



U.S. Small Business
Administration

Strategic Alliance Memorandum

between the

United States Small Business Administration

and the

The City of Cocoa

I. PURPOSE

The United States Small Business Administration (SBA) and the **City of Cocoa** (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 mission of Cocoa’s government is to provide community supported services and programs designed to assure the safety and well-being of all Cocoa’s residents and businesses. The **City of Cocoa** is a non-profit government entity.

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 Cocoa** 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 **South Florida** District Office will:

- Provide the **City of Cocoa** 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 Cocoa** of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in the **City of Cocoa** workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite the **City of Cocoa's** clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at the **City of Cocoa's** location when appropriate.
- Provide a text-only hyperlink from SBA's website to the **City of Cocoa's** website pursuant to SBA's linking policies.
- Provide information to the **City of Cocoa's** staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and the **City of Cocoa**.

City of Cocoa Undertakings:

Within the limits of its available resources, the **City of Cocoa** 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 the **City of Cocoa's** 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 the **City of Cocoa's** website to SBA's website.
- Assign a local point of contact to serve as liaison between the **City of Cocoa** and SBA.

VIII. RESPONSIBLE PROGRAM OFFICIAL

The SBA Responsible Program Official for this Strategic Alliance Memorandum is Jonel Hein.

IX. POINTS OF CONTACT

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

City of Cocoa:

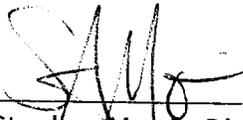
Name: Nancy Bunt
Title: Community Services Director
Address: 65 Stone Street, Cocoa, FL 32922
Email: nbunt@cocoafl.org

U.S. Small Business Administration:

Name: Vincent J. LoPresti
Title: Senior Area Manager
Address: 505 South 2nd Street, Ste. 225, Fort Pierce, FL 34950
Email: Vincent.Lopresti@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:



Stephen Morris, Director of Strategic Alliances

10-17-19
Date

Victoria Guerrero, District Director
South Florida District Office

Date

The City of Cocoa:

Jake Williams, Jr., Mayor

Date