

City of Fayetteville Staff Review Form

2022-1117

Legistar File ID

12/20/2022

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Devin Howland

11/23/2022

ECONOMIC DEVELOPMENT (050)

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Staff is recommending approval of the third and final renewal for a two-year contract with Startup Junkie Consulting LLC to provide economic development services in the areas of entrepreneurship and innovation.

Budget Impact:

1010.050.0500-5315.00

General Fund

Account Number

Fund

N/A

N/A

Project Number

Project Title

Budgeted Item? Yes

Current Budget \$ 330,000.00

Funds Obligated \$ -

Current Balance **\$ 330,000.00**

Does item have a cost? Yes

Item Cost \$ 300,000.00

Budget Adjustment Attached? No

Budget Adjustment \$ -

Remaining Budget **\$ 30,000.00**

V20210527

Purchase Order Number: 2016-0561

Previous Ordinance or Resolution # 52-21

Change Order Number: _____

Approval Date: _____

Original Contract Number: 2016-0012

Comments:



MEETING OF DECEMBER 20, 2022

TO: Mayor and City Council
THRU: Susan Norton, Chief of Staff
FROM: Devin Howland, Director of Economic Vitality
DATE: November 22, 2022

SUBJECT: A RESOLUTION AUTHORIZING MAYOR JORDAN TO SIGN THE THIRD AND FINAL CONTRACT RENEWAL WITH STARTUP JUNKIE CONSULTING LLC FOR ECONOMIC DEVELOPMENT CONSULTING SERVICES- ENTREPRENEURSHIP AND INNOVATION

RECOMMENDATION:

Staff is recommending approval of the third and final renewal for a two-year contract with Startup Junkie Consulting LLC to provide economic development services in the realm of entrepreneurship and innovation.

BACKGROUND:

The City issued RFP-16-06 on July 6, 2016 and received proposals on July 29th. This RFP, as all Economic Development RFPs, are for specific services to the City. The selection committee (including Council Member Adella Gray) recommended entering negotiations with Startup Junkie Consulting to provide the requested services. On October 4, 2016 Resolution 184-16 was passed, authorizing a two-year contract with Startup Junkie Consulting.

In 2018, the Fayetteville City Council passed resolution 269-18, authorizing the first two-year renewal with Startup Junkie Consulting LLC. In 2021, the Fayetteville City Council passed Resolution 52-21 with a vote of 8-0, authorizing the second two-year renewal for these economic development services.

The contract allows for three additional two-year terms with approval of both parties, this item is for the third and final renewal of the entrepreneurship and innovation contract.

DISCUSSION:

As small businesses succeed and grow, these innovators and risk takers turn into job creators. Some of Fayetteville's most successful economic development projects/employers stemmed from residents pursuing their entrepreneurial dreams. Companies like B-Unlimited, Acre Trader, CatalyzeH2O (and hundreds more) can trace their success back to their entrepreneurial beginnings in Fayetteville. In the practice of Economic Development, this is a concept called economic gardening. The entrepreneurs of today turn into tomorrow's employers, service providers, and businesses that help give Fayetteville its outstanding quality of life.

Startup Junkie Consulting's delivery of the Entrepreneurship and Innovation contract continues to provide a robust range of services to businesses of all sizes, right in the heart of Downtown Fayetteville. The Entrepreneurship and Innovation contract calls for a wide range of services and focuses, however at its core the contract delivers four key components:

1. Dedicates 1 FTE to the Department of Economic Vitality: Startup Junkie has consistently exceeded this threshold of 2,075 hours, nearing 2,500+ annually. The Department of Economic Vitality has used this provision for a wide range of items, even efforts that are outside of the specific scope of the contract such as staffing events for the Economic Vitality Master Plan.
2. Retains Center Space in Downtown Fayetteville, and most of the regional programming: The Entrepreneurial scene is alive and well in Downtown Fayetteville, in large part thanks to the programming efforts of Startup Junkie Consulting, and the entrepreneurial energy that stems from Center Space. Center Space is a free co-working space funded by Startup Junkie that also serves as their headquarters (\$60,000 annual expense for lease and utilities). Center Space operating in Downtown Fayetteville has several other advantages, the most important of which is easy access to 1-on-1 consulting for Fayetteville residents. The second is the direct and indirect benefit of the programming taking place at Center Space. The City of Fayetteville receives far more programming than any other community in Northwest Arkansas.
3. Maintains the ever-growing event, the Startup Crawl: The Startup Crawl is Arkansas's largest entrepreneurial event. Born out of a previous contractual requirement of Startup Junkie's (management of the Innovation Council), this event continues to serve as a celebration of Fayetteville and Northwest Arkansas's Entrepreneurial Spirit. Boasting over 2,000 attendees and fifty participating businesses, this event has become a welcomed staple of Downtown programming, and a critical pillar to the City's Economic Vitality strategy.
4. Free 1-on-1 Consulting: When a service is easily accessible, it's utilized by more residents. When more residents have access to resources to pursue their entrepreneurial dreams, more small businesses open and succeed. Retaining this easy access to a wide range of expertise on the Fayetteville Square is the most important tenant of this contract.

Lastly, one of Startup Junkie's strongest attributes is the customer service they provide to the City of Fayetteville. The organization continues to go above and beyond each week and is hyper responsive to any and all requests.

Outputs	
Fayetteville Entrepreneurs Served	881
One-on-One Consulting sessions in Fayetteville	898
Women Owned Ventures Assisted	326
Minority Owned Ventures Assisted	188
Veteran Owned Ventures Assisted	39
Number of Events, Workshops, or Programming Engagements	183
Total Number of attendees at events	12,579
Outcomes	
Net New Jobs Created	889
Capital Raised	\$67,940,847
State and Federal Grants Secured	\$22,636,918
New products, services, or solutions brought to market	3912
Patents and Patent Applications submitted	148
SBIR/STTR Awards secured	15
Number of retail, restaurant, and accommodation ventures assisted	108

A high-level view of the successes and work completed during the last two years can be found in the 2021-2022 Two-Year Report attached to this memo or on our website at: <https://www.Fayetteville-ar.gov/3358/Economic-Vitality-Progress-Report>

A more detailed view of the work completed on a month-by-month bases can be found by reviewing Startup Junkie’s monthly reports on the same progress page.

BUDGET/STAFF IMPACT:

The contract in consideration is for a two-year period and has a cost of \$150,000 annually.

Attachments:

- Contract and Exhibit A
- Resolution 184-16
- Resolution 189-18
- Resolution 269-18
- Resolution 52-21
- Two-Year Startup Junkie Report
- Letter from Startup Junkie Consulting

**THIRD RENEWAL OF CONTRACT FOR
ECONOMIC DEVELOPMENT CONSULTING SERVICES
BETWEEN
THE CITY OF FAYETTEVILLE, ARKANSAS
AND
STARTUP JUNKIE CONSULTING**

WHEREAS, the City of Fayetteville, Arkansas wishes to contract for Economic Development Consulting Services, and;

WHEREAS, Startup Junkie Consulting wishes to provide certain Economic Development Consulting Services to the City of Fayetteville, Arkansas, and;

WHEREAS, Startup Junkie Consulting has been selected to perform Economic Development Consulting Services for the City of Fayetteville utilizing the competitive Request for Proposal selection process (via RFP 16-06, Economic Development Consulting Services – Entrepreneurship and Innovation), and;

WHEREAS, the City Council of Fayetteville, Arkansas and Startup Junkie Consulting wish to extend the contract for Economic Development Consulting Services an additional two years as provided in RFP 16-06 and the original contract approved by Resolution No. 184-16.

NOW THEREFORE, in consideration of the mutual promises contained in this Agreement and other good and valuable consideration, the parties agree as follows:

1. This Agreement is made effective the first day of January, 2023 by and between the City of Fayetteville, Arkansas located at 113 W. Mountain, Fayetteville, Arkansas 72701 and Startup Junkie Consulting located at 1 # Center Street, Suite 270, Fayetteville, Arkansas 72701. The terms and conditions set forth in this Agreement supersede and replace the terms and conditions of any prior contract or amendment for economic development consulting services between the parties.

2. **Term:** This Agreement, governing the second of three potential two-year extensions, shall commence on January 1, 2023, and shall end December 31, 2024. This contract may be canceled by either party with thirty days written notice.

3. **Renewals/Extensions:** This agreement may not be renewed but the parties may extend this agreement up to an additional six months upon mutual written consent by both parties.

4. **Attachments:** The Contract documents, which comprise the contract between the City of Fayetteville and Startup Junkie Consulting, consist of this Contract and the following documents attached hereto, and made a part hereof:

a.) Exhibit A - Revised Schedule of Deliverables and Performance Measures

** The City of Fayetteville shall coordinate with Startup Junkie Consulting for modifications to this schedule. Any modifications to Exhibit A shall not reduce the quality or quantity of the services to be provided pursuant to this contract, as determined by the Mayor or his/her Chief of Staff or his/her Director of Economic Vitality. Any modifications shall be agreed upon by both the City and Startup Junkie Consulting; however, any changes affecting price shall have prior approval by both Startup Junkie Consulting and the Fayetteville City Council. In the event Exhibit A is revised and the price is not modified, such revised document shall be provided to the City Council at the next regularly scheduled update.*

5. **Services to be Provided:** During the terms of this Agreement, Startup Junkie Consulting shall:

- Serve as the first point of contact for economic development services as the City's contractor for Entrepreneurship and Innovation services;
- Maintain clear and open communication with the City on all economic development services and activities provided under the scope of this contract; and clearly articulate when communicating on behalf of Startup Junkie Consulting versus City-contracted initiatives to create clear accountability;
- Provide all deliverables and performance measures outlined in the attached Exhibit A.

6. **Fees and Expenses:** The City of Fayetteville agrees the consulting fee shall be paid upon invoice as follows:

Consultation Services shall be invoiced for quarter in the amount of \$37,500 per quarter. Total fees for consultation services shall not exceed \$300,000, from the date of contract. Startup Junkie Consulting shall track, log and report hours and expenses directly related to this Agreement along with invoice for payment for each month. Invoices shall be itemized.

Payment of the above-described fees shall be contingent upon annual budget approval by the Fayetteville City Council. If funds are not appropriated for any year this Agreement shall be terminated at the end of the then current term. If funds appropriated are less than the full amount contemplated by this Agreement then the parties shall agree upon an amended Revised Schedule of Deliverables and Performance Measures (Exhibit A). In the event the parties are unable to reach an agreement on an amended schedule, then the Agreement shall be terminated at the end of current month.

7. **Notices**: Any notice required to be given under this Agreement to either party to the other shall be sufficient if addressed and mailed, certified mail, postage paid, delivery, fax (receipt confirmed), or overnight courier.

8. **Applicable Law**: This Agreement shall be governed by and construed in accord with the laws of the State of Arkansas.

9. **Entire Agreement**: This Agreement sets forth the entire agreement and understanding between the parties on the subject matter of this Agreement. Neither party shall be bound by any conditions, definitions, representations or warranties with respect to the subject matter of this Agreement other than those as expressly provided herein.

10. **Amendments and Waivers**: Changes, modifications, or amendments in cost or fees to this contract shall not be allowed without a prior formal contract amendment approved by the Mayor and the City Council **in advance** of the change in cost or fees. No modification of this Agreement shall be binding unless made in writing and executed by both parties. No waiver by either party or any breach or obligation of the other party under this Agreement shall constitute a waiver of any other prior or subsequent breach or obligation.

11. **Performance Measures**: Startup Junkie Consulting shall provide the deliverables as outlined in the attached Exhibit A, which serves to implement the adopted Fayetteville First Economic Development Strategic Plan. Performance measures are included for the services and will be used to evaluate the work performed throughout the entire term of the contract.


12. **Contract Administration**: The Mayor or his/her Chief of Staff or his/her Director of Economic Vitality shall be the Contract Administrator for this contract. Startup Junkie Consulting Principal or his/her Designated Representative shall be the primary contact for all matters pertaining to this contract. While it is understood that many facts pertaining to projects must be held in the strictest confidence, Startup Junkie Consulting Principal will insure that the Mayor and the Director of Economic Vitality are kept abreast of details and progress made pertaining to Economic Development prospects considering development in Fayetteville to the greatest extent possible.

13. **Freedom of Information Act**: City contracts and documents prepared while performing work pursuant to this contract may be subject to the Arkansas Freedom of Information Act. If a Freedom of Information Act request is presented to the City of Fayetteville or to Startup Junkie Consulting the parties shall do everything possible, in a prompt and timely manner, to determine whether the requested records must be disclosed as required by the Arkansas Freedom of Information Act (A.C.A. §25-19-101 et. seq.), or whether the records are exempt pursuant to A.C.A. § 25-19-105(b), A.C.A. § 14-176-105(b)(1) or other applicable state or federal law. Records required to be disclosed

shall be made available for inspection and copying. Only legally authorized photocopying costs pursuant to the Freedom of Information Act may be assessed for this compliance.

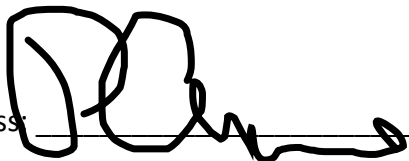
IN WITNESS WHEREOF, the parties have executed this Agreement.

Startup Junkie Consulting

By: 

Jeff Amerine, Principal

Date: 11/22/22

Witness: 

Date: 11/22/22

The City of Fayetteville, Arkansas

By: _____
Lioneld Jordan, Mayor

Date: _____

Attest:

Kara Paxton, City Clerk/Treasurer

Date: _____

Exhibit "A"

Contract for Economic Development Services- Entrepreneurship & Innovation

2023-2024 Schedule of Deliverables and Performance Measures

As outlined herein, Startup Junkie Consulting shall provide the following services, more generally referred to as Entrepreneurship & Innovation economic development services:

- One.** Support and develop a collaborative entrepreneurial/innovative environment
- Two.** Performance Measures
- Three.** Increase high-tech job growth and University partnerships
- Four.** Create innovative spaces and programs to support entrepreneurs
- Five.** Expand and enhance Workforce Development, Attraction, and Retention through entrepreneurship education opportunities at all levels.
- Six.** Support, Foster, and Expand entrepreneurship through retail and restaurant development
- Seven.** Collaborate with the City for communication to the public
- Eight.** Report Outcomes

One: Support and develop a collaborative entrepreneurial/innovation environment

1. *Serve as a direct point of contact for entrepreneurship/innovation and startup efforts for the City of Fayetteville.*
 - a. Coordinate with all entities involved in entrepreneurial efforts in the City of Fayetteville and serve as the point person in addressing any city-related processes that impact entrepreneurs.
 - b. Dedicate one full-time employee to work with the Department of Economic Vitality on realizing the objectives and measures outlined in the contract.
 - c. Maintain a bright line of communication with the City's Economic Development team to maintain accountability and address issues as they arise.
2. *Assist the City with the completion and implementation of the next Economic Vitality Master Plan.* This plan is being developed as a result of the economic crisis from the coronavirus pandemic and the expiration of the Fayetteville First Plan:
 - a. Assisting the Department of Economic Vitality in the development of a system to continually track the survival rate of various small businesses on an annual basis, as well as other tracking measures for goals related to small businesses;
 - b. Continuing to assist in the writing, data aggregation and analysis, and publication of the next Economic Vitality Master Plan;
 - c. Access and report on best practices for small business support from communities across the country, exploring how to adapt them to work within the parameters of the laws of the City of Fayetteville and State of Arkansas;

- d. Identifying and developing mid-term and long-term strategies for the redevelopment and activation of small businesses within the City of Fayetteville.
3. *Start-up/Entrepreneurial Business Retention and Expansion*. In order to promote a welcoming and sustainable environment for entrepreneurship, implement a business retention and expansion program for startups.
- a. The city expects top 25 fastest growing Fayetteville startups to be visited annually. A questionnaire developed in partnership with the Department of Economic Vitality shall be used.
 - b. Business needs or challenges that are identified during the visit and or survey shall be reported to the Director of Economic Vitality immediately.

Two: Performance Measures

1. The performance measures outlined below serve to measure specific work which is completed as a result of the services outlined in the contract being completed.
- a. Outputs:
 - i. Number of Fayetteville entrepreneurs served through 1 on 1 consulting, mentoring, and assistance engagements;
 - ii. Number of women, minority, and veterans served in Fayetteville;
 - iii. Number of events, programs, and workshops held in Fayetteville;
 - b. Outcomes:
 - i. Net new jobs created in Fayetteville;
 - ii. Capital raised for Fayetteville entrepreneurs;
 - iii. Grants and State and Federal funding raised and secured by Fayetteville ventures;
 - iv. New products, services, and solutions brought to market by Fayetteville entrepreneurs;
 - v. Number of patents and patent applications by Fayetteville entrepreneurs;
 - vi. Number of SBIR, NSF and STTR applications filed for Fayetteville entrepreneurs;
 - vii. Number of retail, restaurant, and accommodation startups assisted in Fayetteville;

Three: Increase high-tech job growth and University Partnerships

1. *Promote and facilitate utilization of the Small Business Innovation Research, National Science Foundation, and the Small Business Technology Transfer Programs.* Work closely with the University of Arkansas and relevant small businesses to apply and obtain SBIR and STTR funding.

Four: Create innovative spaces and programs to support entrepreneurs

1. *Create and provide collaboration space.* Clustering the physical spaces in which entrepreneurs can collaborate is one way to encourage idea generation, maturation and sharing of resources. Startup Junkie Consulting will provide collaboration space free to the public in the form of Centerspace, in the Fayetteville Innovation District, currently located on the 2nd floor of the Pryor Center in Suite 270.
 - a. In addition to maintaining the existing Centerspace free and open to the public, Startup Junkie Consulting will maintain an inventory of additional shared space opportunities for entrepreneurs, innovators, inventors and creatives throughout the City.
2. *Entrepreneurial Programing.* Continue to provide a wide range of entrepreneurial programing through a wide range of events that educate entrepreneurs and inspire residents to start their own ventures.
 - a. In addition to rotating regional and digital events, Startup Junkie shall host the Startup Crawl (or an adapted version such as Startup Week) in Fayetteville annually, working to enhance and evolve this premier event to ensure its continued growth and participation.
3. *Support the Center for Innovation and robotics training center.* Support the Fayetteville Public Library's Center for Innovation and the Chamber of Commerce's Robotics Training Center in downtown and engage in efforts to link interested users of the space and related programs.

Five: Expand and enhance Workforce Development, Attraction, and Retention through Entrepreneurship Education Opportunities at all levels

1. *Understand existing small business and targeted business sector needs.* Review and participate in workforce analysis studies done for the region and locally to gain an understanding of the workforce availability related to the occupations required of the

targeted business sectors, partnering with the Department of Economic Vitality on this initiative. Care should be taken to not duplicate efforts already underway.

2. *Identify pathways to prosperity through entrepreneurship.* Work with the Department of Economic Vitality, non-profits, and other relevant organizations to promote entrepreneurship as a pathway to prosperity for disadvantage populations and populations with barriers. Work with the Department of Economic Vitality to create programs and educational opportunities that equip disadvantaged residents with the knowledge and skills needed to achieve meaningful employment at a living wage through the creation of their own business or venture.
3. *Provide entrepreneurial education through programing and engagement.* Develop and lead programs that enrich talent development, starting at the youngest ages, as a key part of workforce development. Focus on diversity of population in all aspects of entrepreneurship. Continue to lead youth entrepreneurship programs such as E-Teen Ventures and AR Girls Code. Support efforts such as AR Code Festival, NWA Startup Weekend, Congressional App Challenge, Dream B.I.G. and Lemonade Day of Northwest Arkansas.

Six: Support, Foster, and Expand Entrepreneurship through Retail Trade and Growth Concept Oriented Development

1. *Drive adaptation to ecommerce platforms.* Work with small businesses to promote an omni-channel approach to commerce encouraging the utilization of e-commerce for all applicable sectors. Work with the Department of Economic Vitality to establish and maintain a simple “one sheet” on information and best practices for utilizing e-commerce.
2. *Support and curate small retail and restaurant-oriented businesses.* Fayetteville is known for its robust collection of small businesses located throughout the City. These businesses provide unique experiential retail experiences to residents and visitors alike. Work with the Department of Economic Vitality to expand the City of Fayetteville’s retail base through educational programs and targeted placement of small businesses throughout the City.
 - a. Explore experiential small business opportunities such as trail-oriented development and other unique ventures which activate spaces throughout the City in coordination with the City’s growth concept map.
 - b. Identify unique opportunities for small businesses that are currently not active in Fayetteville, that add to the outstanding quality of life Fayetteville is known for,

update the Department of Economic Vitality on those opportunities regularly and work to recruit and development them in the City of Fayetteville.

- c. Attract and pursue existing small businesses not located in Fayetteville who may be expanding and work to place those expansions to Fayetteville. This may include small businesses currently operating in the region, or other surrounding metro-areas.

Seven: Collaborate with the City for Communication with the Public

1. Communications pertaining to the implementation of the Fayetteville First Plan and the implementation, outputs, or outcomes of this contract will be communicated on the City's Economic Development website using the City's branding and marketing. Communication and engagement with the business community as it relates to measures outlined in the contract will be done through the City's website, which is managed by the Department of Economic Vitality. Promotion of the measures outlined in the contract will be conducted through the City's social media channels. All performance measures and reports will be updated on a monthly basis via the City's web site by the Department of Economic Vitality.
2. Collaborate with and assist the Department of Economic Vitality on the development of a place-based marketing campaign which highlights the entrepreneurial ecosystem of Fayetteville, celebrates successful startups, and brings awareness to other assets within Fayetteville important to the startup community.
3. Communications from Startup Junkie Consulting related to economic development initiatives within the scope of this contract, major decisions and/or development matters, and public-facing activities should be coordinated with the Mayor's office or his assigned staff. This includes statements at City Council meetings, Agenda Sessions, public presentations, press conferences, etc. Updates to the City Council will be given in June and December of each calendar year.

Eight: Reports and Presentations

1. Reporting results and milestones will be done as deliverables are met in the implementation of the Fayetteville First Economic Development Strategic Plan and will be formatted to fit within the City's Economic Development branding on the city web site. The City's internal Economic Development team will meet regularly with Startup Junkie Consulting (at a minimum on a monthly basis) to discuss the status of deliverables. The Mayor and/or City Council may request periodic updates and public engagement for citizens to be kept informed of the city's economic development goals. Startup Junkie Consulting will be expected to attend quarterly "collaboration meetings" with the City of Fayetteville and the Fayetteville Chamber of Commerce. Startup Junkie Consulting will attend weekly conference calls with the Director of Economic Vitality.

- 2.** Startup Junking Consulting shall provide written reports and prepare a brief presentation to the Mayor and City Council on at least a bi-annual basis. Reports and presentations should outline the tasks accomplished, outcomes achieved and include statistics for each performance measure outlined herein.

- 3.** A schedule for completion of outlined performance measures and a monthly status report shall be submitted for each month of the contract, delivered during regular monthly meetings with the City's internal team.



113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Resolution: 184-16

File Number: 2016-0404

STARTUP JUNKIE CONSULTING, LLC:

A RESOLUTION TO APPROVE A TWO (2) YEAR CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC TO PROVIDE ECONOMIC DEVELOPMENT CONSULTING SERVICES IN THE AREAS OF ENTREPRENEURSHIP AND INNOVATION IN THE AMOUNT OF \$300,000.00, AND TO APPROVE A BUDGET ADJUSTMENT.

WHEREAS, Startup Junkie Consulting, LLC was competitively selected by a City selection committee to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation in the amount of \$12,500.00 per month.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby approves the attached two (2) year contract with Startup Junkie Consulting, LLC to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation in the amount of \$300,000.00.


Section 2: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached to this Resolution.

PASSED and APPROVED on 10/4/2016

Approved:


Lioneld Jordan, Mayor

Attest:


Sondra E. Smith, City Clerk Treasurer





City of Fayetteville, Arkansas

113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Text File

File Number: 2016-0404

Agenda Date: 10/4/2016

Version: 1

Status: Passed

In Control: City Council Meeting

File Type: Resolution

Agenda Number: C. 7

STARTUP JUNKIE CONSULTING, LLC:

A RESOLUTION TO APPROVE A TWO (2) YEAR CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC TO PROVIDE ECONOMIC DEVELOPMENT CONSULTING SERVICES IN THE AREAS OF ENTREPRENEURSHIP AND INNOVATION IN THE AMOUNT OF \$300,000.00, AND TO APPROVE A BUDGET ADJUSTMENT

WHEREAS, Startup Junkie Consulting, LLC was competitively selected by a City selection committee to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation in the amount of \$12,500.00 per month.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby approves the attached two (2) year contract with Startup Junkie Consulting, LLC to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation in the amount of \$300,000.00.

Section 2: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached to this Resolution.



113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Resolution: 189-18

File Number: 2018-0444

STARTUP JUNKIE CONSULTING, LLC AMENDMENT NO. 2:

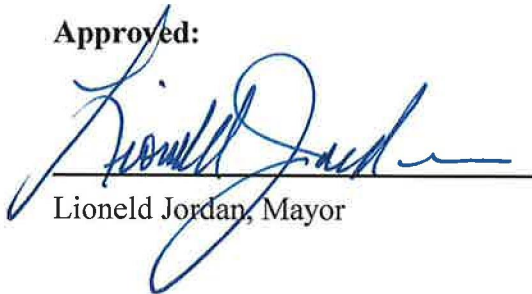
A RESOLUTION TO APPROVE AMENDMENT NO. 2 TO THE CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC FOR AN ADDITIONAL THREE (3) MONTHS OF ECONOMIC DEVELOPMENT CONSULTING SERVICES IN AN AMOUNT NOT TO EXCEED \$37,500.00

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:


Section 1: That the City Council of the City of Fayetteville, Arkansas hereby approves and authorizes Mayor Jordan to sign Amendment No. 2 to the contract with Startup Junkie Consulting, LLC for an additional three (3) months of economic development consulting services in an amount not to exceed \$37,500.00.

PASSED and APPROVED on 9/4/2018

Approved:


Lioneld Jordan, Mayor

Attest:


Sondra E. Smith, City Clerk Treasurer





City of Fayetteville, Arkansas

113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Text File

File Number: 2018-0444

Agenda Date: 9/4/2018

Version: 1

Status: Passed

In Control: City Council Meeting

File Type: Resolution

Agenda Number: A. 4

STARTUP JUNKIE CONSULTING, LLC AMENDMENT NO. 2:

A RESOLUTION TO APPROVE AMENDMENT NO. 2 TO THE CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC FOR AN ADDITIONAL THREE (3) MONTHS OF ECONOMIC DEVELOPMENT CONSULTING SERVICES IN AN AMOUNT NOT TO EXCEED \$37,500.00

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby approves and authorizes Mayor Jordan to sign Amendment No. 2 to the contract with Startup Junkie Consulting, LLC for an additional three (3) months of economic development consulting services in an amount not to exceed \$37,500.00.



113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Resolution: 269-18

File Number: 2018-0662

STARTUP JUNKIE CONSULTING, LLC:

A RESOLUTION TO APPROVE THE FIRST TWO (2) YEAR RENEWAL CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC TO PROVIDE ECONOMIC DEVELOPMENT CONSULTING SERVICES IN THE AREAS OF ENTREPRENEURSHIP AND INNOVATION IN THE TOTAL AMOUNT OF \$300,000.00

WHEREAS, Startup Junkie Consulting, LLC was competitively selected by a City selection committee to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation and an initial two year contract was approved by the City Council by Resolution 184-16 on October 4, 2016 in the amount of \$12,500.00 per month; and

WHEREAS, since becoming the City's economic development consultant, Startup Junkie has hosted 192 events, workshops and programs drawing 14,701 attendees and has held 292 sessions assisting minority entrepreneurs, 386 sessions assisting women entrepreneurs, and 163 sessions assisting veteran entrepreneurs; and

WHEREAS, in the past year alone Startup Junkie has dedicated 2,873 hours to events, programming, and workshops in the City of Fayetteville including 1,695 hours of mentoring, consulting, and one-on-one session assisting over 221 unique Fayetteville ventures; and

WHEREAS, Startup Junkie Consulting and the City desire to extend the contract for an additional two years with significant changes so that Startup Junkie Consulting will function more like an extension of staff for the Department of Economic Vitality including a full-time employee dedicated solely to assist the City in realizing the goals of the Fayetteville First Plan on a daily basis; and

WHEREAS, the renewal contract ensures that the Startup Crawl and Center Space will remain in Fayetteville, pivots Startup Junkie's efforts toward the recruitment and attraction of expanding startups

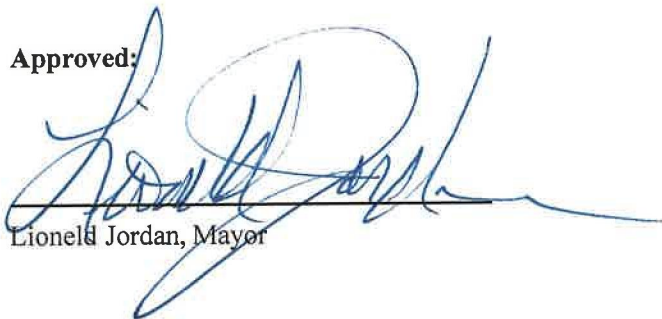
into Fayetteville, and adds new performance metrics.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby authorizes Mayor Jordan to sign the attached First Renewal of Contract for Economic Development Consulting Services with Startup Junkie Consulting, LLC to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation in the total amount of \$300,000.00.

PASSED and APPROVED on 12/18/2018

Approved:



Lionel Jordan, Mayor

Attest:



Sondra E. Smith, City Clerk Treasurer





City of Fayetteville, Arkansas

113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Text File

File Number: 2018-0662

Agenda Date: 12/18/2018

Version: 1

Status: Passed

In Control: City Council Meeting

File Type: Resolution

Agenda Number: A. 20

STARTUP JUNKIE CONSULTING, LLC:

A RESOLUTION TO APPROVE THE FIRST TWO (2) YEAR RENEWAL CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC TO PROVIDE ECONOMIC DEVELOPMENT CONSULTING SERVICES IN THE AREAS OF ENTREPRENEURSHIP AND INNOVATION IN THE TOTAL AMOUNT OF \$300,000.00

WHEREAS, Startup Junkie Consulting, LLC was competitively selected by a City selection committee to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation and an initial two year contract was approved by the City Council by Resolution 184-16 on October 4, 2016 in the amount of \$12,500.00 per month; and

WHEREAS, since becoming the City's economic development consultant, Startup Junkie has hosted 192 events, workshops and programs drawing 14,701 attendees and has held 292 sessions assisting minority entrepreneurs, 386 sessions assisting women entrepreneurs, and 163 sessions assisting veteran entrepreneurs; and

WHEREAS, in the past year alone Startup Junkie has dedicated 2,873 hours to events, programming, and workshops in the City of Fayetteville including 1,695 hours of mentoring, consulting, and one-on-one session assisting over 221 unique Fayetteville ventures; and

WHEREAS, Startup Junkie Consulting and the City desire to extend the contract for an additional two years with significant changes so that Startup Junkie Consulting will function more like an extension of staff for the Department of Economic Vitality including a full-time employee dedicated solely to assist the City in realizing the goals of the Fayetteville First Plan on a daily basis; and

WHEREAS, the renewal contract ensures that the Startup Crawl and Center Space will remain in Fayetteville, pivots Startup Junkie's efforts toward the recruitment and attraction of expanding startups into Fayetteville, and adds new performance metrics.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby authorizes Mayor Jordan to sign the attached First Renewal of Contract for Economic Development Consulting Services with Startup Junkie Consulting, LLC to provide economic development consulting services to the City of Fayetteville in the areas of

entrepreneurship and innovation in the total amount of \$300,000.00.



113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Resolution: 52-21

ARCHIVED

File Number: 2021-0020

STARTUP JUNKIE CONSULTING, LLC:

A RESOLUTION TO APPROVE THE SECOND TWO (2) YEAR RENEWAL CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC TO PROVIDE ECONOMIC DEVELOPMENT CONSULTING SERVICES IN THE AREAS OF ENTREPRENEURSHIP AND INNOVATION IN THE TOTAL AMOUNT OF \$300,000.00

WHEREAS, Startup Junkie Consulting, LLC was competitively selected by a City selection committee to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation and an initial two year contract was approved by the City Council by Resolution 184-16 on October 4, 2016 in the amount of \$12,500.00 per month; and

WHEREAS, in the last two years of serving as the City's economic development consultant, Startup Junkie has hosted 256 events, workshops and programs drawing 19,560 attendees and has held 154 sessions assisting minority entrepreneurs, 289 sessions assisting women entrepreneurs, and 53 sessions assisting veteran entrepreneurs; and

WHEREAS, in the past two years alone Startup Junkie has dedicated 2,873 hours to events, programming, and workshops in the City of Fayetteville including 1,122 hours of mentoring, consulting, and one-on-one session assisting over 221 unique Fayetteville ventures; and

WHEREAS, Startup Junkie Consulting has provided an extremely high level of service to City staff, small businesses in Fayetteville, and the City of Fayetteville as whole, particularly through the challenges of the COVID-19 pandemic; and

WHEREAS, Startup Junkie Consulting has demonstrated an immense amount of flexibility over the past four years of the contract and staff believes this flexibility will be valuable as the City continues to


navigate the challenges of the pandemic and the uncertainty ahead.

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE,
ARKANSAS:**


Section 1: That the City Council of the City of Fayetteville, Arkansas hereby authorizes Mayor Jordan to sign the attached Second Renewal of Contract for Economic Development Consulting Services with Startup Junkie Consulting, LLC to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation in the total amount of \$300,000.00.

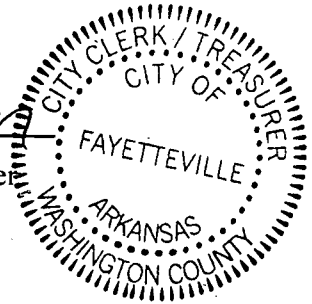
PASSED and APPROVED on 2/2/2021

Approved:


Lioneld Jordan, Mayor

Attest:


Kara Paxton, City Clerk Treasurer





City of Fayetteville, Arkansas

113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Text File

File Number: 2021-0020

Agenda Date: 2/2/2021

Version: 1

Status: Passed

In Control: City Council Meeting

File Type: Resolution

Agenda Number: C.5

STARTUP JUNKIE CONSULTING, LLC:

A RESOLUTION TO APPROVE THE SECOND TWO (2) YEAR RENEWAL CONTRACT WITH STARTUP JUNKIE CONSULTING, LLC TO PROVIDE ECONOMIC DEVELOPMENT CONSULTING SERVICES IN THE AREAS OF ENTREPRENEURSHIP AND INNOVATION IN THE TOTAL AMOUNT OF \$300,000.00

WHEREAS, Startup Junkie Consulting, LLC was competitively selected by a City selection committee to provide economic development consulting services to the City of Fayetteville in the areas of entrepreneurship and innovation and an initial two year contract was approved by the City Council by Resolution 184-16 on October 4, 2016 in the amount of \$12,500.00 per month; and

WHEREAS, in the last two years of serving as the City's economic development consultant, Startup Junkie has hosted 256 events, workshops and programs drawing 19,560 attendees and has held 154 sessions assisting minority entrepreneurs, 289 sessions assisting women entrepreneurs, and 53 sessions assisting veteran entrepreneurs; and

WHEREAS, in the past two years alone Startup Junkie has dedicated 2,873 hours to events, programming, and workshops in the City of Fayetteville including 1,122 hours of mentoring, consulting, and one-on-one session assisting over 221 unique Fayetteville ventures; and

WHEREAS, Startup Junkie Consulting has provided an extremely high level of service to City staff, small businesses in Fayetteville, and the City of Fayetteville as whole, particularly through the challenges of the COVID-19 pandemic; and

WHEREAS, Startup Junkie Consulting has demonstrated an immense amount of flexibility over the past four years of the contract and staff believes this flexibility will be valuable as the City continues to navigate the challenges of the pandemic and the uncertainty ahead.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby authorizes Mayor Jordan to sign the attached Second Renewal of Contract for Economic Development Consulting Services with Startup Junkie Consulting, LLC to provide economic development consulting services to the City of Fayetteville in the

**Startup Junkie Update:
January 1, 2021-December 31, 2022**



Deliverable 1: Support a collaborative entrepreneurial & innovative environment.

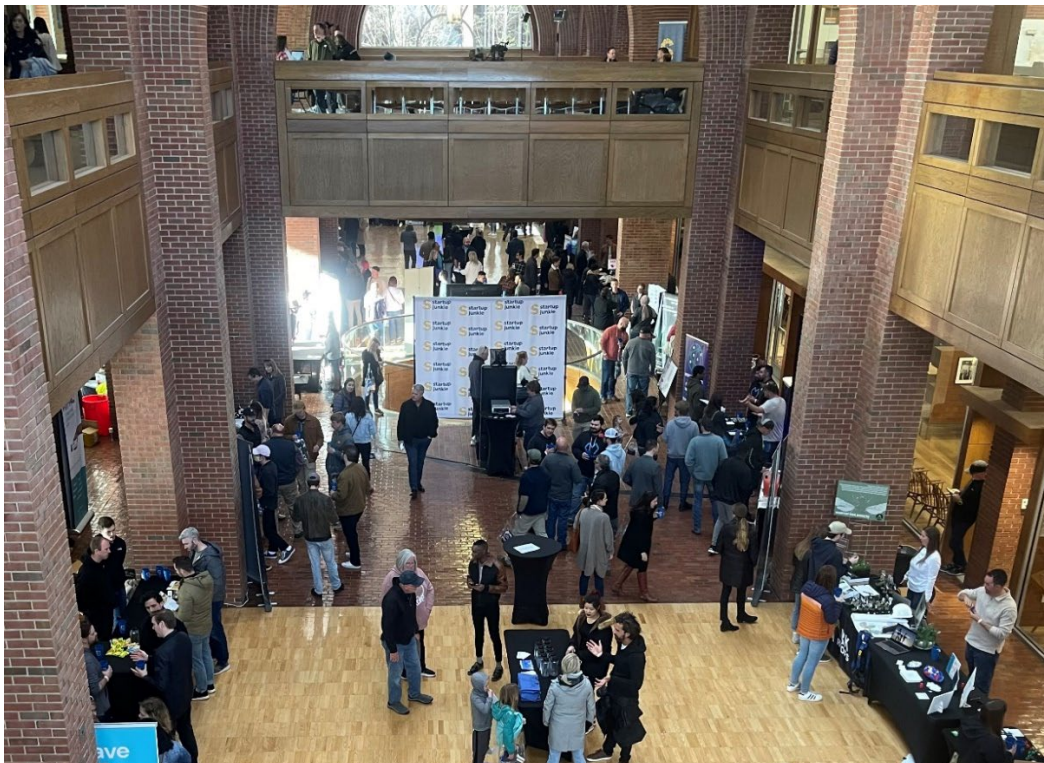
- We continue serve as the reliable direct point of contact for entrepreneurship, innovation and startup efforts:
 - 100% engagement for the City's Economic Recovery and Vitality Steering Committee planning work.
 - Assistance developing the 2022 Economic Vitality Master Plan.
 - 100% engagement of the Regional Entrepreneurial Support Organization Task Force.
- Dedication of one FTE to the Department.
- Continue to execute our successful Startup BRE Program which entails regular health checks on Fayetteville ventures to ensure both growth and to address challenges. Connecting many ventures to the Director and the Mayor for them to personally visit.
- Facilitation with the UA OEI and Arkansas Research Alliance, the exploration of a National Science Foundation Regional Innovation Engine, of which significant collaborative entrepreneurial activity will occur in Fayetteville, with partners from across the state and beyond. In September we submitted to the NSF for the Type 1 award, and if awarded, will be of direct benefit to the City's economic vitality work.



**Startup Junkie Update:
January 1, 2021-December 31, 2022**



Startup Junkie Update: January 1, 2021-December 31, 2022



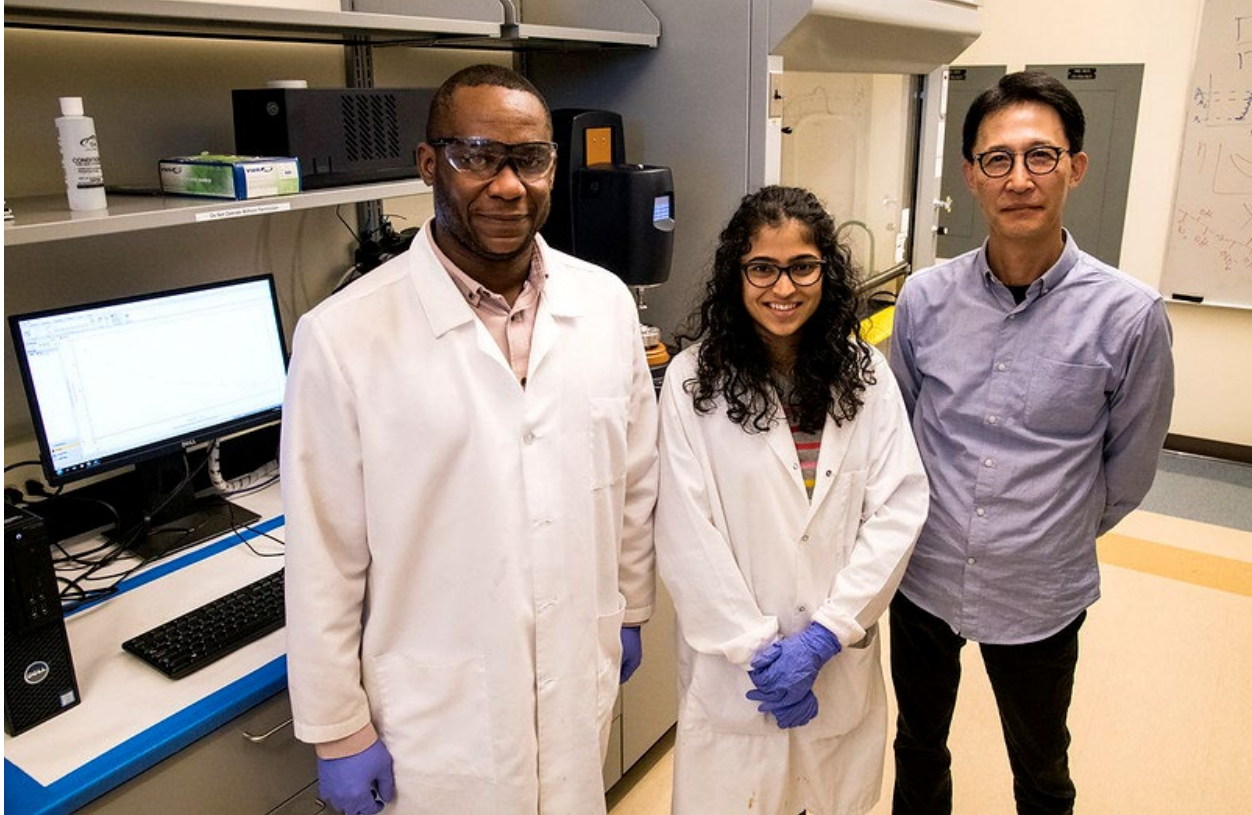
**Startup Junkie Update:
January 1, 2021-December 31, 2022**



Deliverable 2: Increase high-tech job growth and University Partnerships.

- **889** new jobs created.
 - Ex. AcreTrader still on track to grow to over 200 high wage jobs in Downtown Fayetteville
- **15** SBIR/STTR awards secured by Fayetteville ventures over the past two years.
- Continued to maintain a close working relationship with the UA, and companies that operate at the ARTP.
 - Examples: **BiologicsMD, Nanomatronix, CatalyzeH2O, Celludot, OzarkIC** and others that have secured millions in SBIR/STTR funding, and/or employ high tech workers in Fayetteville.
- Facilitate and continue to grow one of the only active angel investment group in Arkansas – Ark Angel Alliance. This provides increased capital access to Fayetteville entrepreneurs.

**Startup Junkie Update:
January 1, 2021-December 31, 2022**



Deliverable 3: Create innovative spaces and programs to support entrepreneurs.

- Continue to operate CenterSpace on the Fayetteville square. **CenterSpace costs over \$60,000 per year to keep open (this is the lease and utilities cost). CenterSpace provides:**
 - No cost day use co-working for entrepreneurs.
 - No cost reservation of the conference room for entrepreneurs needing to hold offsite meetings.
 - Primary location for leading virtual and in person no cost 1:1 consulting engagements with Fayetteville entrepreneurs.
 - In the past two years approximately **2,600** community members have utilized the CenterSpace conference room at no charge for their offsite meetings and other various meetings for their small businesses.
- High cadence of events throughout the past two years:
 - HER Entrepreneur Journey led by SJF's Martha Londagin
 - GameChangers
 - Startup Stories
 - In 2021 rather than Startup Crawl, we held a Vaccine Clinic at CenterSpace in partnership with Community Clinic.
- WILDLY successful 2022 Startup Crawl:
 - Approx. 2000 attendees

Startup Junkie Update: January 1, 2021-December 31, 2022

- 13 breweries
- 4 bands
- 50 participating venture companies
- Packed Startup Weekend NWA held on the Fayetteville Square in the Pryor Center.
 - 100+ attendees
 - 11 ventures created
- Led and facilitated **183** virtual and in-person world class entrepreneurship and innovation focused event, workshop, and program engagements in Fayetteville over the past two years serving **12,579** attendees.



**Startup Junkie Update:
January 1, 2021-December 31, 2022**



Guía Actualizada 2021



Programa de Protección de Cheques de Pago



**Startup Junkie Update:
January 1, 2021-December 31, 2022**

Deliverable 4: Expand and enhance Workforce Development, Attraction, and Retention through entrepreneurship education opportunities at all levels.

- Continued our targeted events that provide entrepreneurship education at all levels.
- Continued building a comprehensive digital library of small business, innovation, and entrepreneurial educational content on the Startup Junkies YouTube Channel available for Fayetteville entrepreneurs.
 - **254 educational publications produced, available free to Fayetteville entrepreneurs.**
 - **Approximately 127 hours of content, available at no cost to our community members.**
- Continued to deliver regular free webinars on a variety of marketing, finance, HR, and leadership topics with subject matter experts from across the country.
- Continue the widely recognized **Startup Junkies Podcast** that delivers lessons learned and education available to Fayetteville entrepreneurs at no cost. Many instances featuring Fayetteville entrepreneurs, providing them increased national and global visibility. **This program brings significant positive visibility globally to the City of Fayetteville. The podcast has Over 320 episodes downloaded in 100 countries and is ranked in the top 2.5% of all podcast globally out of nearly 3,000,000.**



**Startup Junkie Update:
January 1, 2021-December 31, 2022**



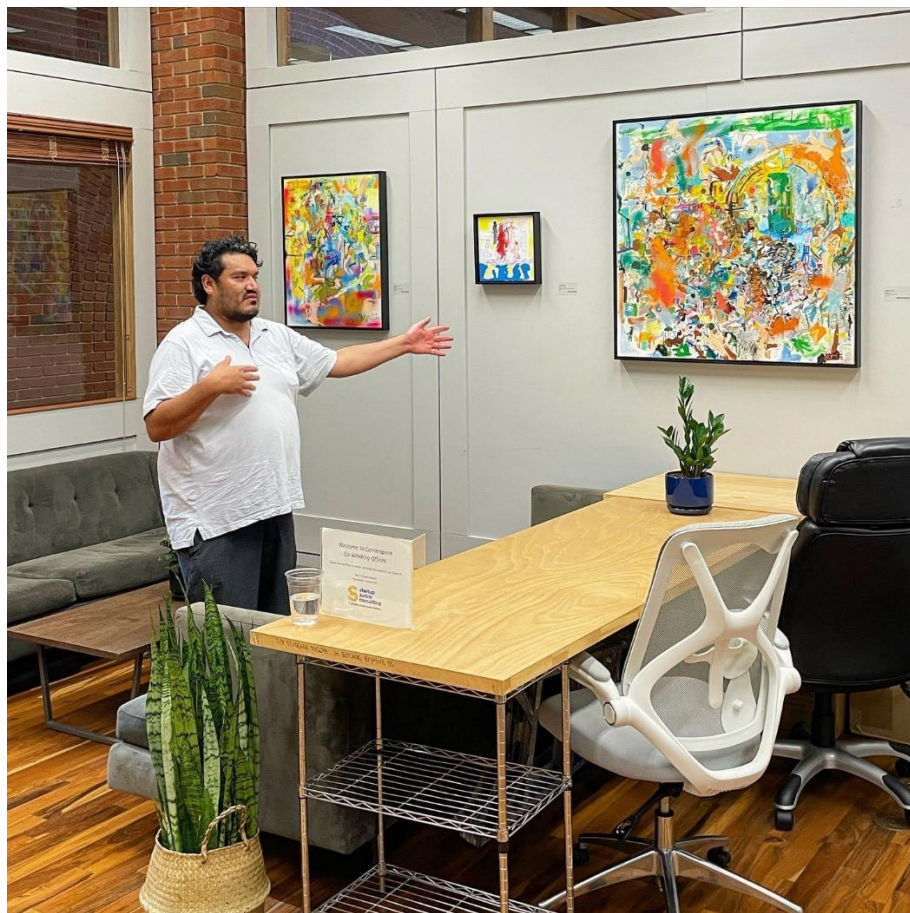
Deliverable 5: Support, Foster, and Expand entrepreneurship through retail and restaurant development.

- Continue to serve new Fayetteville retail and restaurant ventures through high quality no cost 1:1 consulting and mentoring. **108** of these ventures served through high quality no-cost in-depth 1:1 consulting, counseling, and mentoring.
- Actively lead virtual and in person events on digital marketing and ecommerce to help provide maximum information and education to Fayetteville entrepreneurs looking to expand their business online. Led and facilitated **24** of these engagements over the period serving community entrepreneurs.
- Provided high quality on-going assistance to NWA ventures looking to expand their presence in Fayetteville.
- Continued partnership with the UA Food Innovation Center to ensure Fayetteville food entrepreneurs have the support they need.
- In addition to new starts, continue to support existing and growing Fayetteville retail and restaurant ventures.

**Startup Junkie Update:
January 1, 2021-December 31, 2022**



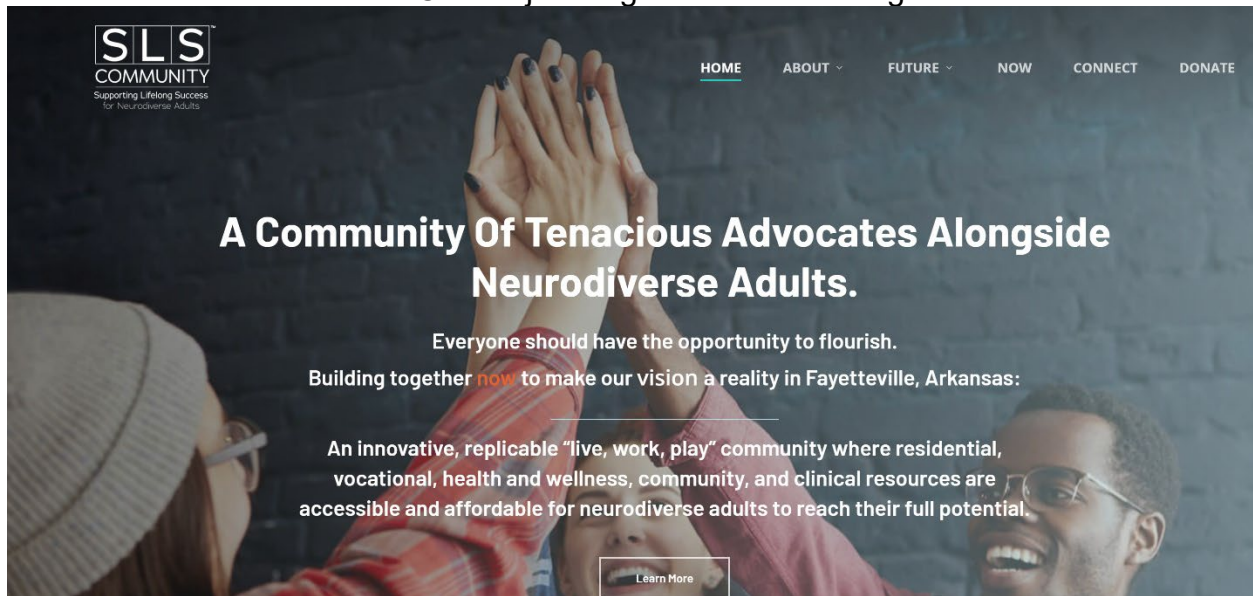
**Startup Junkie Update:
January 1, 2021-December 31, 2022**



**Startup Junkie Update:
January 1, 2021-December 31, 2022**

Additional notable project: Spectrum Living Solutions.

- Continued work on the SLS Community development project to advance the progress and services for developmentally disabled adults which included a substantial expansion of soft-surface trail connectivity from the City to Kessler Park and a master plan that includes major state and national players in the SLS Campus buildout. Sadly, the late Ashton McCombs passed away. We are honored to have his son, Naval Academy Graduate, former Marine Officer, and Duke MBA Ashton McCombs jr taking the lead of the organization.



ROI: Output and Outcome Metrics.

- We served **881** Fayetteville entrepreneurs through **898** one-on-one high quality free consulting, mentoring, counseling, training, support, and assistance engagements
 - **326** women owned ventures
 - **188** minority owned ventures
 - **39** veteran owned ventures
- Success stories like AcreTrader. Based on the Fayetteville square, on track to create over 200+ high wage jobs here. AcreTrader makes investing in farmland more accessible and inclusive.

AcreTrader was referenced in Steve



**Startup Junkie Update:
January 1, 2021-December 31, 2022**

Case's most recent book, *The Rise of the Rest* as being a shining example of the sort of amazing, scalable businesses that are being created in the Heartland. Steve Case was the founder and CEO of AOL.

- Success Stories like The Shops at Brick City that now provides affordable and accessible space to over 100 Fayetteville small businesses. Brick City serves as an amazing small footprint retail incubator.



- Success stories like Ozark IC. Ozark IC is a world-leading development and manufacturing venture for harsh environment electronics. Their solutions solve major operating environment problems in hypersonic engines, spacecraft, and deep well geothermal. **The company has been recognized as a MassChallenge winner and has major Aerospace, Defense, and Energy Sector customers.**



**Startup Junkie Update:
January 1, 2021-December 31, 2022**

- Success stories like CatalyzeH2O. CatalyzeH2O, <https://catalyzeh2o.com/>. CatalyzeH2O's proprietary water remediation solution addresses the root causes of so many inefficiencies in the water treatment industry by offering a truly destructive treatment technique instead of adsorbing the toxic compounds. What makes CatalyzeH2O stand out as a possible company that could expand our portfolio is that rather than choose between environmentally friendly tech and high-performance solutions, Catalyze has proposed an innovation that does both. We are excited about the company's submission to the National Science Foundation's Small Business Innovation Research (SBIR) Phase I Program, and we look forward to seeing the company's growth because of the project.



- **183** Event, Workshop, and Program engagements in Fayetteville serving **12,579** attendees
- Outcome Metrics
 - **889 new jobs created**
 - **\$67,940,847 in private capital raised**
 - **\$22,636,918 in grants (state and federal) secured**
 - **3912 new products, services, and solutions brought to market**
 - **148 patents and patent applications**
 - **15 SBIR and STTR awards**
 - **108 unique Fayetteville retail, restaurant, and accommodation ventures assisted through multiple on going and in depth engagements**
 - **Top 5 bullets based on survey data received from 105 Fayetteville venture companies**



December 6, 2022

City of Fayetteville
113 West Mountain Street
Fayetteville, AR 72701

Purpose: Contract With City Of Fayetteville

Startup Junkie remains a key economic development catalyst in the City of Fayetteville and has continued to be an important leader in the advancement of the diverse innovation and entrepreneurial ecosystem in the City, especially through the pandemic recovery, and now entering into what potentially may become a global recession. Startup Junkie has developed a track record of proven programs, place-making, events, and networking aimed at inclusive talent development, attraction, retention and capital formation at all company stages. The end result being job creation, economic growth, and social growth in the City. Over the course of the past two years under contract, along with many small business success stories, notable impacts accomplished include:

- 889 net new jobs created
- \$67,940,847 in private capital raised
- \$22,636,918 in public capital raised (state funding, SBIR/STTR, grants, etc)
- 3912 new product, service, and solution lines added
- 148 patent and patent applications
- 15 SBIR & STTR awards

In addition to notable output metrics achieved by our team that include:

- 881 Fayetteville entrepreneurs served through 898 one-on-one high quality free consulting, mentoring, counseling, training, support, and assistance engagements
 - 326 women owned ventures
 - 188 minority owned ventures
 - 57 veteran owned ventures
- 183 Event, Workshop, and Program engagements in Fayetteville serving 12,579 attendees

We've had the honor of working with many incredible Fayetteville ventures, success stories that are having a positive impact on the City of Fayetteville. Success stories like AcreTrader, www.AcreTrader.com. Based on the Fayetteville square, on track to create over 200+ high wage jobs here. AcreTrader makes investing in farmland more accessible and inclusive. Success stories like The Shops at Brick City that now provides affordable and accessible space to over 100 Fayetteville small businesses. Brick City serves as an amazing

small footprint retail incubator. Success stories like Ozark IC, <https://www.OzarkIc.com/>. Ozark IC is a world-leading development and manufacturing venture for harsh environment electronics. Their solutions solve major operating environment problems in hypersonic engines, spacecraft, and deep well geothermal. The company has been recognized as a MassChallenge winner and has major Aerospace, Defense, and Energy Sector customers.

Looking ahead, we will continue our high cadence of virtual and in-person events providing critical and timely education, information, and inspiration for Fayetteville entrepreneurs. We will continue virtual and in person one-on-one no cost consulting sessions with Fayetteville entrepreneurs. We will continue our events aimed to provide additional support for the underserved communities (minority, women, and veteran entrepreneur focused) in Fayetteville. We will further our outreach efforts, like our support of Spectrum Living Solutions, a critical initiative to provide much needed support to neurodiverse adults.

We're excited for the opportunity to extend our close working partnership with the Department of Economic Vitality, brainstorming and executing work to help the City that we all love thrive.

Regards,

Startup Junkie Team