



CLEVELAND COUNTY ECONOMIC DEVELOPMENT COALITION

Serving Lexington, Moore, Noble, Norman, Slaughterville, South Oklahoma City, and unincorporated Cleveland County

CONTRACT FOR SERVICES AGREEMENT

This Agreement, effective July 1, 2025, is by and between the City of Norman and the Cleveland County Economic Development Coalition, a private Oklahoma Not-for-Profit Corporation, hereinafter referred to as "CCEDC."

WHEREAS, on the 23rd day of August 1996, the Board of Regents of the University of Oklahoma, the City Council of Norman, and the Board of Directors of the Norman Chamber of Commerce entered into contract K-9697-33 with the Norman Economic Development Coalition, for the purpose of "promoting and recruiting new and existing businesses and industries to the City of Norman"; **and**

WHEREAS, subject to annual funding appropriation by each individual entity, contract K-9697-33 renews automatically on July 1 of the new City Fiscal Year; **and**

WHEREAS, funding for the Coalition has not changed since July 8, 2008, reducing the buying power of the City investment by approximately 49%; **and**

WHEREAS, the partnership between the City and the Coalition has been mutually beneficial and has had many notable successes, including new company announcements, existing business expansions, and new startup company creation, resulting in thousands of jobs and millions in retail spending; **and**

WHEREAS, beginning in Fall 2022, with oversight of the founding investors, the Norman Economic Development Coalition began a comprehensive restructuring of its mission, bylaws, organizational structure, and funding model; **and**

WHEREAS, on September 5, 2024, NEDC began officially operating under the trade name Cleveland County Economic Development Coalition with an expanded countywide mission, structure, and operating model funded significantly by the private sector; **and**

WHEREAS, NEDC, dba CCEDC, wishes to let contract K-9697-33 expire, effective June 30, 2025, and enter into a new City of Norman Contract for Services, effective July 1, 2025, as provided for herein; **and**

WHEREAS, the City of Norman recognizes the value of participating in a comprehensive economic development effort to expand its financial base and increase the quality of life of residents, in partnership with the private sector, other Cleveland County cities, and Cleveland County; **and**

WHEREAS, the City and CCEDC wish to enter into a Contract for Services as provided for herein;

NOW THEREFORE, and in consideration of the mutual covenants and agreements herein, it is stipulated and agreed between the City of Norman and CCEDC as follows:



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1. SCOPE OF SERVICES

- A. The CCEDC will serve in an advisory and consultive role in support of the City's economic development objectives, including the production of economic impact reports and cost-benefit analysis, as requested by the City Manager.
- B. The CCEDC will engage in industrial and business solicitation activities, the retention of existing businesses and industries, the retention and attraction of talent, and the incubation and acceleration of startup companies through the CCEDC annual business plan reviewed, adopted, and approved by the City Manager as a member of the Coalition Board of Directors.
- C. The CCEDC will produce marketing materials and promote City assets, properties, and businesses to the Oklahoma Department of Commerce and Site Selectors through various marketing channels, including www.SelectClevelandCounty.com, as well as state and national trade shows and events.
- D. The CCEDC will endeavor to stimulate, encourage, and promote opportunities for collaboration and partnerships with the private sector, other Cleveland County cities, and Cleveland County, to achieve mutually beneficial outcomes.
- E. The CCEDC shall make such recommendations and reports to the City as it may deem necessary to further the objectives of the CCEDC and the City.

2. TERM OF AGREEMENT

This initial Agreement shall begin on July 1, 2025, and end on June 30, 2026. This Agreement shall be renewed automatically, and the terms and provisions thereof shall continue in full force and effect for a twelve (12) month period, with provisions for automatic renewal to apply to each successive twelve (12) month period thereafter. However, this agreement is always subject to the annual appropriation of funds by the City.

3. ADDITIONAL CONSIDERATIONS

- A. **Indemnification:** As a private entity, the CCEDC shall indemnify and hold harmless the City and its agents and officers from any and all liability from any act performed by the CCEDC.
- B. **Termination:** Unless written notice of termination by the City is given at least 90 days in advance of the expiration of this annually renewing contract, it will continue in full force and effect for a twelve (12) month period, with provisions for automatic renewal to apply.



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- C. **Political Activities:** The CCEDC will not utilize any funding to engage in political activities with the purpose of supporting or opposing a candidate or political party.
- D. **Board Seat:** In accordance with CCEDC bylaws, which require a Per Capita investment, the City of Norman is recognized as a Founding Member of the Coalition, at the Doppler Diamond Division level. This level provides the City Manager a Board seat and Nominating Committee position for the duration of this agreement and any renewals, so long as the annual investment is appropriated.

4. FUNDING

In exchange for CCEDC economic development services, the City agrees to invest the sum of \$1 per capita, based on the latest Census Bureau Projection (\$130,046 as of July 1, 2023), which is subject to annual approval and appropriation, payable within 30 days after executed agreement/renewal.

5. EXECUTION AND COUNTERPARTS

Executed and Adopted upon motion duly made on this _____ day of _____ 2025.

Darrel Pyle
City Manager
City of Norman

Lawrence McKinney, CEcD, CCE
President and CEO
Cleveland County Economic Development Coalition