



SAGELY

SOLUTIONS LLC

March 25, 2015

Harold Perrin
Mayor
City of Jonesboro
300 S Church Street
Jonesboro, AR 72401

Dear Mayor Perrin:

Thank you for giving me the opportunity to present you with a more detailed strategy for assisting you and your team as you begin to plan for 2015. There are a number of wonderful things going on in the City of Jonesboro, and I want to congratulate you on all of your recent success.

Sagely Solution's Services:

I believe I could be an immediate asset to you and your department by working with you and your team to develop short-term and long-term objectives. I would consider this position, as a team member, of the grant department and would work to make my position, in DC, as transparent as possible.

Furthermore, I understand you are managing many projects in both Jonesboro and Washington, DC. By assisting you, as your DC liaison, I believe this will give you much more flexibility in focusing on strategic planning and accomplishing larger managerial goals.

As we have discussed, the following presents a sample of the services to be provided (Note: this list is not exhaustive and many additional services will be provided, as warranted):



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- Work with you to develop a federal agenda, including potential projects and programs eligible for federal funding, as well as a corresponding strategic plan to achieve success relating to agenda items;
 - Coordinate and schedule congressional and executive branch meetings
 - Introduce the City of Jonesboro to new congressional leaders and government agencies
 - Coordinate congressional member and staff visits to the City of Jonesboro (this could be a day spent with Senate and Congressional leaders highlighting priorities and then attending an event at ASU)
 - Develop all pre-meeting briefing books and the follow-up action items and next steps
 - Liaison between the City of Jonesboro and other congressional offices with prudent jurisdiction (committee leadership and congressional leadership offices; as many of these projects are being evaluated Jonesboro will be in a position to work within your delegation but also with congressional leadership)
- Focus on the development of a strategic private industry/foundation fundraising campaign;
 - Jonesboro and the region are home to many private industries (health care, manufacturing, agriculture). I believe the best plan for a private industry fundraising plan is to divide each of these into industries of practice. For example, target local and national manufactures for a “Jonesboro Manufacturing Day”. Highlighting the cities priorities and how they can be a part of the City of Jonesboro’s strategic plan, will allow the city a greater opportunity for exposing potential fundraising opportunities.
- Work with you in the development and participation of all events regarding the above fundraising campaign. My goal is to have at least five major fundraising events that would include marketing and fundraising opportunities both in Arkansas and Washington, DC;
- Complement existing grant services and determine new grant opportunities that may be of interest;



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- Attend regular meetings of associations, organizations, and other groups of interest to the City of Jonesboro;
 - There are several national organizations that could be leveraged to highlight the City of Jonesboro
- Produce communications strategies to build public support and create the right environment on Capitol Hill, in federal agencies, and within the private sector to achieve success, including preparing letters of support, talking points, and press releases;
- Provide verbal and written status reports, including identifying any potential challenges and reporting major developments in a timely manner;

Agreement and Fees:

Sagely Solutions, LLC will perform this work for a monthly retainer fee of \$3,000 per month commencing on April 1, 2015 through December 31, 2015. After December 31, 2015, we will re-evaluate the engagement. In addition to the monthly retainer, we will bill the City of Jonesboro for routine expenses. *I will check with you in advance and seek your approval for any expenses.* Upon approval, these amounts will be included on the statement for the month in which the expense is entered into our billing system. This will typically lag somewhat behind when the expenses are actually incurred on your behalf.

We bill our clients monthly and request payment within 30 days of when the client receives this invoice. *Finally, both parties reserve the right to terminate the contract without cause upon 30 days written notice any time after May 1, 2015.*



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In signing this letter you will be indicating your agreement to the fee schedule described herein and will be authorizing us to perform services for you on the terms set forth herein. Again, I appreciate your consideration and look forward to a long, successful relationship with the City of Jonesboro.

AGREED AND ACCEPTED:

By: Christopher M. Sagely

Title: Principle

Company: Sagely Solutions, LLC

Dated: March 25, 2015

Signature: C. Matthew Sagely

Harold Perrin, Mayor
City of Jonesboro

Donna Jackson, City Clerk
City of Jonesboro



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