

Memorandum of Understanding (MOU)
Between
Enterprise Florida, Inc. (EFI)
and
Central Florida Development Council

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 tenets 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

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

Under this MOU Enterprise Florida and **Central Florida Development Council** 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 **Central Florida Development Council** can greatly improve chances of success by performing tasks that coordinates efforts and leverages the strengths of both entities.

VI. Partnership

Central Florida Development Council 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 **Central Florida Development Council's** website, brochures, pamphlets, area broadcast media, and other appropriate channels.

Central Florida Development Council agrees to serve as the primary point of contact for Enterprise Florida to supply disaster recovery information and assistance to businesses throughout **Polk** 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. **Central Florida Development Council** 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 **Central Florida Development Council**. In turn, **Central Florida Development Council** will alert Enterprise Florida of said activities and needed assistance with as much advance notice as possible.
2. **Central Florida Development Council** agrees to the best of their ability to conduct regular business retention visits with **Polk** 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 **Central Florida Development Council** 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 **Central Florida Development Council** in completing applications for state incentives programs.
4. **Central Florida Development Council** 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. **Central Florida Development Council** 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. **Central Florida Development Council** 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. **Central Florida Development Council** 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. **Central Florida Development Council** 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. **Central Florida Development Council** 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. **Central Florida Development Council** 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 **Central Florida Development Council** and will remain in force until Enterprise Florida is notified in writing that **Polk** 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

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

Polk County

Central Florida Development Council

Name, Title

Polk County

Name, Title

Central Florida Development Council

Date

Date

Enterprise Florida, Inc.

Gray Swoope, President & CEO

Enterprise Florida, Inc.

Date