

## **Exhibit A: Scope of Work**

### **Overview**

The San Pablo Economic Development Corporation's (San Pablo EDC) mission is to develop, diversify and stabilize the local economy through the education and training of workforce and businesses. The San Pablo EDC focuses on creating economic opportunity in the City of San Pablo (City) and ensures alignment of its economic development strategy with the City's. Further, the San Pablo EDC supports the execution of needed services and programs that align with its mission in service of the City's residents and businesses upon its request.

The San Pablo EDC is an efficient, effective organization at building engagement with workforce and businesses to the betterment of the City and its residents. Through this contract with the City in fiscal year 2018-19 (FY18-19), the San Pablo EDC commits to the scope of work as detailed below in exchange for funding in an amount not to exceed \$50,000.

### **Business Development**

Many of San Pablo's small businesses cannot afford to advertise on the digital LED billboard located at 2525 San Pablo Dam Road, San Pablo, California 94806. As the San Pablo EDC specializes in marketing and promotion, it will employ its funding to support staff to:

- Capture quality stock photos to use online and in marketing materials.
- Design ads for direct mail at reduced costs realized through partnerships and economies of scale.

### **Workforce Development**

- Increase the number of local (West County) hiring fairs and expand employer base to ensure more employment opportunities accessible to residents with higher barriers to employment.
- Offer Connect to Success program to expand the preparedness and networks of active job seekers.