

## **Exhibit A**

### **Scope of Services Greater Casa Grande Chamber of Commerce**

1. Expand and Retain Casa Grande Chamber Memberships
  - a. Provide a list of members and length of membership (updated annually).
  - b. Develop a method to track Chamber members who move out or shut down in Casa Grande locations and provide analysis on driving forces behind leaving. Include this as part of each annual report.
  - c. Develop outreach program for growing memberships.
  - d. Develop annual survey to gather data from existing members to get feedback on what they feel is working or not working in for Chamber members – including Chamber services, marketing, advertising, events, etc. and include as part of the annual report.
  - e. Survey a minimum of 60 member businesses annually (15 per quarter) with the City's BRNE and provide as part of the quarterly report.
2. Business attraction
  - a. Be the point of contact for businesses interested in moving to Casa Grande, including educating them about Casa Grande and about topics like Casa Grande economic development, City planning, zoning and coding requirements.
  - b. Provide a list to the City as part of the quarterly report detailing the primary topics people called to ask or discuss with the Chamber.
3. Provide Marketing/Advertising/Promotion
  - a. Shop Local – Carry the City's initiative to downtown businesses and serve on the City's Shop Local committee (to be formed in FY20).
  - b. Utilize social media, print marketing, email and other appropriate mediums to market the Chamber.
  - c. Provide printed Street Maps, tourism maps, annual Chamber Directory and community calendar.
4. Liaison between Chamber members and City of Casa Grande
  - a. Provide a central point of contact for members for City issues and guide them to appropriate City departments.
5. Tourism
  - a. Be the point of contact for visitors to receive tourism information on Casa Grande. Provide metrics related to requests as part of the quarterly report.
6. Education
  - a. Bring workshops and or seminars to members to include topics for small businesses like workforce development, small business financing, creating a business plan, marketing, etc. Provide data on these efforts as part of the quarterly report.

- b. Be a link for Chamber members for other local resource partners to help promote their business – Casa Grande Chamber, Pinal Alliance for Economic Growth, AZ@Work, etc.
7. Volunteer Opportunities
  - a. Work as a liaison with the various departments at the City of Casa Grande to link potential volunteers to work on events, within departments or other opportunities as available. Initial target departments for volunteer coordination will be Community Services and Police. Include plan and summary of efforts as part of the quarterly and annual reports.
8. Provide Quarterly Invoices/Reports
  - a. Quarterly and End of Year reports should be provided to the City prior to the deadlines listed below. Contents of the reports should include the progress toward the goals outlined in the application and in the Scope of services as well as the most recent financial report indicating expenses and revenues for the quarter. The year-end report can be combined with the Q4 report.
  - b. Invoice/Report due dates:
    - Q1 – due by October 15, 2019
    - Q2 – due by January 15, 2020
    - Q3 – due by April 15, 2020
    - Q4/Year-end report – due by July 31, 2020 (\*\*Q4/End of year reports must be received no later than August 1, 2020 – invoices received after this date will not be processed due to the City of Casa Grande’s fiscal year end encumbrance cut off).