



U.S. Small Business  
Administration

# Strategic Alliance Memorandum

*between the*

**United States Small Business Administration**

*and the*

**City of Vancouver, Washington**

## I. PURPOSE

The United States Small Business Administration (SBA) and the City of Vancouver, Washington (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 City of Vancouver is the municipal governing body over a city with a population of over 194,000 as of 7/1/2022. City wide strategic initiatives include eight key areas:

- **Transportation & Mobility** - Vancouver has a safe, future-ready and convenient transportation system that offers affordable and climate-friendly options for people to get where they need to be.
- **Economic Opportunity** - Vancouver is a place where a wide variety of businesses of all sizes, from young startups to established enterprises, grow and thrive.
- **Housing & Human Needs** - Vancouver meets basic needs and partners with organizations to support its communities.
- **Vibrant & Distinct Neighborhoods** – Vancouver offers a variety of accessible places and spaces to interact and enjoy nature, art, culture, food, shopping, and community.
- **Culture & Heritage** - Vancouver celebrates culture and heritage.
- **Safe & Prepared Community** - Vancouver feels like a safe place to live, work, learn, and play.
- **Climate & Natural Systems** - Environmental stewardship and efforts to address climate change ensure that everyone has a sustainable future.
- **High-Performing Government** - Vancouver’s government is reliable, fiscally responsible, equitable, and open to compromise.

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 City of Vancouver in order to strengthen and expand small business development in the local area.

The Parties acknowledge that beyond the information sharing contemplated under this SAM, any specific joint training and outreach activities will require a separate signed agreement developed pursuant to SBA's Co-sponsorship Authority.

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 through its **Portland District Office will:**

- Provide the City of Vancouver 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 the City of Vancouver of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in the City of Vancouver workshops, conferences, seminars, and other activities to discuss SBA financing, government contracting and other business topics.
- Invite the City of Vancouver small business owners to attend local SBA-sponsored events and offer SBA-sponsored training at the City of Vancouver's location when appropriate.
- Provide information to the City of Vancouver staff on SBA programs and services available to local small businesses.
- Encourage a local resource partner to offer free, in person business counseling one time each month during drop-in/open office hours, for small business owners within the City of Vancouver to be held on downtown's Main Street and at Fourth Plain Commons.
- Assign a local point of contact to serve as liaison between SBA and the City of Vancouver.

### **The City of Vancouver Undertakings:**

Within the limits of its available resources, the **City of Vancouver 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 local small businesses SBA pamphlets, brochures, and other publications.
- Inform the City of Vancouver's small businesses of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Assign a local point of contact to serve as liaison between the City of Vancouver and SBA.
- Upon request, provide speakers for SBA sponsored events when appropriate.
- Endeavor to link SBA website to City of Vancouver's website and vice versa.

## **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 the City of Vancouver. Nothing in this SAM permits the City of Vancouver 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 three 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 the City of Vancouver and SBA.

**VIII. RESPONSIBLE PROGRAM OFFICIAL**

The SBA Responsible Program Official for this Strategic Alliance Memorandum is Martin Golden, Portland District Director.

**IX. POINTS OF CONTACT**

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

**The City of Vancouver:**

Name: Chris Harder  
Title: Deputy Economic Development Director  
Address: 415 West 6<sup>th</sup> Street, Vancouver WA 98660  
Email: Chris.Harder@CityofVancouver.us

**U.S. Small Business Administration:**

Name: Martin Golden  
Title: District Director  
Address: 419 SW 11<sup>th</sup> Avenue, #300, Portland 97205  
Email: Martin.Golden@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:  
  
AD6521521B2D4C0  
Jill Devriendt, Director of Strategic Alliances

2/21/2024

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Martin Golden – Director, Portland District

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Beto Yarce – Regional Administrator, Region X

**The City of Vancouver:**

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Eric Holmes, City Manager