




Interoffice Memorandum

AGENDA ITEM

February 6, 2017

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

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

SUBJECT: **February 21, 2017 – Consent Agenda Item**  
Approval and Execution of the Strategic Alliance  
Memorandum between the United States Small Business  
Administration and Orange County, Florida Government

In 2014, the United States Small Business Administration (SBA) 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. The 2014 agreement has expired and the SBA would like to renew the SAM for another two-year period.

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

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

EU/tp



## OFFICE OF COMPTROLLER

**ORANGE  
COUNTY  
FLORIDA**

**Phil Diamond, CPA**  
County Comptroller as  
Clerk of the Board of County Commissioners  
201 South Rosalind Avenue  
Post Office Box 38  
Orlando, FL 32802  
Telephone: (407) 836-7300  
Fax: (407) 836-5359

DATE: February 22, 2017

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

FROM: Katie Smith, Deputy Clerk  
Comptroller Clerk of BCC *CAS for KS*

SUBJECT: Request for Execution of Document, County Administrator Consent Item  
3, February 21, 2017

Enclosed is the Strategic Alliance Memorandum (1 original) which was approved by the Board of County Commissioners (BCC) at its regular meeting held on February 21, 2017.

Please forward the document to all required parties for signature.

**Email copies of the fully-executed documents to [ClerkofBCC@occompt.com](mailto:ClerkofBCC@occompt.com) and copy [ruby.muniz@ocfl.net](mailto:ruby.muniz@ocfl.net). Note: [ClerkofBCC@occompt.com](mailto:ClerkofBCC@occompt.com) is used only for County staff submission of pending documents.**

Please include in cover memo or subject line identification of the document by name, agenda item number, and date of BCC approval. Emailed copies must be in full-size PDF format. The document will be processed and filed for the record upon receipt.

If you are unable to return a copy of the fully-executed document before March 21, 2017, notify Katie Smith, Deputy Clerk by email of the reason for the delay prior to that date.

If you have any questions, please do not hesitate to call.

ks:cas

Enclosure

dl: Randy Singh, Assistant County Administrator, BCC [email]  
Ruby Muniz, Executive Assistant, County Administrator's Office, BCC [email]  
Pending File

BCC Mtg. Date: February 21, 2017



# 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.

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 the **County** in order to strengthen and expand small business development in the local area. 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 the **County's** 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:**

Eric Ushkowitz  
Economic Development Administrator  
P.O. Box 1393  
201 South Rosalind Avenue  
Orlando, FL 32802-1393  
(407) 836-7370  
[Eric.Ushkowitz@ocfl.net](mailto:Eric.Ushkowitz@ocfl.net)

**U.S. Small Business Administration:**

Jose (Ed) Ramos  
Senior Area Manager  
200 East Robinson Street, Suite 1270  
Orlando, FL 32801  
(407) 648-2891  
[jose.ramos@sba.gov](mailto: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:**

\_\_\_\_\_  
Mina Wales, Deputy Assistant Administrator  
Office of Communications and Public Liaison

\_\_\_\_\_  
Date

*[Signature]*  
Wilfredo J. Gonzalez, District Director  
North Florida District Office

2/3/17  
Date

**Orange County Florida:**

By: Board of County Commissioners

By: *[Signature]*  
Teresa Jacobs, Mayor

ATTEST: Phil Diamond, County Comptroller  
As Clerk to the Board of County Commissioners

By: *[Signature]*  
Deputy Clerk

Date: FEB 21 2017, 2017

