and

**WHEREAS**, Each CRA District has a ready asset of classroom space to support economic development interests; and,

**WHEREAS**, the Florida Small Business Development Center located at the College has a mission, as well as, advanced technical expertise to assist small business; and

**WHEREAS**, the CRA and the College wish to mutually cooperate in the establishment of a small business assistance project; and

**WHEREAS**, the purpose of the project is to serve as a mechanism to help grow jobs and investment in the Downtown North CRA; and provide onsite workshops: and

**WHEREAS**, a grant request for funding this effort has been developed that would implement the small business assistance, and link this effort to potential capital resources to assist job growth efforts; and

**1. EXTENSION**

This MOU is effective commencing January 1, 2022 and terminating on December 31, 2022 unless extended by written amendment or terminated as provided herein.

**2. SBDC RESPONSIBILITIES**

- A. FSBDC will schedule a minimum of one training workshop each quarter in one of the CRA Districts.
- B. FSBDC Consultant(s) will provide presentation and all training materials.
- C. FSBDC will provide the CRA with outcome reports after each workshop to include:
  - i. The total number of workshop attendees.

- ii. The number of attendees who sign up for continued training with SBDC.
- iii. The number of attendees currently operating a small business within a CRA district.
- iv. The number of attendees currently operating a small business outside of a CRA district.
- v. The number of existing business owners looking to expand.
- vi. The number of attendees who have not yet opened their small business.

**3. CRA RESPONSIBILITIES**

- A. CRA will create and implement scholarships for pre-set number of attendees for each workshop. This scholarship will cover the cost normally associated with the workshop as presented by SBDC.
- B. CRA will provide appropriate space and technical requirements for each workshop.

**4. MUTUAL RESPONSIBILITIES**

- A. CRA and FSBDC will cross-promote and when possible refer potential clients to the other's services and programs.
- B. CRA and FSBDC will collaborate on assessments of small business needs in the region.
- C. CRA and FSBDC will workshop programs both within CRA districts and outside of its boundaries.
- D. CRA and FSBDC will evaluate the partnership on a yearly basis to decide how to move forward with the agreement.

**5. RESTRICTIONS**

- A. FSBDC and CRA shall not share proprietary, trade secret, or confidential information as defined under Florida law, including names of clients or workshop attendees without the client's written consent, subject to Article VII of this MOU.

**IN WITNESS WHEREOF**, the undersigned authorized representatives of the said parties do hereby enter into this Amendment to the original Agreement on this 25th day of January 2022.

**City of Panama City  
Community Redevelopment Agency**

**Florida SBDC  
University of West Florida**

\_\_\_\_\_  
Greg Brudnicki, Chairman

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Kelly Massey, SPHR, CBP

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Michael Johnson, CRA Director

**Attest:**

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Mark McQueen, City Manager