

COOPERATIVE ENDEAVOR AGREEMENT

BE IT KNOWN, that in the presence of the undersigned competent witnesses, personally came and appeared:

CITY OF WEST MONROE, hereinafter sometimes "**CITY**", represented by Staci Albritton Mitchell, duly authorized Mayor

and

NORTHEAST LOUISIANA ECONOMIC ALLIANCE, hereinafter sometimes "**NELEA**", represented by Amanda Hatten Edge, duly authorized so to act by Resolution of its Board of Directors,

WHEREAS, **NELEA**, a corporation authorized by and acting pursuant to the provisions of the statutes of the State of Louisiana governing non-profit organizations, is responsible for fostering the growth of industry and other commercial enterprises in Northeast Louisiana that will contribute to the overall improvement of the economy of the state.

WHEREAS, the **CITY** has an interest in promoting economic development in the **CITY** of West Monroe and Northeast Louisiana, and has determined that a cooperative endeavor with the **NELEA** will benefit the development of business in the whole Northeast area of Louisiana which means economic growth and revenue.

The **CITY** and the **NELEA** do hereby state and declare that in consideration of the potential economic growth and development which will increase revenue and jobs in Northeast Louisiana due to the cooperative collaborations between the participants in the **NELEA** as follows:

NELEA shall throughout the year **2024**, and thereafter:

1. Promote and market all parishes and communities of northeast Louisiana, to encourage job creation and capital investment throughout the area, including the **CITY**.
 - a. Efforts of **NELEA** will include both work with existing employers in the region as identified/needed and work with prospective employers considering locating in the region for first time.
 - b. **NELEA** shall follow its neutral protocols and provide updates on projects which are considering the **CITY**, Ouachita Parish, or the vicinity. In the case of the **CITY**, the ongoing point of contact will be Mayor Staci Albritton Mitchell, or her designated representative.
2. Shall provide support and advice as needed on prospect situations that the **CITY** is pursuing with and through the **NELEA** efforts and/or any developed through the **CITY**'s own channels and contacts.

3. Assist the **CITY** Downtown Manager, Adrienne LaFrance-Wells, with advice and business research in promoting downtown development
4. Provide regular periodic reporting to the **CITY** on progress of **NELEA** marketing efforts including regular direct meetings with Mayor Mitchell (minimum of 4 times a year) and public updates to the Board of Aldermen (at meetings of the Board of Aldermen, if requested) at least 2 times a year.
5. Provide access to research and communications expertise along with business development (prospect) capabilities.
6. Ensure that the Mayor, members of the Board of Aldermen, and all appropriate professional staff are included in ongoing **NELEA** communications, activities and events as a benefit of being an investor in the **NELEA**.

The **CITY** shall:

1. Contribute the sum of Ten Thousand and no/100 (\$10,000.00) Dollars for the operations and assessments of **NELEA**, to be disbursed to **NELEA** upon request.

THIS COOPERATIVE ENDEAVOR AGREEMENT executed in duplicate original by the CITY OF WEST MONROE on this _____ day of June, 2024.

WITNESSES:

CITY OF WEST MONROE

Printed Name: _____

By: _____

STACI ALBRITTON MITCHELL, Mayor

Printed Name: _____

THIS COOPERATIVE ENDEAVOR AGREEMENT executed in duplicate original by the NORTHEAST LOUISIANA ECONOMIC ALLIANCE on this _____ day of June, 2024.

WITNESSES:

NORTHEAST LOUISIANA ECONOMIC ALLIANCE

Printed Name: _____

By: _____

AMANDA HATTEN EDGE, Chair of Board of Directors

Printed Name: _____