

EXHIBIT A
EXCELSIOR CONSULTING, LLC
Scope of Work

Project Background

Fishers has built a reputation of a smart, vibrant and entrepreneurial city. The City of Fishers and Economic Development team is interested in partnership with Excelsior Consulting to help accelerate partnerships with technology organizations, support job growth, and develop talent pipeline.

Fueled by growth, the city desires to continually pulse forward. Fishers offers exciting opportunities for both corporate employers as well as entrepreneurs. This project will focus primarily on technology talent and job growth.

Initial Project Scope

- Partner with Fishers Economic Development team on growth strategies
- Gain understanding of Real Estate opportunities and availability
- Identify Technology companies and partnership opportunities
- Develop (In-Network) lead generation strategy
- Create target contact network
- SOW for 100 hours of consulting time (not to exceed without approval)

Phase 1 – Real Estate Evaluation & Economic Development Collateral

May-June 2019

- Review Real Estate Sites and Availability
 - NPD Availability
 - Tech Park Availability
 - Vacancy and Buildings for Sale
 - Future Development Sites
- Tour approximately 25 sites and determine focus areas/opportunities
- Review existing Economic Development collateral. (This proposal assumes existing collateral. Creation of new documentation, videos, etc. to be determined.)
- Meet with identified stakeholders as input to lead generation efforts – Owners, developers, economic development organizations (Genovus, etc.).

Phase 1 – Estimated Cost

- \$5,000 - \$10,000
- \$200 per hour
- Not to exceed \$10,000 unless pre-approved in writing
- Fees may increase based on level of scope
 - \$5,000 invoiced upon acceptance of proposal
 - Remaining Invoice: Will be billed upon completion of phase 1

Phase 2 – Develop Lead Generation Strategy– In Network

May-June 2019

- Develop (In-Network) lead generation strategy
- Identify (In-Network) companies and contacts
- Create target list/contacts
- Review contact strategy with economic development team
- Receive approval on lead generation strategy prior to phase 3

Phase 2 Estimated Cost

- \$10,000
- \$200 per hour
- Not to exceed \$10,000 unless approved in writing
- Fees may increase based on level of scope
 - \$5,000 invoiced upon start of phase 2
 - Remaining Invoice: Will be billed upon completion of phase 2

Phase 3 Economic Development Lead Generation– In Network

June-September 2019

- Contact prospective contacts to understand real estate needs and growth plans aligned with Fishers real estate availability
- Maintain contact lists and details
- Provide regular status updates to Economic development team
- Meet with qualified prospective companies to inform them of opportunities in Fishers
- Introduce qualified prospective companies to Fishers Economic Development team
- Maintain relationships as required

Phase 3 Estimated Cost

- Cost estimate to be determined based on phase 2 outcomes
- Fee structure based on hourly rate and qualified opportunities
- Referral fee for total selling price of the property needs to be determined

Phase 4 Develop Lead Generation– Beyond Network

- To be determined

ESTIMATED COST

Phase 1 and Phase 2

Estimated Total: \$20,000

Not to exceed \$20,000 unless pre-approved in writing

Payment Schedule

- \$5,000 invoiced upon approval, net 30
- Remaining invoices upon phase 1 and phase 2 milestones, net 30