



U.S. Small Business
Administration

Strategic Alliance Memorandum

between the

United States Small Business Administration

and the

United States Conference of Mayors

I. PURPOSE

The United States Small Business Administration (SBA) and the United States Conference of Mayors (USCM) (each a “Party” or, collectively the “Parties”) are joined by a common mission; helping start, maintain, and expand small businesses. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

The United States Conference of Mayors (USCM) is the official non-partisan organization of cities with populations of 30,000 or more. There are 1,395 such cities in the country today. Each city is represented in the Conference by its chief elected official, the mayor.

The primary roles of The U.S. Conference of Mayors are to:

- Promote the development of effective national urban/suburban policy.
- Strengthen federal-city relationships.
- Ensure that federal policy meets urban needs.
- Provide mayors with leadership and management tools.
- Create a forum in which mayors can share ideas and information.

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual, and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the United States Conference of Mayors in order to strengthen and expand small business development in the local area. The Parties acknowledge that specific joint training and outreach activities

contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's cosponsorship authority. Nothing in this SAM permits United States Conference of Mayors to use the SBA logo or seal. The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to United States Conference of Mayors.

In order to further their common goals, the Parties agree to the following:

II. **SCOPE AND RESPONSIBILITIES**

SBA Undertakings:

Within the limits of its available and/or appropriated resources, the **SBA will:**

- Provides the U.S. Conference of Mayors with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, and the Women's Business Centers (WBCs) (collectively, "SBA's Resource Partners").
- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise U.S. Conference of Mayors of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in U.S. Conference of Mayors' workshops, conferences, seminars, and other activities to discuss SBA financing, government contracting and other business topics. Including support for the USCM Small Business and Entrepreneurship Task Force and the Mayor's Small Business Program, Partner America.
- Provide speakers, consistent with SBA rules and policy, to participate in U.S. Conference of Mayors' workshops, conferences, seminars, and other activities to discuss SBA financing, government contracting and other business topics.
- Invite U.S. Conference of Mayors' clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at U.S. Conference of Mayors' location when appropriate.
- Provide a text-only hyperlink from SBA's website to U.S. Conference of Mayors' website pursuant to SBA's linking policies.
- Provide information to U.S. Conference of Mayors' staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and U.S. Conference of Mayors.

U.S. Conference of Mayors Undertakings:

Within the limits of its available resources, the **U.S. Conference of Mayors will:**

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients/members SBA pamphlets, brochures, and other publications.

- Inform U.S. Conference of Mayors Organization's small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from U.S. Conference of Mayors' website to SBA's website.
- Assign a local point of contact to serve as liaison between U.S. Conference of Mayors and SBA.

III. USE OF SBA NAME AND LOGO

All materials bearing the SBA name or logo must be approved in advance by SBA's Responsible Program Official. Use of SBA's logo must be accompanied by the following statement: "Use of the SBA logo is authorized by a Strategic Alliance Memorandum. Reference to SBA is not an endorsement of the views, opinions, products or services of any person or entity." The SBA logo may only be used to promote SBA and/or its programs, activities, and services. SBA's logo cannot be used in a way that suggests the Agency is endorsing any individual, organization, product, or service or in a way which implies that an improper relationship exists between SBA and an outside party. SBA's logo also must not be used in any manner that is liable to bring the Agency into a negative light, such as in connection with any products or services related to alcohol, gambling, or adult entertainment industries. Further, SBA's logo must not be used in connection with any political activities, lobbying efforts, or in conjunction with any religious activity.

The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to US Conference of Mayors. Nothing in this SAM permits US Conference of Mayors to use the SBA official seal.

IV. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph VI below.

V. AMENDMENT

The Parties agree to consult each other on any amendment, modification, or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations, and SBA policy.

VI. TERMINATION

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

VII. RELATIONSHIP

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor

shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to U.S. Conference of Mayors and SBA.

VIII. RESPONSIBLE OFFICIALS

The responsible officials and points of contact for administrative matters pertaining to this SAM is Kendall Corley, Deputy Chief of Staff.

IX. POINTS OF CONTACT

The points of contact for administrative matters pertaining to this SAM are:

U.S. Conference of Mayors:

Name: Tom Cochran

Title: CEO and Executive Director

Address: 1620 I St NW, Washington, DC 20006

Email: Tcochran@usmayors.org

U.S. Small Business Administration:

Name: Kendall Corley

Title: Deputy Chief of Staff

Address: 409 3rd St SW, Washington, DC 20416

Email: Kendall.Corley@sba.gov

X. SIGNATURES

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization. This SAM may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

U.S. Small Business Administration:

DocuSigned by:
Terrence Sutherland, (A) HQ SSA Director 6/1/2023
AFBB7081300B427...
Terrence Sutherland, (A) Director of Strategic Alliances

DocuSigned by:
Kendall S. C. 6/7/2023
9A8BCC6C1E3E463...
Kendall Corley, Deputy Chief of Staff

U.S. Conference of Mayors:

DocuSigned by:
Tom Cochran 6/27/2023
B34B7E06C1204B7...
Tom Cochran, CEO and Executive Director