



Strategic Alliance Memorandum

between the

United States Small Business Administration

and the

City of Redmond, WA

I. PURPOSE

The United States Small Business Administration (SBA) and the **City of Redmond, WA** (each a “Party” or, collectively the “Parties”) are joined by a common mission; **helping start, maintain, and expand small businesses**. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

The City of Redmond is the eighth most populous city in King County and the seventeenth most populous city in the State of Washington, with a residential population of approximately 75,270 in 2022 (Source: Office of Financial Management). It encompasses an area of over 17.14 square miles and is located less than 20 miles east of downtown Seattle at the north end of Lake Sammamish. The city prides itself for its high quality of life with good schools, a healthy economic base, a parks system that provides a variety of active and passive recreational opportunities, diverse offerings for shopping and dining, safe neighborhoods, and an emphasis on quality development and protection of the natural environment.

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the

City of Redmond, WA in order to strengthen and expand small business development in the local area.

The Parties acknowledge that beyond the information sharing contemplated under this SAM, any specific joint training and outreach activities will require a separate signed agreement developed pursuant to SBA's Cosponsorship Authority.

In order to further their common goals, the Parties agree to the following:

II. SCOPE AND RESPONSIBILITIES

SBA Undertakings:

Within the limits of its available and/or appropriated resources, the SBA through its **Seattle District Office** will:

- Provide the **City of Redmond, WA** with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, and the Women's Business Centers (WBCs) (collectively, "SBA's Resource Partners").
- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise the **City of Redmond, WA** of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in **City of Redmond, WA** workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite **City of Redmond, WA** clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at the **City of Redmond, WA** location when appropriate.
- Provide a text-only hyperlink from SBA's website to **City of Redmond, WA** website pursuant to SBA's linking policies.
- Provide information to **City of Redmond, WA** staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and **City of Redmond, WA**.

City of Redmond, WA Undertakings:

Within the limits of its available resources, the **City of Redmond, WA** will:

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.

- Make available to its clients/members SBA pamphlets, brochures, and other publications.
- Inform **City of Redmond, WA** small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from **City of Redmond, WA** website to SBA's website.
- Assign a local point of contact to serve as liaison between **City of Redmond, WA** and SBA.

III. USE OF SBA NAME AND LOGO

All materials bearing the SBA name or logo must be approved in advance by SBA's Responsible Program Official. Use of SBA's logo must be accompanied by the following statement: "Use of the SBA logo is authorized by a Strategic Alliance Memorandum. Reference to SBA is not an endorsement of the views, opinions, products or services of any person or entity." The SBA logo may only be used to promote SBA and/or its programs, activities, and services. SBA's logo cannot be used in a way that suggests the Agency is endorsing any individual, organization, product, or service or in a way which implies that an improper relationship exists between SBA and an outside party. SBA's logo also must not be used in any manner that is liable to bring the Agency into a negative light, such as in connection with any products or services related to alcohol, gambling or adult entertainment industries. Further, SBA's logo must not be used in connection with any political activities, lobbying efforts, or in conjunction with any religious activity.

The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to **City of Redmond, WA**. Nothing in this SAM permits **City of Redmond, WA** to use the SBA official seal.

IV. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph VI below.

V. AMENDMENT

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended

or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

VI. TERMINATION

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

VII. RELATIONSHIP

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to **City of Redmond, WA** and SBA.

VIII. RESPONSIBLE PROGRAM OFFICIAL

The SBA Responsible Program Official for this Strategic Alliance Memorandum is **Kerrie Hurd, SBA Seattle District Director**.

IX. POINTS OF CONTACT

The points of contact for administrative matters pertaining to this SAM are:

City of Redmond, WA:

Name: **Philly Marsh**

Title: **Planning and Community Development, Economic Development Manager**

Address: **15670 NE 85th St., Redmond, WA 98073-9710**

Email: **pmarsh@redmond.gov**

U.S. Small Business Administration:

Name: **Melanie Norton**

Title: **Deputy District Director, Seattle District**

Address: **2401 Fourth Ave., Suite 450, Seattle, WA 98121**

Email: **melanie.norton@sba.gov**

X. SIGNATURES

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization. This SAM may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

U.S. Small Business Administration:

Jill Devriendt, Director of Strategic Alliances

Date

Note: District Directors may also co-sign.

Kerrie Hurd, District Director, Seattle District

Date

City of Redmond, WA:

Angela Birney, Mayor

Date