



Consulting Agreement

February 13, 2019

This Agreement (the "Agreement"), dated February 13, 2019 is made by and between Suzanne Velarde, Velarde Marketing ("the Consultant") and the Muskegon Downtown Development Authority (DDA).

Scope of Work

Under this Agreement, the Consultant's responsibilities will include:

- Facilitation of a strategic planning session with DDA board members and invited guests. The purpose of this session will be to develop key strategies for the Muskegon DDA in 2019 and beyond. This planning session should not exceed three hours in length.
- The Consultant will meet with DDA representatives in advance to outline topics and agenda items to be discussed during the strategic planning session.
- The Consultant will review any necessary background information related to DDA legislation and/or the history of Muskegon's downtown development efforts in advance of the strategic planning session.
- The Consultant will assist DDA staff with writing a report on the outcomes of the strategic planning session.

The fee for the work outlined above will be \$2,500.00.

Payment for Services

The Consultant will invoice for 50% of the fee (\$1,250.00) upon both parties signing this letter of agreement, and this amount will be payable upon receipt of invoice. The remaining balance (\$1,250.00) will be invoiced upon completion of the strategic planning session report and will be payable upon receipt of invoice.

Suzanne Velarde

Date: 2/27/19

Suzanne Velarde
President/Owner, Velarde Marketing

Elizabeth A. Lewis

 Finance Director
 Muskegon Downtown Development Authority
 Authorized Representative
 City of Muskegon

Date: 3/5/19