

Exhibit A

Scope of Services Pinal Alliance for Economic Growth

1. Business Attraction and Retention
 - 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, specializing in the industrial and retail sectors.
 - 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 Pinal Alliance including the number of site requests.
 - c. Develop method to track businesses who move out or shut down in Casa Grande locations and provide analysis on driving forces behind leaving (primarily businesses not affiliated with the Chamber of Commerce or Main Street, downtown) and provide this data as part of the quarterly report.
 - d. Develop annual survey to gather data from existing businesses to get feedback on what they feel is working or not working in for local industry – including Pinal Alliance for Economic Growth services, development, marketing, advertising, events, etc. and include as part of the annual report.
 - e. Survey a minimum of 20 businesses annually (5 per quarter) with the City’s BRNE and provide as part of the quarterly report.
 - f. Work with the owners of the Promenade Mall to attract new businesses to fill the vacant retail spaces.
2. 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 City of Casa Grande to various outlets.
3. Business-focused Education
 - a. Bring workshops and seminars and economic development forums to Casa Grande to include topics for business and industry like workforce development, small business financing, creating a business plan, marketing, etc. and include these efforts as a part of the annual report to the City.
 - b. Be a link for businesses to connect with other local resource partners to help promote their business – Casa Grande Chamber, Pinal Alliance for Economic Growth, AZ@Work, etc.
4. Local Education
 - a. Support local efforts in Achieve Pinal to connect the efforts of Achieve60AZ to Pinal County.

5. City of Casa Grande Strategic Plan
 - a. Support and aid the City of Casa Grande's Economic Development department to execute the goals and actions of the City's Economic Development Strategic Plan.
6. Complete the Sign Code Case Study Project
 - a. Complete the project with analyzes the impact of business-friendly sign code.
7. 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 this document (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).