

**RESOLUTION NO. 2017-2**

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO ACCEPT THE PROPOSAL AND ENTER INTO AN AGREEMENT WITH JUNIPER CRE SOLUTIONS FOR THE PROVISION OF ECONOMIC DEVELOPMENT AND REAL ESTATE DEVELOPMENT MARKETING STRATEGY ADVISORY SERVICES AT A COST NOT TO EXCEED SIXTY THOUSAND 00/100 DOLLARS (\$60,000.00)**

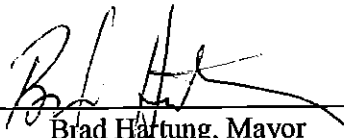
**BE IT RESOLVED BY THE COUNCIL OF THE CITY OF HURON, OHIO:**

**SECTION 1.** That the City Manager is authorized and directed to accept the proposal and enter into an agreement with Juniper CRE Solutions for the provision of economic development and real estate marketing strategy advisory services, for a term of twelve (12) months, at a cost not to exceed Sixty Thousand 00/100 Dollars (\$60,000.00) which agreement shall be substantially in the form of Exhibit "A" attached hereto and made a part hereof.

**SECTION 2.** That this Council hereby finds and determines that all formal actions relative to the adoption of this Resolution were taken in an open meeting of this Council and that all deliberations of this Council and of its Committees, if any, which resulted in formal action, were taken in meetings open to the public in full compliance with applicable legal requirements, including O.R.C. §121.22.

**SECTION 3.** That this Resolution shall be in full force and effect from and immediately after its adoption.

ATTEST:   
Clerk of Council

  
Brad Hartung, Mayor

ADOPTED: JAN 10 2017



December 20, 2016

Andrew D. White  
City Manager  
The City of Huron  
Municipal Building  
417 Main Street  
Huron, OH 44839

Andy,

Attached please find our Proposal for Juniper's continued support of Huron's real estate and economic development program. This Proposal is in line with our recent discussions and stated goals for 2017.

Juniper will continue to act "of counsel" to you and the City. We agree to attend certain meetings as needed, advocate on behalf of the City and provide whatever support possible to help Huron reach its objectives.

We are proposing a twelve (12) month engagement commencing January 1, 2017 at a monthly fee \$5000 per month. The City and Juniper may mutually agree to amend the scope and/or extend the project at any time. Finally, the City may terminate this agreement at any time with a thirty (30) day written notice.

As always, we appreciate the opportunity to work with you and the City.

Sincerely,

Dennis R. Burnside, President  
Juniper CRE Solutions

Agreed and accepted this 11<sup>th</sup> day of Jan, 2017.

By: Andrew D. White

Andrew D. White  
City Manager

Juniper CRE Solutions  
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A Cedarwood Company



ECONOMIC DEVELOPMENT  
SCOPE OF SERVICES  
For  
The City of Huron

December 20, 2016



**SCOPE OF SERVICES:**

Juniper CRE Solution's (Juniper) role will be to serve the City of Huron as its Economic Development Advisory firm. In this role, Juniper, will give professional advice, serve as an advocate, and work to attract investment into the community with the goal of making Huron a better place for its residents and businesses. Juniper will perform the following scope of services:

**Business attraction and retention**

Using the tactics and programs outlined below, Juniper will develop an overall strategy and implementation program to attract new business and retain existing business for the City of Huron

**Direct economic development initiatives**

Juniper will provide assistance in the creation of short and long term economic and community development plans, as well as the gathering of information and preparation of studies, reports, contracts, documents, and recommendations to achieve City goals. This will involve the preparation and maintenance of information on utilities, taxes, zoning, entitlement, transportation, community services, financial tools, and incentives, in order to respond to requests for information. Additionally, Juniper will assist with the negotiation and management of professional service contracts, property sales or acquisition, and other economic development negotiations, as needed.

**Create and Maintain a portfolio of available properties**

Juniper will build a data base of buildings and sites in the community. This data base will be promoted to and shared with potential investors and be used to match buyers and sellers. The goal of promoting this catalog of properties is for the sale of sites and buildings and the development of projects within the City.

**Translate and market community's attributes into the language of developers and site selectors**

Juniper will highlight the selling points of The City and create materials and information that will encourage capital/economic investment to be made. Special focus will be given to the marketing of assets and properties in the City. Juniper will also work with a vendor to create and maintain a highly professional website that will carry out a campaign which facilitates economic development through social media, public relations, and other digital avenues.

**Implement strategic initiatives**

Juniper will coordinate and support special projects regarding historic properties, brownfields, green scaping projects, main street programs, industrial parks, downtown developments, and other economic development initiatives.



### **Serve as an economic development liaison**

Juniper will provide information and/or make presentations to supervisors, councils, boards, commissions, civic groups, businesses, individuals, and the general public on economic development issues, programs, services, and plans. Juniper will also facilitate and coordinate events such as farm tours, site visits, groundbreaking ceremonies, ribbon cutting ceremonies, and other public relations events that involve economic development.

### **Conduct outreach to the business community**

Juniper will develop a list of prospective businesses (local, regional, and national) in targeted industries. Juniper will also act as primary contact for businesses seeking information regarding opportunities to locate or expand operations in Huron providing tours of potential sites and any other information or assistance as needed.

### **Build economic development relationships**

The Provider will leverage existing relationships with local, state, and federal organizations to facilitate a more economic development friendly environment for the City. In this liaison role, Juniper will work closely with these entities to identify areas of concern in the promotion of business location and expansion within the City. Connections that will be vital for the City include, but are not limited to, Huron Chamber of Commerce, Erie County, Team NEO, Cleveland Plus/Greater Cleveland Partnership, and JobsOhio.

### **Grant administration**

Juniper will maintain a listing of state and federal grant opportunities for economic development initiatives and pursue any relevant ones. Juniper will also assist in the preparation of grant proposals and applications.

### **Economic trends updates**

The Provider will act as Huron's research provider. Juniper will ensure that both digital and printed material will have the most recent information available. Research will be performed on an ongoing basis to confirm data is retrieved from the most relevant and accurate sources. Research related to economic trends, demographic changes that impact economic development and industry/company dynamics that effect Huron's ED strategy will be provided on a regular basis.



### **Project management oversight**

The Provider will act as project manager on any number of tasks and initiatives that are deemed necessary and advisable by the City, including, but not limited to:

- Website update and enhancement
- Development of social media campaign
- Creation of a public relations strategy and campaign
- Trade association strategy
- Facilitation and support liquor license process
- Develop a strategic relationship with Norfolk and Southern RR
- Coordinate the development of the "open air market" concept at the Showboat site
- Support the marketing of the Huron Industrial park