

2022 AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES

THIS AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES (“Agreement”) is made and entered into by and between the City of Longmont (“City”), a municipal corporation, and the Longmont Area Economic Council, dba Longmont Economic Development Partnership, (collectively “Longmont EDP” or “Contractor”), a Colorado non-profit corporation, and shall be effective on January 1, 2022.

WHEREAS on October 14, 1980, the City and the Longmont Area Chamber of Commerce entered into a Document of Understanding, which has since been updated and amended, declaring the advisability of establishing an economic development association to promote and stimulate economic development within the City, and in furtherance thereof, Longmont EDP has been established to provide the services of implementing the economic growth contemplated in said Document of Understanding; and

WHEREAS the stimulation of economic growth is recognized to serve both the public interest and municipal purposes of the City by enhancing the tax base and creating employment opportunities; and

WHEREAS the City and Longmont EDP deem it advisable for Longmont EDP to provide the services detailed herein, reflecting a mutual benefit to the City and Longmont EDP.

NOW, THEREFORE, in consideration of the premises set forth herein, the parties agree as follows:

ARTICLE I DUTIES OF LONGMONT EDP

1. Longmont EDP agrees to provide the following general services on behalf of the City:

- 1.1 To strengthen Longmont’s competitive position through the implementation of Advance Longmont 2.0, the City’s economic development strategy, under a collective impact framework. Advance Longmont 2.0 champions growth, prosperity, and inclusion as the pillars of a successful, vibrant, and resilient local economy by focusing on Talent, Place, Industry, Connectivity, and Impact.

- 1.2 To market Longmont nationally and globally as a premier location for industry and talent.

- 1.3 To support the creation and retention of quality jobs through lead generation and conversion of new companies and industries as well as the retention and expansion of Longmont’s existing primary industry base, primarily by pursuing a strategy of targeting specific industry clusters.

- 1.4 To advance opportunities for entrepreneurship and innovation, maintaining a strong and vibrant network of innovators and entrepreneurs who strengthen the economic health of the community.

1.5 To advocate on behalf of all Longmont businesses, working in partnership with elected officials and community leaders to help shape policies that promote business creation, sustainability, and growth in Longmont.

2. LONGMONT EDP agrees to provide the following specific services on behalf of the City:

2.1 Implement a full-scale, comprehensive economic development marketing strategy that effectively leverages owned, earned, shared, and paid media to sell the strengths of our community.

2.2 Diversify Longmont's economic development marketing efforts beyond traditional "business recruitment" strategies, including talent attraction, attracting new real estate development to support the needs of our growing industry base, attracting new resources supporting innovation and entrepreneurship, and promoting the capabilities of our existing industry base.

2.3 Maintain a national caliber economic development website and promote the use of technology-driven services for prospective new businesses and talent.

2.4 Generate leads, and work to convert opportunities into successful primary industry business attraction, retention, and expansion deals that grow Longmont's economic base.

2.5 Work in partnership with City of Longmont leadership, serving as an advocate for new projects, code updates, and planning process changes that foster a resilient local economy.

2.6 Serve as the backbone to implementation of Advance Longmont 2.0 under a collective impact framework.

2.7 Convene a cross-section of private sector leaders driving collective problem solving by providing leadership and expertise to inform policy, strategy, and decision-making in Longmont.

3. Longmont EDP agrees to fully comply with the organizational and procedural matters set forth in Article IV that apply to Longmont EDP and to perform the services detailed in **Exhibit A**.

4. **FINANCIAL REPORTS AND AUDITS.** Longmont EDP agrees to keep and maintain such books of account and records, as may be required by the direction of the City, reflecting all revenues and expenditures by it received or incurred, and shall provide quarterly financial reports in a format mutually agreed upon to include quarterly expenditures and revenues and a balance sheet. Such books and records shall otherwise be made available, at any time during normal business hours to representatives of the City, and the City may request an independent audit at any time. Longmont EDP agrees to fully assist and cooperate in the audits and disclosures requested.

5. **VOTING POSITIONS.** The City shall be entitled to two voting positions on the Board of Directors, and the Mayor of Longmont (or his/her designee), while a non-voting member, will be a member of the Executive Committee.

ARTICLE II

6. DUTIES AND PAYMENTS. Longmont EDP agrees to provide the services described in Article I and Exhibit A. Longmont EDP shall not endorse or campaign for anyone running for City of Longmont elected positions. Except as otherwise stated in this Agreement, the City will provide \$362,500 to compensate Longmont EDP for the services to be provided under this Agreement. The City shall pay the said amount of \$362,500 in 12 monthly installments of \$30,208. Payments are to be made no later than the 30th day of each month during the term of this Agreement. The City agrees to fully comply with the organizational and procedural matters set forth in Article IV that apply to the City and to perform the services detailed in **Exhibit B**.

ARTICLE III

7. TERM. This Agreement shall be for a term beginning January 1, 2022 and ending December 31, 2022. This Agreement may only be modified or extended by written endorsement of each of the parties hereto.

ARTICLE IV

8. The Council of the City of Longmont (City Council) and the Longmont EDP deem it appropriate and advisable to continue an economic development program to promote economic development within the City of Longmont in order to stimulate economic activity which will generally benefit the City.

9. It is the considered opinion of the City Council that the formal organization of the Longmont EDP be an appropriate vehicle to promote such economic growth.

10. Longmont EDP shall be organized and maintained as a non-profit corporation under the applicable laws of the State of Colorado.

11. The City contemplates entering into agreements with Longmont EDP for procurement services involving economic development.

ARTICLE V

17. DAMAGES FOR BREACH OF CONTRACT. In addition to any other legal or equitable remedy the City may be entitled to for a breach of this Agreement, if the City terminates this Agreement in whole or in part due to Longmont EDP's breach of any provision of this Agreement, Longmont EDP shall be liable for actual and consequential damages to the City. In such case, the City shall give Longmont EDP written notice of such breach and Longmont EDP shall have 30 days to cure said breach. If the City breaches any provision of this agreement, Longmont EDP shall give the City written notice of the breach and the City shall have thirty (30) days to cure said breach.

18. STATUS OF CONTRACTOR. The Contractor shall perform all services under this Contract as an independent contractor and not as an agent or employee of the City. It is

mutually agreed and understood that nothing contained in this Contract is intended or shall be construed as in any way establishing the relationship of co-partners or joint venture between the parties hereto, or as construing the Contractor, including its agents and employees, as an agent of the City. The Contractor shall remain an independent and separate entity. The Contractor shall not be supervised by any employee or official of the City, nor will the Contractor exercise supervision over any employee or official of the City. The Contractor shall not represent that Contractor is an employee or agent of the City in any capacity. **The Contractor is not entitled to City workers' compensation benefits and is obligated to pay federal and state income tax on money earned pursuant to this Contract, if applicable.**

19. PERSONNEL. Contractor agrees to provide competent personnel with expertise in the delivery of the scheduled services to achieve and maintain a highly professional and competent level of services.

20. INSURANCE. The Contractor is solely responsible for providing any insurance including liability, casualty, and workers' compensation for the Contractor's use. Contractor shall provide during the time of this Contract a general liability policy with limits no less than \$1,000,000 per occurrence, and a workers' compensation insurance policy covering all employees and complying with state law. Before the effective date of this Agreement, the Contractor shall present to the City's Risk Manager a certificate showing it has the required policies in effect. The certificate shall require 30 days' notice before termination, cancellation, or modification of any insurance policy. Any variance to these insurance provisions must be approved in writing by the City's Risk Manager and will become incorporated as an addendum to this Agreement.

Contractor shall not cancel, materially change, or fail to renew insurance coverages. Contractor shall notify the City of Longmont, Risk Manager's Office, 350 Kimbark St., Longmont, CO 80501, of any material reduction or exhaustion of aggregate limits. In the event any policy is canceled or has a material reduction of aggregate limits before final payment by the City to the Contractor, the Contractor shall immediately procure other insurance sufficient to maintain the insurance requirements of this Agreement. If any policy lapses or is canceled before final payment by the City to the Contractor, and if the Contractor fails immediately to procure other insurance as specified, the City may deem such failure to be a breach of this Agreement.

Nothing contained in these insurance requirements is to be construed as limiting the extent of the Contractor's responsibility for payment of damages resulting from Contractor's operation under this Agreement.

21. CERTIFICATE OF INSURANCE. As evidence of the insurance coverages required by this Agreement, prior to the effective date of this Agreement, the Contractor shall furnish a certificate of insurance to:

City of Longmont
Attn: Doug Spight, Risk Manager's Office
350 Kimbark St.
Longmont, CO 80501

The liability certificate will name the City, its officers, agents, and employees as additional insureds and must require thirty (30) days' notice to the additional insureds before non-renewal or cancellation. Insurance coverages required under this Agreement shall be obtained from insurance companies authorized to do business in the State of Colorado. If the Contractor is self-insured under the laws of the State of Colorado, Contractor shall provide appropriate declarations of coverage.

22. **INDEMNITY.** The Contractor shall fully indemnify and hold the City harmless from all claims, actions, suits, liability, losses, costs, expenses, and/or damages of any kind, whatsoever, which may occur to or be suffered by any person (including, but not limited to, the Contractor, its agents, employees, contractors, tenants, invitees, licensees, successors or assigns) arising out of, or in connection with, its use and occupation of any City facilities and/or any activities undertaken pursuant this Agreement. Upon commencement of any such suit or action against the City, the Contractor shall provide prompt notice to the City and shall defend the same at its own cost and expense. If a judgment shall be rendered against the City in such an action or suit, Contractor shall fully satisfy the judgment within ninety (90) days after the same has been conclusively determined.

23. **GOVERNING LAW AND VENUE.** This Agreement shall be governed and construed in accordance with the laws of the State of Colorado, and any action arising out of this Agreement shall be brought in the 20th Judicial District, Boulder County District Court.

24. **COMPLIANCE WITH ORDINANCES AND REGULATIONS.** The Contractor shall perform all obligations under this Agreement in strict compliance with all federal, state, and local laws, rules, statutes, charter provisions, ordinances, and regulations applicable to the performance of the Contractor's services under this Agreement and specifically, shall not discriminate against any person on the basis of age, ancestry, color, creed, sex, race, religion, national origin, disability, sexual orientation, gender status, or as otherwise prohibited by law.

25. **PROVISIONS CONSTRUED AS TO FAIR MEANING.** The provisions of this Agreement shall be construed as to their fair meaning, and not for or against any party based upon any attribution to such party as the source of the language in question.

26. **HEADINGS FOR CONVENIENCE.** All headings, captions, and titles are for convenience and reference only, and of no meaning in the interpretation or effect of this Agreement.

27. **TERMINATION.** This Agreement may be terminated at the sole discretion of the City for any violation by the Contractor, of any of the terms and conditions of this Agreement, including the reduction or discontinuance of the services listed in **Exhibit A**.

28. **FINANCIAL OBLIGATIONS OF THE CITY.** All financial obligations of the City under this Agreement are contingent upon appropriation, budgeting, and availability of specific funds to discharge such obligations. Nothing in this Agreement shall be deemed a pledge of the City's credit or a payment guarantee by the City to the Contractor. If appropriated funds are not available, both parties shall be relieved of their obligations hereunder.

29. NO IMPLIED REPRESENTATIONS. No representations, agreements, covenants, warranties, or certifications, express or implied, shall exist as between the parties, except as specifically set forth in this Agreement.

30. NO THIRD-PARTY BENEFICIARIES. None of the terms or conditions in this Agreement shall give or allow any claim, benefit, or right of action by any third person not a party hereto. Any person other than the City or the Contractor receiving services or benefits under this Agreement shall be only an incidental beneficiary.

31. WAIVER. No waiver of any breach or default under this Agreement shall be a waiver of any other or subsequent breach or default.

32. SEVERABILITY. Invalidation of any specific provisions of this Agreement shall not affect the validity of any other provision of this Agreement.

33. AUTHORITY. The parties warrant that they have taken all actions necessary or required by their own procedures, bylaws, or applicable laws to authorize their respective signatories to sign this Agreement and to bind them to its terms.

Executed this _____ day of _____, 20__.

CITY OF LONGMONT:

LONGMONT AREA ECONOMIC
COUNCIL:

MAYOR

PRESIDENT

APPROVED AS TO INSURANCE PROVISIONS:

RISK MANAGER

DATE

APPROVED AS TO CONTENT:

ASSISTANT CITY MANAGER

DATE

APPROVED AS TO FORM:

SENIOR ASSISTANT CITY ATTORNEY

DATE

PROOFREAD

DATE

CA File: 21-0014875

State of Colorado)
) ss.
County of Boulder)

I attest that the foregoing instrument was acknowledged before me this _____ day of _____, 20__, by _____ as the Mayor of the City of Longmont.

Witness my hand and official seal.

CITY CLERK, Notary Public

My Commission expires _____.

State of Colorado)
) ss.
County of Boulder)

The foregoing instrument was acknowledged before me by _____ as
_____ of the Longmont Area Economic Council, a Colorado non-profit
corporation, on behalf of the corporation, this _____ day of _____, 20__.

Witness my hand and official seal.

Notary Public

My Commission expires _____.

Exhibit A: Scope of Services

Longmont EDP's mission is to lead a comprehensive, collaborative, economic development strategy (Advance Longmont 2.0) to promote and strengthen Longmont's economic health. The work of Advance Longmont 2.0 is grouped into five primary areas of focus and is implemented using a collective impact framework:

- A. **Talent** Goal: Longmont successfully recruits and retains new, needed talent while building an industry- and future-responsive talent infrastructure.

Priorities:

1. Build industry relevant talent pipelines to respond to current demands.
2. Design effective career pathways to meet future demands.
3. Invite new talent into our community from around the nation.

- B. **Place** Goal: Longmont is a vibrant and amenity-rich community that offers a diverse mixture of options for play, food, culture, and unique experiences.

Priorities:

1. Create engaging and colorful urban centers, especially in downtown.
2. Develop a vibrant river corridor as a strong community asset.
3. Ensure residential affordability for current and future residents.

- C. **Industry** Goal: Primary, local, and startup companies in Longmont thrive in a collaborative business environment with easy access to financing, real estate, and mentorship.

Priorities:

1. Pursue growth in each target industry cluster.
2. Construct a powerful "no wrong door" ecosystem.
3. Attract new real estate investment to meet primary industry and startup needs.

- D. **Connectivity** Goal: Longmont is the gold standard for multi-modal transportation, offering multiple modes and points of access throughout the city, the region, and the nation.

Priorities:

1. Build a comprehensive intra-city multi-modal transit system.
2. Connect Longmont to the region with an accessible transportation system.
3. Invest in the future development of Vance Brand Airport as an integral infrastructure asset.

- E. **Impact Goal:** Longmont is nationally recognized as a city that solves problems together: we unite organizations, resources, and people from all sectors to implement what matters.

Priorities:

1. Transform the Advance Longmont 2.0 Steering Committee into a world-class collective impact group.
2. Increase funding for economic development and business development.
3. Leverage private sector leadership in all initiatives.

Advance Longmont 2.0 is organized under a collective impact model. Collective impact is a model that solves two key problems: organizational alignment and shared economic challenges that cannot be addressed by one organization alone. It is a model for bringing together these organizations in a structured way to address our shared economic challenges.

While one of the roles of Longmont EDP is to serve as the Backbone Organization for Advance Longmont 2.0, providing support to all ongoing work across all focus areas, actual implementation of the strategy is a collective effort and Longmont EDP does not play a direct role in achieving all of the goals and priorities of the strategy. Where Longmont EDP does play a direct role, these goals and objectives are reflected in the following Longmont EDP goals and objectives for 2022.

FY2022 TARGET GOALS - OBJECTIVES

Longmont EDP tracks a multitude of performance indicators on a monthly, quarterly, and annual basis. The following target goals have been developed specifically for Longmont EDP for 2022:

TALENT OBJECTIVE 1, RECRUIT & RETAIN

Structural shifts in the labor market now mean that talent is the fundamental driver of local, regional, and state economic development efforts. Educational attainment is one of the best predictors of economic success for a community. How talent is recruited, retained, developed, and deployed, therefore, is of fundamental concern to local economic development organizations such as Longmont EDP.

FY2022 Talent Target: Attract and retain talent for target industry cluster employers through new engagements and reinforcement of existing recruitment efforts, and by increasing awareness locally and nationally of Longmont's desirability as a career environment and business ecosystem.

- Talent Objective 1.1 Execute focused marketing and recruitment campaigns directed at attracting new talent to our community, particularly talent needed by the Advance Longmont 2.0 target industries. (Ongoing)

- Increase awareness nationally of Longmont’s desirability as a career environment and business ecosystem as measured by the following KPIs (Ongoing):
 - Quarterly increases in social media impressions, clicks, click-through rate, total landing page views, target industry page views
 - Increase the number of newusers, sessions per user, pageviews, pages per session, and average session duration on campaign landing pages.
- Monitor campaign and adjust messaging, and target audiences and geographies, where not achieving the desired result of increasing awareness as measured by KPIs. (Ongoing)
- Talent Objective 1.2 Improve workforce perceptions of Longmont as an ideal location for quality of life and career advancement as measured by conducting an annual workforce perceptions study. Specific areas for improvement based on the 2020 Workforce Perceptions Study include:
 - Housing Cost – In 2021, housing cost was ranked as extremely/very important by 81% of respondents while only 16% ranked Longmont as an excellent/good location for housing costs.
 - Overall Cost of Living – In 2021, overall cost of living was ranked as extremely/very important by 81% of respondents while only 16% ranked Longmont as an excellent/good location for overall cost of living.
 - Housing Availability – In 2021 availability of housing was ranked as extremely/very important by 75% of respondents while only 16% ranked Longmont as an excellent/good location for housing availability.

(Ongoing):**TALENT OBJECTIVE 2, INDUSTRY- & FUTURE-RESPONSIVE INFRASTRUCTURE**

Longmont EDP has the relationships, trust, and credibility with the local business community to pilot new training models, experiment with outreach campaigns to shift business practices, and help move industry engagement from one-off partnerships to a more coherent, long-term system.

FY2022 Talent Target: Create and facilitate opportunities to connect Longmont EDP industry partners with education and workforce development partners. Ongoing.

- Talent Objective 2.1 Generate talent intelligence Data & Insights products, outreach campaigns, and feedback mechanisms that help employers communicate skills needs and adopt hiring practices that address talent constraints efficiently and equitably. Ongoing.
 - Include talent needs assessment questions on ELEVATE Longmont surveys. Use responses to connect businesses with appropriate talent

development resources, and aggregate for trend reporting to share with industry, education, and workforce development partners. (Q22021/Ongoing)

- Develop target-industry-specific talent insights reporting to share with both industry and talent development partners. (Q12022)
- Talent Objective 2.2 Support talent systems by helping businesses engage with local and regional education and training systems.
 - Include relevant information about local and regional education and training systems in all primary industry expansion and attraction proposals. Ongoing.
 - Provide relevant information about local and regional education and training systems during all City Leadership Program discussions, and Longmont EDP staff primary industry meetings. Follow up with direct connections as needed. Ongoing.

INDUSTRY OBJECTIVE 1, PRIMARY INDUSTRY EXPANSION & RETENTION

Longmont EDP recognizes primary employers as any Longmont business which brings the majority of its revenue from outside the Boulder County region. These businesses help stimulate the local economy by infusing external dollars into the community and redistributing that income through wages and local tax revenues. Lead generation and conversion for new companies and industries, as well as the retention and expansion of Longmont's existing primary industry base has been at the heart of Longmont EDP's core competency since its founding.

FY2022 Industry Target: Attract, relocate, or expand 10 primary industry businesses that will create 500 new, well-paying jobs and invest \$50,000,000 in new capital investment.

Industry Objective 1.1 Strategically employ the use of local and state economic development incentives to support economic development investment (new location, relocation, expansion) that produces positive economic and fiscal impacts for the City of Longmont in 2022.

- Work with City staff and council to modify City of Longmont incentive policies to ensure an evaluation process that reflects policy priorities, aligns with desired inclusive outcomes, and offers more opportunity to small and medium-sized businesses. (Q22022)
- Leverage City of Longmont incentives to attract economic development investment that creates net new well-paying jobs in the city. Ongoing.
- Secure State of Colorado economic development incentives and other sources of funding to support Longmont primary industry attraction and expansion projects. (Ongoing)
- Administer the North Metro Enterprise Zone program to achieve the goals of that program as set by the communities of the North metro EZ and approved

by State of Colorado Office of Economic Development & International trade.
(Ongoing)

These goals include:

- Pre-certify at least 250 businesses to earn Enterprise Zone Tax Credits;
- At least 25% of the previous year's pre-certified businesses certify and use earned tax credits;
- \$750,000 in total tax credits utilized;
- \$50M in capital investment by businesses located in EZ;
- 200 employees trained by EZ businesses;
- \$5 million invested in R&D by EZ businesses; and
- 300 net new jobs created by EZ businesses.

Industry Objective 1.2 Generate at least 50 new primary industry prospect leads for new recruitment and expansion projects in Longmont via diverse sources in 2022.

- Collaborate with City of Longmont, State of Colorado, Metro Denver Economic Development Corporation and other partner organizations to develop competitive proposals for expansion and recruitment prospects. (Ongoing)
- Execute focused marketing and recruitment campaigns directed at attracting economic development investment by a diverse set of industries, particularly the Advance Longmont 2.0 target industries. (Ongoing)
 - Increase awareness nationally of Longmont's desirability as a business ecosystem as measured by the following KPIs (Ongoing):
 - Quarterly increases in social media impressions, clicks, click through rate, total landing page views, target industry page views
 - Increase the number of new users, sessions per user, page views, pages per session, and average session duration on campaign landing pages.
 - Monitor campaign and adjust messaging, and target audiences and geographies, where not achieving the desired result of increasing awareness as measured by KPIs. (Ongoing)
 - Maintain a database of available commercial and industrial real estate, and relationships with local and regional real estate brokers and site selectors as a means to generate leads, and to identify real estate opportunities for primary industry companies in their site selection process. (Ongoing)

FY2022 Industry Target: Work to retain 100% of Longmont's existing primary employers and jobs. This goal is always 100%; however, market and other forces outside of the control of Longmont EDP or the City of Longmont influence our ability/inability to achieve this goal.

Industry Objective 1.3 Improve ratings of Longmont as a business location by Longmont's existing primary industry businesses.

- Conduct ELEVATE Longmont surveys with at least 25% of Longmont's existing primary industry businesses to assess Longmont's strengths, weaknesses, opportunities, and challenges as a business location.
 - 100% response rate for all issues addressed during ELEVATE Longmont Business Outreach visits. Ongoing.
- Host four industry roundtables that support Longmont's existing primary industry base and ensure their awareness in addressing challenges identified through the ELEVATE Longmont survey process. Ensure their awareness of the resources available to them through Longmont EDP, the City of Longmont, and Advance Longmont Partner organizations.
- Maintain a formal partnership with Boulder SBDC, leveraging the resources of one-on-one consulting and training to support the success and growth of Longmont's existing primary industry base. (Ongoing)
- Facilitate development of and participation in new and existing industry groups and/or associations to strengthen the competitiveness of local companies. (Ongoing)

Industry Objective 1.4 Establish and maintain relationships with Longmont's largest and newest primary industry businesses to identify expansion opportunities, and as an early warning system for potential risk of reduction or loss.

INDUSTRY OBJECTIVE 2, ENTREPRENEURIAL DEVELOPMENT

Longmont EDP serves as a support organization within Longmont's entrepreneurial ecosystem for the next generation of primary industry businesses. **FY2022 Industry Target:** Develop an ecosystem in Longmont that fosters entrepreneurship and innovation to establish the next generation of primary employers and jobs.

Industry Objective 2.1 Deploy
 \$60,000 of City-funded grant funds to startups participating in the Innovate Longmont Accelerator.
 (Q42022)

Industry Objective 2.2 Establish and maintain relationships with Longmont's entrepreneurial and startup businesses to identify opportunities, and as an early warning system for potential risk of loss.

- Facilitate development of and participation in new and existing entrepreneurial ecosystem groups and/or associations to strengthen the competitiveness of local entrepreneurs and startup businesses.

IMPACT OBJECTIVE 1, ORGANIZATIONAL ALIGNMENT

Economic development as collective impact aligns organizations, people, and resources to implement what matters. The goals and strategies of Advance Longmont 2.0 represent a common vision for Longmont that requires an entirely new level of community-wide collaboration. Collective impact invites organizations to create their own programs aligned with this broader community vision.

FY2022 Impact Target: Transform the Advance Longmont 2.0 Steering Committee into a world-class collective impact group.

Impact Objective 1.1 Provide collective impact backbone support to all Advance Longmont 2.0 strategic initiatives and associated working groups.

Impact Objective 1.2 Maintain a collective data dashboard that tracks high-level community metrics and AL 2.0 project specific metrics. (Ongoing)

IMPACT OBJECTIVE 2, COLLECTIVE PROBLEM SOLVING

The ASPIRE Leadership Council is an action-oriented leadership body whose vision is to bring private sector leadership, know-how, and resources together to influence outcomes that will bolster Longmont's economic future.

FY2022 Impact Target: Grow Aspire Leadership Council to 40 members representing a cross section of private sector expertise to drive collective problem solving by providing leadership and expertise to inform policy, strategy, and decision-making in Longmont.

Impact Objective 2.1 Build productive relationships between the Aspire Leadership Council and City staff and Council leadership, state, and federal congressional delegations.

- Contribute the talents and expertise of Leadership Council members to specific public policy initiatives. Ongoing.
- Share the insights and collective knowledge gained through communication with City staff and elected leadership with peers around current and future policy issues. Ongoing.

EXHIBIT B
CITY OF LONGMONT (CITY)
2022 DELIVERABLES

1. Provide funding and accounting services for Longmont EDP-administered grants.
2. Provide auditing services for City held funds.
3. Be responsive to requests from Longmont EDP to attend and participate in discussions and meetings with primary employers and other Longmont EDP stakeholders.
4. Review and consider modifying City incentive policies as needed and requested by Longmont EDP.
5. Review and consider modifying procedures, policies and ordinances related to the City's development services as needed and as requested by Longmont EDP.
6. Solicit and consider incorporating input from Longmont EDP regarding the Envision Longmont Multi-modal and Comprehensive Plan and ongoing land use decisions.
7. Attend and participate in quarterly meetings of the Advance Longmont 2.0 Steering Committee as coordinated by Longmont EDP. Senior City staff members will meet with and/or communicate weekly with Longmont EDP senior staff members.