



AGENDA REPORT

Meeting Date: September 20, 2012
Item Number: F-6
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Megan Roach, Marketing & Economic Sustainability Manager 
Subject: APPROVAL OF A FUNDING AGREEMENT BY AND BETWEEN THE CITY OF BEVERLY HILLS AND THE BEVERLY HILLS CHAMBER OF COMMERCE AND CIVIC ASSOCIATION FOR BUSINESS ATTRACTION AND RETENTION SERVICES FOR FISCAL YEAR 2012-2013; AND APPROVAL OF A PURCHASE ORDER IN A NOT-TO-EXCEED AMOUNT OF \$240,000 TO THE BEVERLY HILLS CHAMBER OF COMMERCE AND CIVIC ASSOCIATION FOR THESE SERVICES.

Attachments: 1. Agreement

RECOMMENDATION

It is recommended that the City Council approve the funding agreement by and between the City of Beverly Hills and the Beverly Hills Chamber of Commerce and Civic Association for Business Attraction and Retention Services for Fiscal Year 2012-2013 and approve a purchase order in a not-to-exceed amount of \$240,000 for these services.

INTRODUCTION

On June 25th, the Chamber of Commerce Liaison Committee (Councilmember Bosse and Councilmember Brucker) met with Chamber of Commerce representatives to review the Chamber's submission of a work plan for business attraction and retention services for Fiscal Year 2012-2013. The work plan includes the annual New York Business Attraction and Retention Mission, as well as support for several initiatives recommended by the Small Business Task Force chaired by Councilmember Gold.

In addition, the Liaison Committee asked the Chamber to develop options for a robust local marketing program. Several months ago the Chamber launched a Shop Local Program for Chamber members to encourage consumers to shop locally and support the Beverly Hills business community. The Liaison Committee asked the Chamber to develop options for expanding the program so that all Beverly Hills-based businesses

could participate. This additional scope of work is distinct from the Chamber's traditional, pre-existing platform of services.

On August 29th, the Chamber presented the Liaison with a revised work program that includes an expanded local marketing program. The Liaison Committee has recommended approval of the work plan and the Chamber's corresponding request for funding. The portfolio of services includes the following:

- **New York Business Attraction and Retention Mission** – oversee planning, preparation, execution and post-trip follow up activities. The Mission has a twofold strategy: (1) attract New York-based businesses to Beverly Hills and (2) demonstrate the continued value of maintaining a presence in Beverly Hills to businesses operating in both locations.
- **South Beverly Drive BID Feasibility Study** – conduct business to business outreach through a grassroots movement to assess the feasibility of creating a business improvement district (BID) with South Beverly Drive businesses.
- **Small Business Saturday Marketing Campaign** – develop a comprehensive marketing campaign to encourage small businesses in Beverly Hills to participate in the American Express Small Business Saturday Program. Includes meeting with small business owners and encouraging them to provide incentives for store patrons on Saturday, November 24, 2012.
- **Commercial Broker Roundtable Meetings** – arrange two broker roundtable meetings to discuss available space opportunities, business leads and to provide recommendations to the City and Chamber on ways to spearhead business growth in Beverly Hills.
- **Local Marketing Campaign** – engage with local consumers by implementing a local marketing campaign that will encourage residents and employees in Beverly Hills to support their local merchants. Program will include a residential mailing program, promotional collateral, street pole banners, advertising, social media, and a dedicated website.

FISCAL IMPACT

The Chamber of Commerce Liaison Committee has recommended a funding agreement with the Beverly Hills Chamber of Commerce and Civic Association for the above mentioned portfolio of services in the amount of \$240,000. This amount includes reimbursement for Chamber-incurred expenses in preparation for the New York Mission. Funding for the Chamber of Commerce has been budgeted in the Business Development Program account 0101313 for Fiscal Year 2012-2013.


Scott Miller

Finance Approval

Cheryl Friedling
Approved By



Attachment 1

FUNDING AGREEMENT BY AND BETWEEN THE
CITY OF BEVERLY HILLS AND THE BEVERLY HILLS
CHAMBER OF COMMERCE AND CIVIC
ASSOCIATION FOR BUSINESS ATTRACTION AND
RETENTION SERVICES FOR FISCAL YEAR 2012-2013

THIS AGREEMENT is made and entered into in the City of Beverly Hills by and between the City of Beverly Hills, a municipal corporation ("City") and the Beverly Hills Chamber of Commerce and Civic Association ("Chamber"), a non-profit corporation.

RECITALS

A. Chamber is located in the City of Beverly Hills and has special knowledge and experience to conduct or participate in business attraction and retention programs for the benefit of City.

B. City and Chamber entered into an agreement for Fiscal Year 2011-2012 for the New York Business Attraction and Retention Mission and other business outreach services.

C. City desires to continue to engage the services of the Chamber to conduct services for Fiscal Year 2012-2013.

D. Section 37110 of the State Government Code authorizes the expenditure of monies for promotion;

NOW, THEREFORE, in consideration of the mutual covenants of the parties hereto, the parties hereby agree as follows:

Section 1. Fund Authorization/Use of Funds.

(a) During the Fiscal Year 2012-2013 (September 20, 2012 – June 30, 2013) ("Period"), City shall provide the Chamber from the City's General Fund an amount not to exceed \$240,000, for business attraction and retention programs for the benefit of City as detailed in Exhibit A, attached hereto and incorporated herein. If there are any funds remaining from this allocation to the Chamber, such funds may be reallocated to the Chamber for the remainder of fiscal year 2012-2013 at the discretion of City. In any event, the funding provided herein shall be made part of any future agreement for support of the Chamber's programs during fiscal year 2012-2013. Any monies not expended by the Chamber in Fiscal Year 2012-2013 shall be returned to the City.

(b) Chamber shall use the funds from the City during the Period as specified in Exhibit A.

(c) In connection with Chamber's programs and activities, Chamber may, on behalf of and at the sole discretion of City, use the funds to produce, purchase, install and de-install light pole banners or other displays in the public-right-of-way. All such light pole banners shall comply with the City's adopted Banner Policy, copies of which are available from the Office of Communications and Marketing, and shall be approved in writing in advance by City prior to installation. City shall have sole discretion over the design, placement, and duration of display and shall retain ownership of all banners funded under this Agreement.

Section 2. Payments. Chamber shall submit written requests for advanced payments for expenditures based on the Chamber's adopted budgets under the Scope of Services and in the time-frame and amount set forth in Exhibit B. The City's Deputy City Manager, Public Information, is the delegated authority to revise the payment schedule in Exhibit B as long as the payment amount for September 20, 2012 through June 30, 2013 does not exceed \$240,000. City shall provide payment to the Chamber upon approval of the request by the City's Chief Financial Officer. City shall use its best efforts to make payment to Chamber within 15-days of receipt of request.

Section 3. Reports.

(a) Prior to the conclusion of the Period, the Chamber shall submit a report to City and shall be in a form and content acceptable to the City Manager or his designee. The reports shall include, without limitation, information on overall project management and achievement of goals in relation to Chamber's work plan and budget as set forth in Exhibit A, including the percentage of services completed and defined measurements of goal achievement for the Period.

(b) Chamber shall also supply the City with an Audited Annual Financial report prepared by a Certified Public Accountant. Such report shall provide consolidated financial reporting for Chamber as a whole, and separately detailed accounts for each program funded by City. The report shall be due within six months of the end of Chamber's 2012-2013 Fiscal Year. At City's sole discretion, consolidated annual accounts may be substituted for full audited accounts. This provision shall survive the termination of this Agreement.

(c) With reasonable notice from City, Chamber shall provide to City copies of any and all work product, documents reports, property and books produced by chamber in fulfillment of this Agreement ("Documents"). This shall be solely for the purpose of confirming and evaluating the execution of the programs described in this Agreement and shall not include records and documents unrelated to the execution of such programs (e.g., personnel records). Chamber's obligation to maintain such Documents shall continue for three years after the termination of this Agreement. This provision shall survive termination of this Agreement.

(d) Chamber shall establish and maintain an accounting system in accordance with generally accepted accounting principles and standards. The system

shall detail all costs chargeable to City under this Agreement and shall substantiate all such costs, and comply with any applicable State and Federal standards.

(e) Chamber shall endeavor to develop, in consultation with City, a program-based budget for all City-funded programs. Implementation of a program-based budget is not intended to affect the requirements outlined in paragraph (d) of this Section relating to generally accepted accounting principles.

Section 4. Ownership of Work Product.

(a) Unless otherwise agreed upon in writing, all reports, documents, or other written or visual material or any other material in any media, including any images, taglines, logos, or other media created or developed by Chamber or any third party contracted by the Chamber, in the performance of this Agreement, if paid in whole or in part by the funding provided by this Agreement ("Work Product") shall be and remain the property of City without restriction or limitation upon its use or dissemination by City. All Work Product shall be considered to be "works made for hire", and all such Work Product and any and all intellectual property rights arising from their creation, including, but not limited to, all copyrights and other proprietary rights, shall be and remain the property of City without restriction or limitation upon their use, duplication or dissemination by City. Chamber shall not obtain or attempt to obtain copyright protection as to any of the Work Products.

(b) Chamber hereby irrevocably assigns exclusively to City, all right, title and interest in such trademarks and/or copyrights or other intellectual property rights in the Work Products. Chamber shall take all acts requested by the City in order to enforce City's rights under this Section.

(c) Chamber shall not retain ownership of or any right, title or interest in any of the Work Products, including, but not limited to, in any related trademarks, copyrights, or other proprietary rights. The City and Chamber agree that the Work Product and all such rights, title and interest in or to the Work Products belong to and are being sold and assigned in their entirety to City for whatever use it desires, and that City does and shall at all times own, solely and exclusively, complete and unencumbered, all right, title and interest in and to all of the Work Product worldwide, any modifications thereto and any derivative works based thereon (including, but not limited to, all patent, copyright, trademark, service mark and trade secret rights). Nothing contained herein shall be deemed to constitute a mere license or franchise in City. The parties further agree that City will be free to use, modify, distribute, sell, license or otherwise exploit all such Work Products and any modifications to or derivative works based thereon without any restrictions or limitations or any obligations or payments to Chamber and that Chamber shall have no such rights.

(d) From time to time the Chamber will engage photographers to take photographs or will purchase images for use in Chamber's marketing campaigns, collateral or other uses. As to those third party photographs or images whereby the

Chamber negotiates to purchase not only the photograph or image but also the copyright or other intellectual property rights, the provisions of this Section 4 will apply. As to those third party photographs or images whereby the Chamber negotiates to purchase only the use of the photograph or image and the copyright is maintained with the photographer, the provisions of this Section 4 will not apply.

(e) This section shall survive termination of this Agreement.

Section 5. Assignment. This Agreement shall not be assigned by Chamber without the written consent of City.

Section 6. Independent Contractor. At all times during the term of this Agreement Chamber shall be independent contractors and Chamber, their officers, employees and agents shall not be employees of City.

Section 7. Personnel. Chamber represents that it has, or will secure at its own expense, all personnel required to perform the services under this Agreement. All personnel engaged in the work shall be qualified to perform such services. City shall approve all subcontractors used in the provision of services under this Agreement within five (5) business days of Chamber's submission and prior to their engagement by Chamber. Such approval shall not be unreasonably withheld by City. Chamber, however, shall be solely responsible for the work performed by those third party contractors, including timely performance and payment

Section 8. Term. This Agreement shall remain in full force and effect from September 20, 2012 until June 30, 2013, unless terminated earlier as provided in Section 8 of this Agreement.

Section 9. Termination of Agreement. City may terminate this Agreement at any time, with or without cause, upon fifteen days (15) written notice to Chamber. In the event of such termination, City shall pay Chamber for all costs and obligations reasonably incurred by Chamber in performing its services under this Agreement prior to the date of termination and such payment shall be in full satisfaction of City's obligations hereunder. City shall not be obligated to pay additional funds after issuance or receipt of such notice.

Section 10. Notice. Whenever it shall be necessary for any party to serve notice on another respecting this Agreement, such notice shall be served by certified mail addressed to the City Clerk of the City of Beverly Hills, 455 North Rexford Drive, Beverly Hills, California 90210; or to Beverly Hills Chamber of Commerce and Civic Association, 9400 Santa Monica Boulevard, Beverly Hills, California 90210, unless and until a different address may be furnished in writing by any party, and such notice shall be deemed to have been served within seventy-two (72) hours after the same has been deposited in the United States Post Office by certified mail. This shall be valid and sufficient service of notice for all purposes.

Section 11. Insurance

(a) Chamber shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive General Liability Insurance with minimum limits of Two Million Dollars (\$2,000,000) for each occurrence, combined single limit, against any personal injury, death, loss or damage resulting from the wrongful or negligent acts by Chamber.

(b) Chamber shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive Vehicle Liability insurance covering personal injury and property damage, with minimum limits of One Million Dollars (\$1,000,000) per occurrence combined single limit, covering any vehicle utilized by Contractor in performing the services required by this Agreement.

(c) Chamber agrees to maintain in force at all times during the performance of work under this Agreement workers' compensation and employer's liability insurance as required by law.

(d) Chamber shall require each of its sub-consultants or sub-contractors to maintain insurance coverage, which meets all of the requirements of this Agreement unless otherwise determined by the City's Risk Manager.

(e) The policy or policies required by this Agreement shall be issued by an insurer admitted in the State of California and with a rating of at least a B+;VII in the latest edition of Best's Insurance Guide.

(f) If Chamber fails to keep the aforesaid insurance in full force and effect, City shall notify Chamber that it is in breach of the Agreement and Chamber has three (3) days to cure such breach. If such breach is not cured by Chamber as required in this paragraph, City may terminate the Agreement or, if insurance is available at a reasonable cost, City may take out the necessary insurance and pay, at Chamber's expense, the premium thereon.

(g) At all times during the term of this Agreement, Chamber shall maintain on file with the City Clerk a certificate or certificates of insurance on the form required by the City, showing that the aforesaid policies are in effect in the required amounts. Chamber shall, prior to commencement of work under this Agreement, file with the City Clerk such certificate or certificates. The policies of insurance required by this Agreement shall contain an endorsement naming the City as an additional insured. All of the policies required under this Agreement shall contain an endorsement providing that the policies cannot be canceled or reduced except on thirty (30) days prior written notice to City, and specifically stating that the coverage contained in the policies affords insurance pursuant to the terms and conditions as set forth in this Agreement.

(h) The insurance provided by Chamber shall be primary to any coverage available to City. The policies of insurance required by this Agreement shall include provisions for waiver of subrogation.

(i) Any deductibles or self-insured retentions must be declared to and approved by City prior to commencing work under this Agreement. \

Section 12. Indemnification. Chamber agree to indemnify, hold harmless and defend City, its City Council and each member thereof and every officer and employee of City from any and all claims, liability or financial loss resulting from any suits, claims, losses or actions, and from all cost and expenses of litigation, brought against City, its City Council and each member thereof and any officer or employee of City which results directly or indirectly from the actions or omissions of Chamber or their officers, employees, agents or others employed by Chamber in the conduct of the projects funded by this Agreement.

Section 13. Extent of Agreement. This Agreement represents the entire and integrated Agreement between the parties on the matters included herein and supersedes any and all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by written instrument signed by all parties to the Agreement.

Section 14. City Not Obligated to Third Parties. The City shall not be obligated or liable under this Agreement to any party other than Chamber.

Section 15. Severability. Invalidation of any provision contained herein or the application thereof to any person or entity by judgment or court order shall in no way affect any of the other covenants, conditions, restrictions, or provisions hereof, or the application thereof to any other person or entity, and the same shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the _____ day of _____ 2012, at Beverly Hills, California.

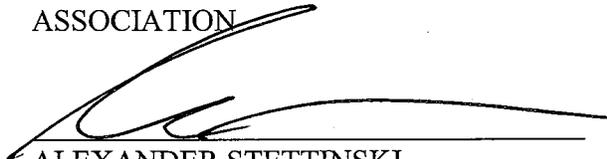
CITY OF BEVERLY HILLS, A municipal corporation

WILLIAM W. BRIEN, M.D.
Mayor of the City of Beverly Hills,
California

ATTEST:

(SEAL)
BYRON POPE
City Clerk

BEVERLY HILLS CHAMBER OF
COMMERCE AND CIVIC
ASSOCIATION

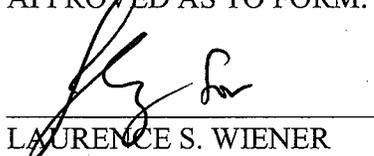


ALEXANDER STETTINSKI
Executive Director



STEVE GYHSELS
Board Chairman

APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:



JEFFREY KOLIN
City Manager



CHERYL FRIEDLING
Deputy City Manager for Public Affairs



KARL KIRKMAN
Risk Manager

Exhibit A

City shall provide funding to the Chamber of Commerce for the period of September 20, 2012 through June 30, 2013 for business attraction and retention programs services in the amount of \$240,000. The portfolio of services to be provided by the Chamber to the City are set forth below.

I. New York Business Attraction and Retention Mission

Phase 1 - Planning and Preparation

Description	<p>The Mission has a twofold strategy: (a) attract businesses based in New York to expand to Beverly Hills and; (b) demonstrate the continued value of maintaining a presence in Beverly Hills to businesses operating in both locations. Components include:</p> <p><u>Retention</u></p> <ul style="list-style-type: none"> • Identify and update list of Beverly Hills businesses with a New York presence • Make appointments with brand managers of Beverly Hills businesses for retention interviews • Research and identify venue for location of Mayor's Executive Luncheon • Handle and arrange all travel logistics <p><u>Attraction</u></p> <ul style="list-style-type: none"> • Identify desired business sectors in Beverly Hills and create target list of businesses deemed good fit for the City • Assess the city's current business climate utilizing strategies laid out in Mission Overview • Arrange appointments for October trip including development of individual and group schedules; schedule appointments for bi-lateral meeting tracks for delegates (2 days for 2 to 3 separate tracks) • Outreach to attraction targets, coordinate appointments
Deliverables	<ul style="list-style-type: none"> • Regular updates on new trends and findings • Provide memo of target list of businesses with accompanying description about why they are a good fit for Beverly Hills • Continuous outreach to business prospects • Preparation of briefing book: research, writing, collation, etc.
Timeline	July - October 2012
Cost	\$50,000

Phase 2 - Mission Supervision and Coordination

Description	<p>The execution of the New York Mission includes a Mayor's Luncheon Program and individual meetings where City and Chamber management meet privately with senior executives of prospective targets. Components include:</p> <ul style="list-style-type: none"> • Provide on-site guidance, direction and support to delegates, e.g. coordinate ground travel, confirm daily appointments, daily briefings, etc. • Manage all aspects of Executive Luncheon (menu, program, remarks, a/v needs, negotiations with all vendors) • Attend and participate in meetings and all functions • Prepare/coordinate meetings with business prospects before and after the luncheon
Timeline	October 16-18, 2012
Cost	\$40,000

Phase 3 - Post Trip Follow Up

Description	<p>Upon return to Beverly Hills, the Chamber will produce a recap of the trip and identify next steps. Components include:</p> <ul style="list-style-type: none"> • Follow up on requests for assistance, information, etc., • Post trip survey & follow-up with survey subjects as requested • Evaluate results and incorporate feedback appropriately • Produce quarterly follow up letters to CEOs of businesses from the Mayor with information on special marketing events, City programs and services of interest to the businesses and provide contact information for Chamber and City staff for any concerns or questions • Maintain a database of concerns or questions from businesses
Deliverables	<ul style="list-style-type: none"> • Issue report and synopsis of trip to City Council • Brief city official on an as-needed basis about trip results
Timeline	October - November, 2012
Cost	\$15,000

Phase 4 - Ongoing Follow Up and Research

Description	<p>In order to maximize the benefits of the New York Mission, the Chamber will continue to follow-up with prospective targets and research potential new businesses. Components include:</p> <ul style="list-style-type: none"> • Ongoing outreach and follow-up with identified business prospects that are suitable for Beverly Hills
-------------	--

	<ul style="list-style-type: none"> • Ongoing evaluation of appropriate attraction targets with Beverly Hills stakeholders • Continuous research of new, potential attraction targets, including referrals to available locations, inquiry of current interest, solicitation of questions and offers of assistance • Ongoing contacts and communications with representatives of Beverly Hills retailers and restaurants that participated in New York Mission or that were invited but did not attend • Ongoing identification of Beverly Hills stores that have a New York presence • Updating of New York contacts database
Timeline	Ongoing
Cost	\$15,000

II. South Beverly Drive BID Feasibility Study

Description:	Oversee business to business outreach, grassroots movement to assess the feasibility of creating a business improvement district (BID) with South Beverly Drive businesses between Wilshire Blvd and Olympic Blvd, as well as those appropriate side streets. The proposed BID could provide resources to manage and fund business district programs, such as marketing and promotion, special events, physical improvements, and ongoing maintenance.
Deliverables:	<p><u>PHASE 1 – Assess BID Feasibility</u></p> <ul style="list-style-type: none"> • Call and meet with business owners to assess interest level • Schedule and hold workshop with interested businesses • Create workshop agenda and presentation materials • Develop post-workshop report of findings and recommendations <p><u>PHASE 2 – Develop Proposed BID Management Plan</u></p> <ul style="list-style-type: none"> • Develop BID Steering Committee to identify project vision • Create proposed BID Management Plan with vision/goals, programs and services to be provided, and budget
Timeline:	September 2012 - March 2013
Est. Cost:	\$20,000
Performance Measurement:	<ul style="list-style-type: none"> • Number of calls/meetings with business owners • Number of businesses in attendance at workshop • Qualitative feedback from businesses at workshop

III. Small Business Saturday Marketing Campaign (Nov. 24, 2012)

Description:	Develop a comprehensive marketing campaign to encourage small businesses in Beverly Hills to participate in the American Express Small Business Saturday Program on November 24, 2012.
Deliverables:	<ul style="list-style-type: none"> • Develop social media marketing platform (Facebook, Twitter, etc) • Create and produce marketing materials (flyers, post cards, etc) • Meet with small business owners and encourage them to expand on existing ShopLocal incentives for store patrons on Saturday, November 24th • Develop post-event business impact report
Timeline:	September - November 2012
Est. Cost:	\$10,000
Performance Measurement:	<ul style="list-style-type: none"> • Number of calls/meetings with business owners • Secure 25 participating businesses • Customer and sales data from businesses that participated

IV. Commercial Broker Roundtable Meetings

Description:	Arrange two broker roundtable meetings to discuss available space opportunities, business leads and to provide recommendations to the City and Chamber on ways to spearhead business growth in Beverly Hills.
Deliverables:	<ul style="list-style-type: none"> • Utilize contacts and membership lists to develop invitation list for the meetings. • Send email invitations, with telephone follow-up, to ensure attendance and diversity at the roundtable meetings to promote successful discussion. • Identify local broker to “co-chair” the meetings along with the Chamber. • Arrange meeting space and create agenda and topics for discussion. • Produce a report for the City that summarizes the group’s recommendations.
Timeline:	Fall 2012 for first roundtable and Spring 2013 for second roundtable
Est. Cost:	\$10,000
Performance Measurement:	<ul style="list-style-type: none"> • Number of brokers in attendance at meetings • Number of new business leads generated from meetings

V. Local Marketing Campaign

Description:	Engage with local consumers by implementing a Local Marketing campaign that will encourage residents and employees of Beverly Hills to support their local merchants. An in-depth marketing strategy development program will supplement the kick-off with a 20-week research analysis and comprehensive survey.
--------------	--

Deliverables:	<p>Local Marketing Campaign includes:</p> <ul style="list-style-type: none"> • Residential mailing program • Promotional collateral – decals and postcards • Street banners • Street team • Advertising – printed and online • Social media campaign • Dedicated website with programming and content management • Applied Marketing Research Program with UCLA Anderson School of Management • Comprehensive Survey
Timeline:	September 2012-June 2013
Est. Cost:	\$80,000
Performance Measurement:	<ul style="list-style-type: none"> • Increase local sales revenue by 5% by December 2013. • An interactive online platform that keeps the Beverly Hills community engaged and informed on local experiences and offers.

Exhibit B

PAYMENT SCHEDULE

Unless otherwise agreed to by the City's Deputy City Manager, Public Information, invoices and payments shall be governed by the schedule below.

Funding Period (September 20, 2012 – June 30, 2013)				
	Chamber Remits Invoice to City	City Issues Payment to Chamber	Period Covered	Payment Amount
First Payment Installment <ul style="list-style-type: none">- NY Mission Phases 1 & 2- South Beverly Drive BID Study	September 21	October 1	September 20 – October 31	\$110,000
Second Payment Installment <ul style="list-style-type: none">- NY Mission Phase 3- Small Business Campaign- 1st Broker Roundtable Meeting- Local Marketing (50%)	November 1	November 15	November 1 – February 28	\$70,000
Third Payment Installment <ul style="list-style-type: none">- NY Mission Phase 4- 2nd Broker Roundtable Meeting- Local Marketing (50%)	March 1	March 15	March 1 – June 30	\$60,000
TOTAL				\$240,000