

EXHIBIT “A”

SCOPE OF SERVICES

The Riverside office of the Inland Empire Small Business Development Center (IESBDC) shall be available on a regular schedule and provide assistance in all of its core service areas to local small businesses and aspiring entrepreneurs. Staff at the local IESBDC Office shall partner with Community & Economic Development (CEDD) on a variety of Economic Development Programs, attend quarterly collaborative meetings to add insight to new initiatives and provide reporting to support small business growth and stimulate local investment in accordance with City of Riverside Strategic Goals 2.1

I. Confidential, One on One Consulting Services

- a. Business planning
- b. Marketing education
- c. Funding and financial consulting
- d. Business management skills
- e. Expansion strategies
- f. Business succession planning

II. Workshops

- a. Host a minimum of six 1-3 hour workshops in the City with both in-person and virtual options including in person options to assure an inclusive and equitable opportunity.
- b. Workshops may range in length and cover a wide range of topics such as QuickBooks, business startup, human resources and access to capital, marketing, e-commerce, SBA loans, industry specific educational sessions and succession planning.
- c. Spanish language workshops will continue to be offered through partnerships and direct offerings
- d. Record number of attendees and how many are from Riverside-based businesses
- e. Provide industry-focused workshops such as manufacturing, retail, restaurant, entertainment, energy, transportation and others based on the surveyed needs of the community.
- f. Invite City Staff to welcome attendees before every workshop

III. Partnership and Collaboration

- a. Participate in quarterly meetings with Economic Development Team to learn about strategic, city programs and initiatives;
- b. Share unfiltered information and feedback heard from the business community or suggestions how to reach more business through marketing programs;
- c. Work with City staff to schedule a minimum of 2 presentations at local Colleges, Universities or through the Riverside County Office of Education each year on topics relevant to future workforce and business development
- d. Provide support for City-driven initiatives to support small businesses such as assisting local businesses with ARPA grant applications.

IV. Marketing

- a. Continue traditional marketing program within IE SBDC network and include City of Riverside as a sponsor on website and newsletters
- b. Keep City staff up to date on breadth of IE SBDC marketing services

- c. Cross promote with the City on events to help reach a broader audience including but not limited to participating with City Staff in a Business Visitation Program, participation in small business and entrepreneurship programs and partnering with staff on Technical Assistance Workshops; promoting the One Stop Shop as relevant
- d. Provide at least one success story each quarter about a Riverside-based business
- e. Utilize appropriate opportunities to offer useful resources to Riverside business customers such as site visits from City staff, Economic Development team contacts, registration for ED Newsletter and direction to data and resources through the Economic Development Website.

V. Location and Hours of Operation

The Riverside branch of the IESBDC will maintain an office within the City of Riverside for the duration of the agreement providing regular hours of operations as follows: Monday thru Friday, 8:00 a.m. to 4:00 p.m. for consultation by appointment.

VI. Reporting and Accountability

- a. Quarterly reports will be provided by the end of business on the first Friday of every new quarter.
- b. A comprehensive report to City Council at the end of each fiscal year
- c. IESBDC reports will include:
 - i. Activity description: Cases, hours and hours per case in Riverside and for the office as a whole
 - ii. Breakdown of types of businesses served
 - iii. Demographic data including gender, veteran status, ethnic backgrounds
 - iv. Areas or subjects of counseling
 - v. Data on client tracking
 - vi. Data on how clients connect with services: walk-ins, website, referrals, connection through workshops etc...
 - vii. Include summary of operating budget

EXHIBIT "B"
COMPENSATION

University Enterprises Corporation will invoice the City of Riverside annually in January in the amount of \$50,000 for each fiscal year during the term of the agreement.

INVOICES WILL BE SENT TO:

City of Riverside
Community & Economic Development Department
ATTN: Sherry Shimshock
3900 Main Street, 5th Floor
Riverside CA, 92522

EXHIBIT “C”

KEY PERSONNEL

Paul Nolta – Director

- Finance
- Strategy
- New Business Start Ups
- Marketing
- Business Planning
- Management

Nathaniel Quinn – Consultant

- Marketing
- Social Media
- New Business Start Ups

Robert Usher – Consultant

- Finance
- New Business Start Ups
- Marketing
- Business Planning
- Management

Annie Zheng – Consultant

- Finance
- Business Planning
- New Business Start Ups
- Bi-lingual: Chinese

Wendy Main, CPA – Consultant

- QuickBooks Pro Advisor
- New Business Start Up
- Management
- Business Planning

Mary Takavorian - Training Coordinator

Karla Gonzalez – Consultant

- Management
- Contracting & Procurement
- Finance
- Business Planning
- Bi-lingual Spanish

Veronica Kusudo – Administrative Assistant