

## **LDFA Board Meeting**

June 15, 2010

8:15 am to 10:15 am

SPARK Central Incubator

330 E. Liberty Street, Ann Arbor, MI 48104

# **Agenda**

- I. Call to Order**
- II. Public Comment**

Public comment shall be allowed at all meetings. An individual may speak for up to three (3) minutes on any item listed on the Agenda. The Chair may extend an individual's speaking time in his/her discretion. Public comment on non-agenda items may be limited in the Chair's discretion.
- III. Approval of the Agenda**
- IV. Approval of the Minutes of the April 27, 2010 Regular Board Meeting**
- V. LDFA Chair's Report**
- VI. LDFA Treasurer's Report**
- VII. Reports from Service Providers**
  - a. Marketing update**
  - b. Presentation on LDFA/SPARK agreement**
- VIII. Reports from Committees**
  - a. Contract**
- IX. Other Business**
  - a. Approval of the FY 2011 meeting schedule**
  - b. Request to move unspent monies to micoloan**
  - c. New board member appointments**
  - d. Committee appointments – Advisory**
- X. Motion to Adjourn**



**MINUTES – REGULAR BOARD MEETING  
April 27, 2010**

**Ann Arbor-Ypsilanti Smart Zone Local Development Finance Authority**

**SPARK Central Incubator  
330 E. Liberty Street, Ann Arbor, MI 48104**

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**Members Present:** Richard Beedon, Theresa Carroll, Michael Korybalski, Mark Maynard, Stephen Rapundalo, Phil Tepley, Skip Simms-Accelerator Ex-officio

**Members Excused:** Lisa Kurek, Darryl Daniels, Tom Crawford-Ex-officio, Ned Staebler-MEDC-Ex-officio

**Others Present:** Ken Bogan-City of Ann Arbor-Finance, Amy Cell-SPARK, Greg Fronizer-SPARK, Elizabeth Parkinson-SPARK

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**CALL TO ORDER:**

Rapundalo called the meeting to order at 8:15 am. A quorum was present.

**APPROVAL OF THE AGENDA:**

Korybalski moved, seconded by Tepley, to approve the Agenda for this meeting in the form presented at this meeting. Motion approved unanimously.

**MOTIONS & RESOLUTIONS:**

**Minutes of the March 16, 2010 Regular Board Meeting:**

Carroll moved, seconded by Beedon, to approve the Minutes of the March 16, 2010 regular board meeting in the form presented at this meeting. Motion approved unanimously.

**LDFA CHAIR'S REPORT:**

Rapundalo reported that the annual LDFA report, along with the SPARK annual report was delivered to City Council last week, on Monday, April 19, 2010.

**LDFA TREASURER'S REPORT:**

Daniels was absent, so the Treasurer's 3<sup>rd</sup> quarter report was delivered by Ken Bogan.

**REPORTS FROM SERVICE PROVIDERS:**

Simms presented the SPARK 3<sup>rd</sup> quarter report. Carroll moved, seconded by Korybalski to accept the report. Motion approved unanimously.

DRAFT

**OTHER BUSINESS:**

- A request was made to check on the term expiration dates.
- Carroll provided a contract committee update
- Simms provided a metrics committee update

**MOTION TO ADJOURN:**

Beedon moved, seconded by Maynard, to adjourn the meeting at 9:20 am. Motion approved unanimously.

Respectfully Submitted,

Ken Bogan, Recording Secretary for Tom Crawford

ANN ARBOR/YPSILANTI SMARTZONE  
LDFA  
MARKETING PLAN \*Draft\*  
June 8<sup>th</sup>, 2010

Ann Arbor SPARK (SPARK) is engaged in a variety of ongoing marketing and public relations efforts in support of the SPARK Business Accelerator (BA). These activities promote the creation and growth of innovation-based companies within the Ann Arbor/Ypsilanti SmartZone. **The marketing plan is designed with the purpose of accelerating start-up business formation within the geographic boundary of the City of Ann Arbor.** Our marketing supports:

- Business Accelerator Services
- Biannual Entrepreneur Boot Camp Program
- Business formation training
- Educational and networking events
- Start-up business resources, including consulting and business incubators
- Customer identification and business development partnership support for Business Accelerator clients

To fully leverage its marketing and PR efforts, SPARK has teamed up with local, regional and state-level partners to maximize its resources. It uses numerous outlets for communication, balancing client-related messaging, regional promotion and overall Business Accelerator awareness. This complexity demands that some marketing and PR activities be conducted on an integrated basis, to assure consistency and impact of the brand and messaging over time. In the event that an integrated marketing piece, public relations outreach and/or marketing activity will benefit the activities of the BA or an Ann Arbor-based start-up, a prorated portion of that activity will be billed to the LDFA.

This plan has an overall Communication Objective for the SmartZone's intended audiences; it pursues the objective via several distinct Communication Strategies; it incorporates electronic and traditional media Tactics to achieve the goals; and it targets specific Outcomes of importance to the mission of the SmartZone. Each of these is presented below, followed by implications for the budget.

#### **Communication Objective**

Increase awareness of the SPARK Business Accelerator as the local source for start-up/entrepreneurial education, funding assistance, business plan development, incubation and networking. Based on research that out of the top 10 resources needed to ensure entrepreneurial success, our communication outreach will focus on talent, sources of investment and customers. With emphasis on the following key industries and audiences:

#### *Key industries:*

- Life Sciences (medical devices, biotechnology, contract research organizations, medical IT)

- Information Technology (including applications development, software-as-a-service, internet-related businesses)
- Cleantech (including alternative energy, transportation, energy storage and efficiency)
- Photonics (including optics, imaging, lasers, communications and related automation)
- Advanced Materials (including nano particles, and coatings)
- Homeland Security & Defense (including tracking and surveillance, and advanced data collection)

**Key Audiences:**

- Entrepreneurs
- SPARK Regional Incubator Network tenants
- Talent who help start-ups
- Tech-enabled innovations
- Professional investors
- Angel investors
- University technology
- User groups
- Network-existing networking community
- University entrepreneurs
- Partner organizations
- Trade groups
- Micro-clusters
- Service providers (e.g., law firms, banks)
- Media outlets

**Communication Strategies**

**The goals of the Marketing and Public Relations Programs:**

- Establish and reinforce Ann Arbor as a desirable and supportive area for launching and growing innovative companies, related to the goal of assisting start-up businesses within the City of Ann Arbor
- Promote Business Accelerator training and educational programs within the entrepreneurial community
- Lead the conversation related to promoting Ann Arbor as a start-up business destination and an entrepreneurial “hot spot,” related to the goal of assisting start-up businesses within the City of Ann Arbor
- Promote Business Accelerator resources and services
- Promote the business incubator space and clients
- Support the SPARK entrepreneur education and talent enhancement initiatives including:
  - Starting Your Own Business seminars
  - SPARK Expert Resource Board
  - Entrepreneur 1.0 and 2.0

- Power Lunch
- Mingle and Match
- Hot Shots
- MichAgain ad campaign (talent retention)
- Weekly event update
- Weekly talent newsletter

## Communication Tactics

Marketing and Advertising	Public Relations and Events
<p><b>Website</b> Ongoing design, content and navigation updates SEO Portfolio Company database content creation and management Social Media integration utilizing tools such as: blog, twitter, facebook, LinkedIn, YouTube and Flickr Links to/from partner sites Update design and navigation of Talent Portal</p> <p><b>Sponsorship of start-up associated seminars, events and programs that take place within the City of Ann Arbor</b> Support educational and networking events in partnership or as a sponsor with other entrepreneurial support organizations (e.g., A2Geeks, Zell Lurie Institute, user groups).</p> <p><b>Marketing and AdWords Campaign</b> Targeting Business Accelerator services including incubator(s), Boot Camp, entrepreneurial education, sources of funding, talent connectivity, consulting services</p>	<p><b>Proactive media relations</b> Consistently reach out to local, national business and industry-specific trade media with positive stories about the Ann Arbor area and our successful start-up companies and programs</p> <p><b>Incoming mission trips/familiarization tours</b> Support Business Accelerator FAM tours for key investors and start-up executive talent in the City of Ann Arbor</p> <p><b>SPARK Events Promotion</b></p> <ul style="list-style-type: none"> <li>• Community calendar, website posting and weekly update e-mail newsletter</li> <li>• Promotional support of entrepreneurial-focused events with varying outcomes and purposes; networking, training, educational and talent placement</li> <li>• Promotion of area entrepreneurial events and programs</li> <li>• Online simulcast of select programs</li> </ul> <p><b>Collateral Materials</b></p> <ul style="list-style-type: none"> <li>• Update existing materials including entrepreneurial education programs, Entrepreneur Resource Guide, regional brochure and SPARK Central incubator brochure</li> <li>• Start-up event and talent materials</li> </ul>

**Anticipated Outcomes**

- Maintain the current pipeline level of BA clients
- Maintain the pipeline of Boot Camp applicants at 60
- Garner 25-35 media placements which feature Business Accelerator/client success stories, programs and events
- Increase SPARK Central incubator from the 2010 goal of 75% capacity to 100% capacity

**Budget**

The following budget is representative of the expected spend and timing on outside services for marketing and PR for the LDFA contract '10-'11. The total budget is \$65,000 for marketing and PR. The events and sponsorship budget is \$30,000 total.

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Marketing & Advertising	3,750	3,750	3,750	3,750
Website/SEO/AdWords/Social Media and Event Calendar and Talent Portal Expenses	9,250	9,250	9,250	9,250
Public Relations	3,250	3,250	3,250	3,250
Events and Sponsorships	7,500	7,500	7,500	7,500
<b>Totals</b>	<b>23,750</b>	<b>23,750</b>	<b>23,750</b>	<b>23,750</b>

# **AGREEMENT**

This Agreement (the "Agreement") is effective as of the 1st day of July, 2010, between the Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority (hereinafter referred to as the "LDFA"), whose address is Guy C. Larcom, Jr. Municipal Building 5th Floor, 100 N. Fifth Avenue, Ann Arbor, MI 48104, and Ann Arbor SPARK (hereinafter referred to as the "Contractor"), whose address is 201 South Division, Ann Arbor, MI 48104. As used herein, the LDFA and the Contractor are sometimes collectively referred to as the "Parties."

## **Article I - Purpose**

1.1 The purpose of this Agreement is to engage the Contractor to perform work in support of the Ann Arbor-Ypsilanti SmartZone, as described in the Scope of Work attached hereto as Attachment A and incorporated herein by this reference (hereinafter referred to as the "Scope of Work"). The Scope of Work may be amended and/or supplemented by mutual agreement of the Parties, with such amendments or supplements to be included as separate Attachments.

## **Article II - Term and Funding**

- 2.1 This Agreement covers the period July 1, 2010 -June 30, 2011 (hereinafter referred to as the "Project Service Term") plus an additional 60 days for provision of the report required by Section 3.3 (collectively hereinafter referred to as the "Contract Term").
- 2.2 The fees to be paid Contractor and the terms of payment are detailed more specifically in Attachment A and subsequent Attachments if any. Payment of any amount scheduled to be made other than at the outset of a work assignment shall be conditioned upon Contractor's prior submission of any report, and successful performance by Contractor of any work, required to be completed prior to the time said payment is scheduled to be made.
- 2.3 The Contractor shall be responsible for any cost overruns. No funds will be payable by the LDFA in respect of any costs additional to the costs detailed in the Scope of Work, unless the written approval of the LDFA has been secured in advance.
- 2.4 This Agreement does not obligate or commit the LDFA to approve requests for additional funds during or beyond the Project Service Term.
- 2.5 The Parties acknowledge that this Agreement is subject to applicable local, state and federal laws, rules, and policies.

## **Article III - Scope of Work and Compliance Activities**

3.1 The Contractor shall complete its work in accordance with the Scope of Work.

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LDFA Contractor



- 3.2 The Contractor shall provide to the LDFA written quarterly summaries of progress at the first LDFA board meeting following the end of each calendar quarter, which outline the work accomplished during the applicable quarterly reporting period; problems, real or anticipated, which should be brought to the attention of the LDFA; notification of any significant deviation from the Scope of Work; and other information that may be requested by the LDFA. These summaries shall contain financial information sufficient to assure that LDFA funds are used only in connection with the Scope of Work. These reports shall include but not be limited to the following: 1) the number of companies/entrepreneurs screened in Phase I; 2) the number and identity of companies or entrepreneurs in Phase II; and 3) the companies that receive Phase III engagements and the number of full time equivalent employees in each company. Phase I, Phase II and Phase III engagements are detailed in Attachment A.
- 3.3 The Contractor shall provide a written Final Program Progress Report to the LDFA no later than sixty (60) days after the end of the Project Service Term. The Final Program Progress Report shall disclose: 1) a census of the annual and cumulative number of jobs created within the Service Area (as defined in Attachment A) as of June 30, 2011 (with jobs defined as the incremental increase in the number of FTEs beginning with the date a Business Accelerator proposal is signed, or a loan is provided, or when a SPARK Central Incubator agreement is first executed, or when participation in a Boot Camp session occurs); 2) a census of the annual and cumulative number of jobs related to Business Accelerator, SPARK Central Incubator, and Boot Camp attendees that have left the Service Area because of relocation, merger, acquisition, or business failure as of June 30, 2011; 3) a census of the number and identity of current and past clients the Contractor deems no longer eligible for LDFA funded services as of June 30, 2011; and 4) a census of the number and identity of clients for which information regarding jobs creation is no longer being collected as of June 30, 2011. The Contractor shall track companies for a period of five years through an annual survey and make efforts to achieve as high a participation rate as possible. The survey will not only include questions that update standard economic development data but also ask companies who leave the area why.
- 3.4 The LDFA may require the Contractor to produce receipts for cost(s) incurred and/or itemized accounts of expenditure. If the Contractor is required to produce receipts for cost(s) incurred, then this should take the form of receipted invoices. If the Contractor is required to produce an itemized account of expenditure, this should take the form of a printed list of each item of expenditure and the costs incurred, certified as an accurate record by a duly authorized representative of Contractor. The LDFA may, on a sample basis, seek further verification of individual transactions, in the form of a receipted invoice or equivalent evidence for that transaction. The LDFA may have the records of Contractor which pertain to the Scope of Work reviewed or audited by an independent party. The cost of such review or audit shall be borne by the LDFA.
- 3.5 Contractor shall: maintain insurance adequate and reasonable to support its services under this Agreement, and as may otherwise be required by applicable federal, national, state and local laws and regulations; name LDFA as an additional insured on such policies; and provide LDFA a certificate

of insurance, evidencing the foregoing upon execution of this Agreement and from time to time as LDFA may request.

### 3.6 New Inventions

- 3.6.a "New Inventions" means all ideas, inventions, discoveries and other intellectual property (including, but not limited to, those that are or may be patentable or subject to copyright, trademark or patent protection), and all improvements thereto and compilations and derivative works thereof, that Contractor creates, authors, makes, originates, conceives or reduces to practice (alone or with others) in connection with the Scope of Work or under the MEDC SmartZone Business Accelerator Grant #0264 (including, without limitation, website/web portal design, development and content), but does not include any rights in ideas, inventions, discoveries and improvements or other intellectual property licensed by Contractor from third parties or work product produced by Contractor or its subcontractors specifically for clients of the Business Accelerator.
- 3.6.b All New Inventions shall be the sole and exclusive property of the LDFA, and Contractor hereby assigns to the LDFA all rights therein, except as may otherwise be expressly agreed to by LDFA in writing. During the Project Service Term only, LDFA grants Contractor an irrevocable, non-exclusive, royalty-free (except as otherwise provided in this Agreement and any Attachment), worldwide license to make, use, import, copy, distribute, modify, perform and display the New Inventions for purposes consistent with the Tax Increment Financing and Development Plan for the Ann Arbor/Ypsilanti SmartZone (the "TIF Plan"). The foregoing license shall not include the right to sublicense except as otherwise provided in this Agreement and any Attachment. The foregoing license shall be coterminus with the Project Service Term.
- 3.6.c In order that the LDFA may protect its rights in the New Inventions, Contractor agrees to promptly disclose to the LDFA all New Inventions. Contractor will make adequate written records of all New Inventions, which records shall be LDFA's property; and, both during and after termination of Contractor's engagement with LDFA, Contractor will, without charge to LDFA but at LDFA's request and expense, sign all papers, including forms of assignment, and render any other proper assistance necessary or desirable to transfer or record the transfer to LDFA of Contractor's entire right, title and interest in and to the New Inventions, and for LDFA to obtain, maintain, defend and enforce patents, copyrights, trademarks, trade secrets and other protections thereon or with respect thereto (as the case may be) throughout the world.
- 3.6.d Contractor grants LDFA an irrevocable, perpetual, non-exclusive, paid-up, royalty-free, worldwide, transferable license to make, use, sell, offer for sale, import, copy, distribute, modify, perform and display any ideas, inventions, discoveries or other intellectual property, and all improvements thereto and compilations and derivative works thereof, owned by Contractor to the extent required by the LDFA to exploit the deliverables or other work product provided as part of the Scope of Work or to fulfill the requirements of the Scope of Work or otherwise for purposes consistent with the TIF Plan.

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LDFA Contractor

3.6.e Contractor hereby represents and warrants to LDFA that any employees performing services under the Scope of Work are obligated under the terms of their employment to transfer all right, title and interest in New Inventions to Contractor and that such employees will have no title, right or interest whether legal or beneficial in any New Inventions. Additionally, if Contractor hires subcontractors to provide services within the Scope of Work and such subcontractors receive a monetary fee for such services (other than non-material stipends), Contractor will ensure that under the terms of engagement of such subcontractors, all intellectual property rights in "Educational Materials" (as hereafter defined) arising out of or relating to the work done by such subcontractors will vest or will be caused to vest in the Contractor, and in turn in LDFA, as a New Invention, and that such subcontractors will have no right, title or interest, whether legal or beneficial, in any such intellectual property. "Educational Materials" means training, presentation, educational and/or informational materials, programs, methodologies, formulas, techniques, forms, templates and similar information developed or used for general or broad-based training, education or consulting under the Scope of Work.

## **Article IV - Investments**

4.1 Neither Contractor nor its subcontractors shall invest LDFA funds, directly or indirectly, in client firms during the Contract Term or otherwise, including but not limited to equity interest, options, warrants or recourse or non-recourse debt; provided however that the foregoing shall not limit Contractors' ability to make micro loans per Attachment A Section 1.2 and provided further that the Parties acknowledge that Business Accelerator clients may have repayment obligations per Attachment A Section 1.1.3(iv).

4.2 Contractor may not condition the services it provides to clients under this Agreement on the opportunity for Contractor to make direct or indirect investments in said clients.

## **Article V - Administration**

5.1 Notices. The Contractor shall communicate with all of the following designees at the address of record for the LDFA in connection with this Agreement:

Chairman

Treasurer

Secretary

The LDFA shall communicate with all of the following designees at the address of record for the Contractor in connection with this Agreement:

President and CEO

Managing Director, Business Accelerator Services

## **Article VI - Breach and Termination**

- 6.1 If the Contractor fails to comply with any provision of this Agreement it shall be considered in default and given 30 days from notice by the LDFA to cure the default so that it would be in compliance; provided that if the default is not cured within 15 days of such notice, the LDFA may suspend or restrict payments under this Agreement for the provisions of this Agreement that are the subject of the default and shall notify Contractor of the same. If the default is not cured within 30 days of such notice, the LDFA can suspend or restrict any or all payments under this Agreement and shall notify Contractor of the same. Once notice has been sent to Contractor, Contractor agrees that it will not incur any further costs within the Scope of Work until notified in writing by the LDFA that the suspension or restriction has been terminated; provided however, that LDFA will allow funding under this Agreement for all necessary and proper costs within the Scope of Work which could not reasonably be avoided during the period of any suspension or restriction.
- 6.2 The LDFA may terminate this Agreement in whole or in part, at any time, if LDFA determines that Contractor has failed to comply with any provision of this Agreement or has engaged in fraudulent or reckless behavior, or willful misconduct. In such an event, the LDFA shall notify the Contractor of the termination. Should the LDFA terminate this Agreement because of the Contractor's fraud, recklessness, or willful misconduct, the Contractor shall return to the LDFA all funds received under this Agreement.
- 6.3 The LDFA and the Contractor may terminate this Agreement in whole or in part, by mutual agreement. In such event, the Parties shall agree upon the conditions of termination. In no event shall the Contractor incur further costs under the Scope of Work after the effective date of such termination. The LDFA shall not be obligated to pay any further fees or costs under the Scope of Work for the terminated portion of this Agreement that are incurred by the Contractor after the effective date of such termination. The Contractor shall use commercially reasonable efforts to cancel as many outstanding obligations as possible in the event of termination.
- 6.4 LDFA may terminate this Agreement at any time effective upon 90 days prior written notice to Contractor.

## **Article VII - Effective Date and Miscellaneous Provisions**

- 7.1 This Agreement shall be effective as of July 1, 2010.
- 7.2 Should any portion of this Agreement or the attached exhibits be declared void or unenforceable, the remaining portions shall remain in full force and effect.
- 7.3 The relationship between the LDFA and the Contractor is that of independent contractors. Neither of the Parties nor their respective agents or employees shall under any circumstances be deemed to be agents, representatives, or partners of the other party and neither of the Parties shall enter into any contract or commitment in the nature or on behalf of the other party.

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LDFA Contractor

- 7.4 This Agreement shall be governed and construed in accordance with the laws of the State of Michigan, and the Contractor consents to the exclusive jurisdiction of the state courts and federal courts located in Washtenaw County, Michigan for any controversy or cause arising out of or relating to this Agreement or the breach thereof, whether involving remedies at law or in equity.
- 7.5 The LDFA and the Contractor agree to perform any further acts to execute and deliver any further documents, which may be reasonably necessary to carry out the provisions of this Agreement.
- 7.6 The Contractor shall not assign, transfer, convey or otherwise dispose of any duties or rights under this Agreement without the prior specific written consent of the LDFA; provided, however, that this sentence shall not be construed to prevent Contractor from engaging subcontractors to perform its obligations under this Contract as contemplated hereby. Any future successors of the Contractor will be bound by the provisions of this Agreement unless the LDFA otherwise agrees in writing. The LDFA reserves the right to require the Contractor to replace subcontractors who are found to be unacceptable.
- 7.7 This Agreement, including its Attachments, sets forth the entire agreement between the Parties and supersedes any and all prior agreements or understandings between them in any way related to the subject matter hereof. It is further understood and agreed that the terms and conditions herein are contractual and are not a mere recital and that there are no other agreements, understandings, contracts, or representations between the Parties in any way related to the subject matter hereof, except as expressly stated herein.
- 7.8 The rights and remedies of the LDFA specified in this Agreement shall be in addition to all other rights and remedies available to the LDFA. Nothing contained in this Agreement shall be construed as a waiver of the LDFA's rights unless specifically and expressly agreed to in writing by the LDFA.
- 7.9 The Contractor shall maintain reasonable records in connection with the work performed pursuant to this Agreement, and shall allow access to those records by the LDFA or its authorized representatives.
- 7.10 This Agreement may be amended only upon written agreement by LDFA and Contractor.
- 7.11 This Agreement may be signed in counterpart. The counterparts taken together shall constitute a single agreement.

***[Signatures on following page]***

Initial \_\_\_\_\_ Initial \_\_\_\_\_  
LDFA Contractor

Each party hereto represents that it is duly authorized to enter into this Agreement and that its signatory below is duly authorized to sign this Agreement on its behalf,

Agreed to and accepted this \_\_\_ day of \_\_\_\_\_, 2010.

Authorized Agent for the LDFA:

By: \_\_\_\_\_

Darryl Daniels, Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Contract Committee Chair

Authorized Agent(s) for Contractor:

By: \_\_\_\_\_

Michael A. Finney, President & CEO

Ann Arbor SPARK

## ATTACHMENT A

To Agreement between the Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority and Ann Arbor SPARK effective as of the 1<sup>st</sup> day of July, 2010 (the "Agreement"). Capitalized terms used but not defined in this Attachment A have the meaning given such terms in the Agreement.

### Scope of Work

Contractor acknowledges the dual purpose and objective of the Business Accelerator and all related services, programs, and events is to promote local job creation among technology-based entrepreneurial and newly formed companies, and to expand the tax base within the geographic boundaries served by the LDFA. The "Service Area" is defined as the city limits of Ann Arbor, Michigan and Ypsilanti, Michigan, however direct expenditure of funds by the LDFA shall be limited to the geographic boundaries of the Ann Arbor portion of the LDFA, except where permitted per particular use identified in some activities in this Scope of Work. Client firms having their principal place of business outside the Service Area are not eligible recipients of LDFA funded services or loans. For very early stage companies where the principal place of business has not been established or is undeterminable, the requirement to locate the principal place of business within the Service Area can temporarily be satisfied by the client becoming a member of the SPARK Central Business Incubator.

For the period July 1, 2010 through June 30, 2011, Contractor shall provide the following services on the following terms:

#### 1 Direct Services

##### 1.1 Business Accelerator Services.

- 1.1.1 Business Accelerator Direct Staffing. Contractor shall provide staffing or retained consultants sufficient to conduct directly the Scope of Work outlined herein. It is anticipated that 100% of the activities of Phase I (see 1.1.2 below), approximately 25% of the activities of Phase II (see 1.1.3 below), and 100% executive talent recruiting activities will be conducted by Contractor staff resources. The annual fee shall be \$288,400, paid in 12 equal monthly payments.
- 1.1.2 Phase I. Phase I is defined as Contractor's initial contact and screening phase to understand and assess the business and technology proposition and determine in Contractor's sole discretion if advancement to a Phase II engagement is warranted. This includes but is not limited to: (a) review/screen for general programmatic fit, (b) solicit reviews from advisors/consultants for high level reaction, (c) referral to Phase II or other programs or outside resources. Phase I activities shall be conducted by Contractor staff as indicated in Section 1.1.1.
- 1.1.3 Phase II. Phase II is defined as more in-depth evaluation of prospective client firms to determine if the business is capable and/or ready for substantial Contractor consulting assistance in Phase

III. This includes but is not limited to: (a) Contractor review for qualification of opportunity attractiveness, (b) opportunity and issue assessment, (c) scope of engagement for Phase III, (d) feedback to client from assessment, and (e) identification of criteria required for reconsideration. This Phase II is expected to take less than 10 hours of consulting time per client, and it is expected that Contractor will outsource approximately 25% of all Phase II activities to qualified subcontractors. The maximum fee for subcontractor activity shall be \$24,000. These monies shall not be utilized for any other purpose within or outside of the Contractor. Contractor and client for whom Phase II services are performed shall sign a statement of understanding acknowledging:

- (i) That the engagement is non-exclusive, and Contractor is free to provide similar services to other clients, and client is free to obtain similar services from another provider at client's own expense;
- (ii) LDFA may audit the services provided to client, any agreement regarding confidentiality notwithstanding;
- (iii) Client has been informed of Contractor's conflict of interest policies; and
- (iv) If client moves out of the city of Ann Arbor within one year of receiving Phase III services and support, client shall repay immediately the cost of those services

1.1.4 Phase III. Phase III is defined as substantial Contractor involvement for business development to advance client firms beyond the startup phase to the seed and growth stages. This includes but is not limited to: (a) development or refinement of a plan, schedule, and budget for achievement of high value milestone(s), (b) addressing a strategic issue, (c) implementation of a milestone plan, (d) advancing the client on 1-3 strategic fronts, (e) development of an extended plan at the end of the engagement. Contractor will outsource 100% of all Phase III activities to qualified subcontractors and vendors. Phase III services eligible for reimbursement by the LDFA may include:

- Business plan, operational consulting, and business development assistance;
- Patent, licensing, and intellectual property rights consulting and legal review;
- Talent and recruitment assistance;
- Identification and development of bank, angel, venture capital, seed, pre-seed, customer, governmental, or private grant funding sources.

1.1.5 The maximum fee for Phase III subcontractor activity shall be \$400,000.

1.1.6 Business Accelerator Services. Contractor shall maintain accurate, complete, and contemporaneous records of services performed, identification of the service recipient or business purpose, location of the service recipient's principal place of business, date and



duration of services, and the individual performing services on behalf of the Contractor. This detail need not be included on monthly invoices, provided each invoice bears a legend certifying the invoice conforms to the terms of the Agreement and all Attachments, is subject to audit and verification, and is signed and dated by one of the Contractor's authorized agents as listed in the Agreement. Invoices for work performed shall be submitted no sooner than five (5) and no more than fifteen (15) business days following the end of the monthly billing cycle. Upon receipt of an invoice, LDFA shall determine within three (3) business days if the submission is sufficient to authorize payment, or if the submission needs further detail consistent with this Agreement.

1.2 Micro Loan Fund - Contractor will administer a micro loan fund approved by the LDFA from time to time. This fund will be used solely to make interest-bearing, non-recourse, subordinated loans to start-up and early stage growth companies to use for operations and other activities not provided under a Business Accelerator Phase III engagement. Loan approval will be made by a committee established by Contractor and acceptable to the LDFA and comprised of experienced entrepreneurs, technology business leaders, and investors. Loans will not be provided to companies capable of receiving commercial bank loans. Loan amounts will range between \$5,000 and \$50,000. Contractor will provide the LDFA on a quarterly basis at the first LDFA board meeting following the end of each calendar quarter a report that identifies all approved applicants, the amount requested, amount approved, jobs retained and created during the term of the loan, and use of loan proceeds.

1.2.1 The total micro loan fund size for the Project Service Term shall be \$275,000, paid by LDFA to Contractor in advance in two tranches of \$137,500 each. The first payment will be made the first month of the Project Service Term and the second tranche paid when funds in the micro loan fund bank account described below is less than \$50,000. All micro loan funds shall be maintained in a segregated bank account and shall not be commingled with other funds. All amounts received by Contractor in repayment of micro loans shall be deposited into the micro loan fund bank account to be used to make additional micro loans on substantially the same terms and conditions set forth in Section 1.2 above.

1.2.2 Termination or Cancellation – In furtherance and not in limitation of the provisions of Section 6.2 of the Agreement, LDFA may terminate Contractor's administration of the micro loan fund program at any time upon written notice to Contractor. In the event of any such termination by LDFA, Contractor shall promptly return to LDFA any funds on deposit in the micro loan fund bank account and subsequently deposited into such account upon repayment of a micro loan, and upon LDFA's request shall cooperate with LDFA to transition the micro loan fund program to LDFA or its designee.

1.3 Angel Investment Group Support - Contractor will continue work with an "angel" group to build a robust angel network of investors interested in Business Accelerator clients. Activities will be focused on screening of investment opportunities, early due diligence, facilitate connections between entrepreneurs and investors, organize meetings and build membership. No funds will be

used for investment or in support of investor expenses. The total amount of reimbursement per year shall not exceed \$20,000.

#### 1.4 Entrepreneurs Boot Camp

- 1.4.1 Contractor shall develop curriculum and organize a professional panel of qualified experts sufficient to conduct two intensive multi-day workshops for early stage entrepreneurs ("Boot Camp sessions"). Attendance at each of these Boot Camp sessions shall be limited to representatives of no more than 15 firms and no fewer than 10 firms. Contractor shall be reimbursed for up to two (2) Boot Camp sessions in the Project Service Term, with \$10,000 per Boot Camp session to be paid not more than 30 days prior to the date of the scheduled Boot Camp session.
- 1.4.2 Contractor shall maintain, and provide to LDFA upon request, records identifying attendees, the location of their principal offices, and the nature of their businesses. For two Boot Camp sessions in the Project Service Term, LDFA shall provide to Contractor an additional \$1,000 for each Boot Camp session attendee having their principal place of business within the Service Area, provided that the amount paid pursuant to this Section 1.4.2 shall not exceed \$10,000 per Boot Camp session. Contractor agrees that Boot Camp session attendees having their principal place of business within the Service Area shall be provided with a tuition discount of not less than 10% of the tuition rate charged to those attendees having a principal place of business outside of the Service Area.
- 1.4.3 The gross amount paid during the Project Service Term for Boot Camp sessions under this Section 1.4 shall not exceed \$40,000.

#### 1.5 Business Networking Events.

- 1.5.1 Hosted Events. Contractor shall conduct educational and networking events for current and potential Business Accelerator clients along with vendors, service providers, consultants and advisors to be held within the Service Area throughout the Project Service Term.
- 1.5.2 Sponsorships/Partnered Events. Contractor shall support educational and networking events in partnership or as a sponsor with other entrepreneurial support organizations (e.g., BioArbor, New Enterprise Forum, Women in Computing) that serve current and potential Business Accelerator clients.
- 1.5.3 Contractor will be reimbursed for actual expenses on a monthly basis for Hosted Events and Partnerships/Sponsored Events as described in Sections 1.5.1 and 1.5.2, upon delivery by Contractor to LDFA of a certified invoice with supporting detail that provides the date and place of the event, the purpose of the event, and the approximate number of attendees. The total amount of reimbursement per year shall not exceed \$30,000.

1.5.4 On a "best efforts" basis, Contractor shall maintain records for Hosted Events identifying attendees, the location of their principal offices, company name, and whether or not each is an entrepreneur.

## 1.6 Entrepreneur Education

### 1.6.1 Cantillon Entrepreneurial Education Series

- (i) Contractor shall maintain the operation of the Cantillon Entrepreneurial Education Series ("Cantillon"). Contractor shall submit invoices to the LDFA not to exceed an annual gross amount of \$5,000.
- (ii) Contractor shall have the right to enter into sublicense agreements covering Cantillon New Inventions and shall promptly notify LDFA of any sublicenses of Cantillon New Inventions. All gross revenues, user fees, license fees, and royalty payments whatsoever shall be promptly delivered to the LDFA for the express purpose of establishing a segregated reserve account to offset the costs of upgrades and maintenance to Cantillon in future periods.

1.7 Contractor shall conduct classes in support of entrepreneurial executives on a regular basis. These shall be classroom style classes covering a variety of topics such as sales training, transitioning industries, human resource development and team building, and strategic planning. Contractor shall submit for reimbursement on a monthly basis an invoice for development and delivery of entrepreneurial classes. For development of classes, Contractor shall maintain records of expenses incurred and supporting documentation, including completed course materials. For delivery of classes, Contractor shall maintain records of attendees, including location of principal office, and the nature of the firm's business. Contractor shall submit invoices to the LDFA on a monthly basis with the annual expense not to exceed a gross amount of \$26,000.

### 1.8 SPARK Central Business Incubator

Qualifications for SPARK Central Business Incubator clients, including objective criteria for admission, the scope of services to be provided, and termination or exit criteria has been established in a written plan of operations that has been formally adopted and approved by the Contractor's board or governing body. The maximum annual fee shall be \$160,000; the monthly maximum shall not exceed \$20,000 and should include a line item accounting for each of the elements described in Sections 1.8.1 through 1.8.8. In no event shall the amount invoiced to the LDFA for any single line item exceed the amount actually expended. The Contractor shall provide information related to SPARK Central Incubator clients in the same manner as that required for Phase III Business Accelerator clients as described in Section 1.1.6.

1.8.1 Lease Subsidy. Contractor shall keep current with lease or sub-lease payments obligations on terms consistent with the original base lease agreement with First Martin Corp. for the purpose of providing a facility to house the SPARK Central Business Incubator at 330 East Liberty Street, Ann Arbor, MI 48104. Contractor shall be entitled to charge incubator clients reduced rents,

access or membership privileges, on substantially identical terms for similar levels of service or membership. Fees for the lease subsidy charged by Contractor to the LDFA will be reduced to reflect revenues collected from Incubator clients.

- 1.8.2 **Administrative Support.** Contractor shall provide or cause to be provided, administrative services that include management of all leases and sub-leases, membership or access privileges, accounts payable, accounts receivable, legal, building security, negotiation of facility lease extensions (including leasehold improvements), and all business functions necessary to maintain day to day operations of the SPARK Central Business Incubator. Contractor may also provide or cause to be provided, scheduling of facility resources along with routine telephone answering and reception services for incubator clients, and to include these services as part of the standard agreement with SPARK Central Business Incubator clients without additional charge.
- 1.8.3 **Utilities and Taxes.** Contractor shall provide or cause to be provided, electrical, water and sewer, and telephone utilities to the SPARK Central Business Incubator facility and its tenants. Contractor shall assume all liability for personal property taxes on equipment and leasehold improvements, special assessments, cause same to be paid to the appropriate taxing authorities on the date first due, and to include these services as part of the standard agreement with SPARK Central Business Incubator clients without additional charge.
- 1.8.4 **Maintenance.** Contractor shall provide or cause to be provided, routine janitorial and maintenance of the facility comprising the SPARK Central Business Incubator and to include these services as part of the standard agreement with SPARK Central Business Incubator clients without additional charge.
- 1.8.5 **Internet Services.** Contractor shall provide or cause to be provided, high-speed internet connections and shared wireless internet access throughout the facility for all SPARK Central Business Incubator tenants and to include these services as part of the standard agreement with SPARK Central Business Incubator clients without additional charge.
- 1.8.6 **Advertising and Promotion.** Contractor shall advertise and promote, at its sole discretion, through a variety of print, broadcast and electronic media, the availability of SPARK Central Business Incubator facilities along with a general description of the application process and admission criteria. These activities shall be conducted within the overall budget for Marketing Services.
- 1.8.7 **Insurance.** Contractor shall provide or cause to be provided, sufficient property, casualty, and liability insurance coverage necessary for operation of the SPARK Central Business Incubator and to include these coverages as part of the standard agreement with SPARK Central Business Incubator clients without additional charge.
- 1.8.8 **Shared Equipment Purchase.** Contractor shall purchase or provide, the shared or non-shared standard business equipment needed to operate a SPARK Central Business Incubator including but not limited to telephone equipment and systems, scanners, fax machines, copiers, furniture

and fixtures, cubicles, task and area lighting, teleconference equipment and to include exclusive and/or shared access to these resources as part of the standard agreement with SPARK Central Business Incubator clients without additional charge.

**2 Indirect Services**

**2.1 Accounting Services.** Contractor shall provide accounting and contract management services to support this Agreement, in an amount not to exceed \$46,350, to be paid in equal monthly payments.

**2.2 Marketing Services.** Contractor shall execute its integrated Marketing Services Plan, approved by LDFA from time to time, which addresses Public Relations, Collateral Materials, and Internet initiatives that support, compliment or advance LDFA funded programs or objectives. Contractor shall submit invoices to the LDFA on a monthly basis with the annual expense not to exceed a gross amount of \$65,000.

Agreed to and accepted this \_\_\_ day of \_\_\_\_\_, 2010.

Authorized Agent for the LDFA:

By: \_\_\_\_\_

Darryl Daniels, Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Contract Committee Chair

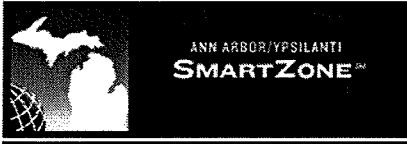
Authorized Agent(s) for Contractor:

By: \_\_\_\_\_

Michael A. Finney, President & CEO

Ann Arbor SPARK

Initial \_\_\_\_\_ Initial \_\_\_\_\_  
LDFA Contractor



## **PUBLIC MEETING NOTICE**

### **Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority**

#### ***Location:***

City of Ann Arbor  
SPARK Central Incubator  
330 E. Liberty St.  
Ann Arbor, Michigan 48104  
(734) 794-6500

#### **FY 2011 Meeting Schedule:**

September 21, 2010	8:15am – 10:15am
October 26, 2010	8:15am – 10:15am
January 25, 2011	8:15am – 10:15am
March 15, 2011	8:15am – 10:15am
April 26, 2011	8:15am – 10:15pm
June 14, 2011	8:15am – 10:15am
July 26, 2011	8:15am – 10:15am

Persons with disabilities are encouraged to participate. Accommodations, including sign language interpreters, may be arranged by contacting the City Clerk's Office by telephone at (734) 794-6140 or by written request addressed to the City Clerk's Office, 100 N. Fifth Ave., Ann Arbor, MI 48104, at least 24 hours in advance.

**Ann Arbor/Ypsilanti SmartZone LDFA FY 2011 Budget**

	FY 2009 Actual	FY 2010 Amended Budget	FY 2010 Estimated Actual	LDFA Adopted FY2011	Amendments	Modified Budget FY2011
<b>REVENUES</b>						
Tax Revenue	\$ 1,059,965	\$ 1,330,000	\$ 1,359,970	\$ 1,400,000	\$ -	\$ 1,400,000
Miscellaneous Revenue	30,913	-	-	-	-	-
Investment Income	6,762	-	11,873	7,335	-	7,335
<b>Total Revenue</b>	<b>\$ 1,097,640</b>	<b>\$ 1,330,000</b>	<b>\$ 1,371,843</b>	<b>\$ 1,407,335</b>	<b>\$ -</b>	<b>\$ 1,407,335</b>
<b>EXPENDITURES</b>						
<b><u>Business Accelerator Support Services</u></b>						
Business Accelerator Support	\$ 157,000	\$ 280,000	\$ 280,000	\$ 288,400	\$ -	\$ 288,400
Phase II - Due Diligence	26,833	25,000	25,599	24,000	-	24,000
Phase III - Intensive Service	217,589	420,000	418,606	400,000	-	400,000
Sub-Total	401,422	725,000	724,205	712,400	-	712,400
<b>Micro Loan Program for Entrepreneurs</b>	-	275,000	275,000	275,000	-	275,000
<b>Angel Investment Group Support</b>	12,500	25,000	25,000	20,000	-	20,000
<b>Business Networking Events</b>	22,083	40,000	40,000	30,000	-	30,000
<b><u>Entrepreneur Education</u></b>						
Education Classes	15,200	25,000	25,000	10,000	-	10,000
Bootcamp	39,950	40,000	40,000	56,000	-	56,000
Sub-Total	55,150	65,000	65,000	66,000	-	66,000
<b>Cantillon Web Based Education</b>	35,375	40,000	40,000	5,000	-	5,000
<b>SPARK Central Incubator Operating Exp</b>	153,568	140,000	140,000	160,000	-	160,000
<b>Marketing</b>	50,400	65,000	65,000	65,000	-	65,000
<b>Indirect Services</b>						
SPARK Accounting	43,001	45,000	45,000	46,350	-	46,350
Legal & Admin Support	32,807	65,000	65,000	65,000	-	65,000
LDFA Staff	-	-	-	-	-	-
Sub-Total	75,808	110,000	110,000	111,350	-	111,350
<b>Total Operating Expenditures</b>	<b>\$ 806,306</b>	<b>\$ 1,485,000</b>	<b>\$ 1,484,205</b>	<b>\$ 1,444,750</b>	<b>\$ -</b>	<b>\$ 1,444,750</b>
<b>Net Increase/(Decrease)</b>	<b>\$ 291,334</b>	<b>\$ (155,000)</b>	<b>\$ (112,362)</b>	<b>\$ (37,415)</b>	<b>\$ -</b>	<b>\$ (37,415)</b>
<b>RESERVES</b>						
Est. Beginning Fund Balance		\$ 468,240	\$ 468,240	\$ 355,878		\$ 355,878
Projected Surplus (deficit)		(155,000)	(112,362)	(37,415)		(37,415)
<b>Projected ending Fund Balance</b>		<b>\$ 313,240</b>	<b>\$ 355,878</b>	<b>\$ 318,463</b>		<b>\$ 318,463</b>

**Ann Arbor/Ypsilanti SmartZone LDFA  
Board of Directors  
FY 2010**

Municipality	Member	LDFA Title	Term Starts		Term Ends	Company
Ann Arbor	Mike Korybalski		10/4/2004	*	6/30/2011	
Ann Arbor	Steve Rapundalo	Chair	10/15/2007		6/30/2011	City of Ann Arbor
Ann Arbor	Theresa Carroll		6/30/2008		6/30/2012	Dykema Gossett PLLC
Ann Arbor	Lisa Kurek		6/30/2008		6/30/2012	Biotechnology Business Consultants
Ann Arbor	Richard Beedon	Vice Chair	11/17/2008	*	6/30/2013	MacBeedon Group
Ann Arbor	(vacant)			+		
Ypsilanti	Darryl Daniels	Treasurer	6/30/2007		6/30/2011	Jacobsen Daniels
Ypsilanti	Mark Maynard		6/30/2008		6/30/2012	U-M Tech Transfer
Ypsilanti	Phil Tepley		6/30/2009		6/30/2013	SBTDC
Ex-officio	Tom Crawford	Recording Secretary				City of Ann Arbor
Ex-officio	Skip Simms					Ann Arbor SPARK
Ex-officio	Ned Staebler		10/27/2009			MEDC

**Former Members:**

Ann Arbor	Mike Reid		10/4/2004	*	6/30/2007	Exchange Cap Mgt
Ann Arbor	Mickey Katz-Pek		6/30/2003	*	6/30/2008	BBC, LLC
Ann Arbor	Tom Kinnear		10/19/2004	*	6/30/2008	Univ. of Mich.
Ann Arbor	Christine Ballman		6/30/2002	*	6/30/2009	
Ann Arbor	Rob Risser		6/30/2002	x	6/30/2009	Picometrix, Inc.
Ypsilanti	John Gawlas		6/30/2003	*	6/30/2007	City of Ypsilanti
Ypsilanti	Jonnie Bryant		11/1/2006		6/30/2008	McNaughton-Gunn
Ypsilanti	Richard King		6/30/2005	*	6/30/2009	SDTDC
Ex-officio	Cindy Douglas					MEDC
Ex-officio	Roselyn Zator					MEDC

- x Members serving up to 90 days past their expiration, until successor appointment
- > Members serving up to 90 days past their expiration, until re-appointment
- + Appointment needed to fill vacancy
- \* Ineligible for reappointment