



Scott Skodnek Business
Development Center

EXHIBIT A

**Downtown Business Program for the Village of Great Neck Plaza
presented by the Scott Skodnek Business Development Center (BDC)**

DETAILED SCOPE OF WORK/DESCRIPTION OF SERVICES

The customized programs for the Village of Great Neck Plaza (“Client”) include a data collection effort and Business Development Workshop Series. We look forward to an ongoing relationship with the Client to support its neighborhood businesses and establish a model initiative for other local governments, or pilot Downtown Business Initiative.

Task	Cost
<p>Data Collection/Database Development: A Hofstra student academic intern will be retained to help develop an email contact list and create a database of primarily downtown/retail ("Main Street") businesses to provide to the Client ("Contact List"). The Contact List will be used to market and promote the Workshop Series described below and can also be used to administer a future business owner survey. The intern will utilize online research, phone calls and existing information from the Village to develop the list. To the extent reasonable and practicable, the intern will note the location of vacant stores and obtain publicly available contact information for the owner of these locations. Data collection is anticipated to be completed within a 4 to 6 week period after the intern is retained.</p>	<p>\$1,000 (due at contract signing – Hofstra BDC to send invoice to Client)</p>
<p>Business Development Workshop Series: The Hofstra BDC will host a monthly series for Client’s business owners focusing on different social media channels and other business development topics to strengthen a businesses’ marketing presence and help increase their visibility. The two-hour workshops will take place once a month in the evening for up to 6 consecutive months, at the discretion of the Client. Six dates and topics will be chosen by the Client from the menu of options below. The Client reserves the right to terminate the series due to lack of enrollment, dissatisfaction with workshop presentation/material, or for any other reason the Client deems appropriate.</p> <ul style="list-style-type: none"> • Each workshop will allow for Q&A after the presentation where businesses can receive individualized feedback. 	<p>\$1,300* per workshop to be invoiced monthly (2 weeks prior to scheduled workshop)</p> <p>*Total cost up to and not to exceed \$7,800</p>

- Workshops will be scheduled and hosted by Hofstra, conducted virtually via Zoom until further notice.
- The BDC will develop a promotional marketing flyer for the series to be distributed by Hofstra and the Client through no-cost channels (social media posts, email marketing, website). Please note there is no marketing budget (i.e. ads in local newspapers, etc.).
- A Hofstra student academic intern will support program logistics
- Hofstra will create a process for registration
- Participant evaluations will be distributed after each workshop and results shared with the Client.
- Participants who complete the six-part series will be issued a Certificate of Completion by Hofstra University.

Transitioning to in-person workshops will be discussed at a future date, which may be held on site in the Village of Great Neck Plaza, dependent upon space and technical capabilities.

Workshop Topics (6 to be chosen from the list of 11 below) - Dates TBD by the Client and Hofstra (6:30 pm – 8:30 pm):

1. What is Your Digital Footprint?
2. Search Engine Optimization
3. Email Marketing
4. Facebook
5. Twitter
6. LinkedIn and Instagram
7. Customer Service
8. Financial Management
9. General Marketing
10. Business Organization
11. COVID 19 Assistance: Loans

Enrollment is recommended to be approximately 15 business owners per workshop for maximum participation and allowing a first-come, first-serve sign-up system.

Additional workshop series may be scheduled at the Client's request at the same cost on dates mutually agreed upon by the Client and the Hofstra BDC.

PAYMENT TERMS:

The Hofstra BDC will invoice \$1,000 to the VOGNP for the Data Collection/Database Development component upon completion of a fully executed Agreement signed by both the Client and Hofstra University.

The Hofstra BDC will provide a monthly invoice to the Client for each workshop that is scheduled, up to and not to exceed 6 workshops, at a total of \$1,300 per workshop. The invoice will be sent approximately 2 weeks prior to the scheduled workshop.

PREPARED BY:

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