

ATTACHMENT 1 SCOPE OF SERVICES

This Scope of Services is an integral part of the contract between the County of Durham (hereinafter referred to as “County”), and Greater Durham Chamber of Commerce (hereinafter referred to as “Chamber”), which contract is dated July 1, 2020. Chamber hereby agrees to provide services and/or materials to the County pursuant to the provisions set forth below.

I. Responsibilities:

- A. **Recruitment.** Recruit new industries to Durham County that support clusters identified as high growth, high impact for Durham County, including but not limited to divisional or national headquarters for sectors such as financial services, as well as placing a key emphasis on recruiting manufacturing and other sectors that provide significant job opportunities for Durham residents to obtain sustainable work at a living wage across the income spectrum.
- B. **Retention.** Chamber shall work with existing industries, businesses, and entrepreneurial entities currently located within Durham County to support, retain, and expand these ventures.
- C. **Marketing.** Chamber will conduct marketing activities including but not limited to provision of data required by site selection consultants in coordination with Durham County Economic Development Office.
- D. **Transportation/Planning.** Chamber will collaborate with County agencies such as Economic Development, Engineering, and Planning to best inform land use and transportation planning efforts towards a joint goal of a thoughtful and well-planned multi-modal transportation infrastructure that facilitates broadly shared economic prosperity.
- E. **Workforce Development.**
 - 1. Work with the business development liaison at the Office of Economic and Workforce Development representing the Durham Workforce Development Board to communicate the needs of employers in specific clusters as appropriate for new and expanding industries and advise these firms of the County’s workforce preparedness.
 - 2. Work cooperatively with companies expanding in or relocating to Durham County, connecting them with Duke University, North Carolina Central University, Durham Technical Community College, and Durham Public Schools so that upon graduation students are best prepared to compete for jobs with those companies.
 - 3. Work with industries new to Durham County to encourage them to hire residents of Durham County.
 - 4. Assist local businesses and industry partners to engage with Durham Public Schools (DPS), Durham Technical Community College (DTCC), and Durham County to develop necessary data, programs, and submittals associated with Durham County becoming a NCWorks “Work Ready” Participant county.

II. Metrics:

The parties shall determine the Chamber's success by measuring certain outcomes, including but not limited to:

- A. Annual and rolling five-year capital investment by relocating and new industries and businesses made as a result of efforts provided by Chamber.
- B. Annual and rolling five-year job creation within Durham County as a result of Chamber's efforts. For current year, start tracking additional new jobs metrics to include average wage, number of new jobs that do not require an advanced degree and job type.
- C. Number of businesses relocated and expanded as a result of recruitment efforts in the current year as well as the past five years.
- D. Number of newly announced jobs in Durham County from July 1, 2020 - June 30, 2021 that are directly and fully attributable to economic recruitment efforts of the Chamber via use of County funding and/or incentives. Chamber shall report these metrics in a format as approved by County.
- E. Traffic metrics and analytics on economic development web page that can be tracked by page clicks.
- F. Workload metrics, to include number of site visits and meetings, that demonstrate the effort entailed in a single project and are tied to outcomes such as RFIs resultant in project locations.

III. Peer Comparison:

When measuring the success of the Chamber, the following comparisons should be considered and included in the annual report required herein:

- A. Compare how Durham County outcomes compare with counties of similar size and demographic in North Carolina annually, and as a base group, the peer group Counties utilized by Durham County as comparatives for public school funding shall be included in the comparative analysis submitted by the Chamber. Additional counties may be included in this comparative analysis by the Chamber with prior written approval/agreement of the County.
- B. A comparative analysis with no less than 5-6 counties throughout the US with whom we compete on an annual basis for targeted sectors including, but not limited to Life Sciences, Information Technology, and Healthcare. Determination of applicable counties shall be as proposed by the Chamber with County having full rights of refusal of inclusion of any/all jurisdictions proposed by Chamber for comparative analysis.

IV. Communications:

- A. All communications from Economic Development partners and clients related to inquiries involving County departments and/or City-County departments will be directed to the Durham County Economic Development Officer for facilitation.
- B. Projects being considered for Durham County participation will be relayed to the Economic Development Officer in a timely manner to include carbon copy of applicable emails and relevant meeting invitations.
- C. All Chamber communications, including social media, referencing project location or expansion announcements that involve Durham County participation will include and promote the County's efforts in the success of those projects.
- D. When multiple projects are being considered, the Chamber's Vice President of Economic Development and the County's Economic Development Officer will maintain a standing weekly meeting.

V. Reporting:

The Chamber shall furnish the County Manager or his designee the following periodic reports, including an accounting for the expenditures of County funds pertaining to the work of services undertaken pursuant to this contract, the costs and obligations incurred or to be incurred in connection therewith, and any other matters covered by this agreement. Additionally, the Chamber shall provide:

- A. A quarterly written report (due by November 8, 2020; February 8, 2021; May 8, 2021; and August 8, 2021) to the County Manager or a designated County representative regarding contract accountabilities and in format as determined by County to provide County with information necessary to allow County to fully evaluate outcomes.
- B. Monthly written communication from the Chamber on progress in recruitment of targeted industry sectors detailing status of each potential client company recruitment.
- C. An annual report presented to Durham Board of County Commissioners each April or at a time as selected by the County Manager or his/her designee.

VI. Funding:

- A. The County agrees to pay the Chamber \$265,000.00 for the successful outcome of efforts provided hereunder.
- B. Payment shall be made by electronic funds transfer (EFT) in eleven (11) equal monthly installments of \$24,090.91 beginning on or about July 31, 2020 and ending on or about May 31, 2021.