

December 31, 2019

Justin A. Dionne
Cain Center for the Arts
PO Box 1443
Cornelius, NC 28031

Subject: Services Agreement between SBTDC and Cain Center for the Arts

Dear Justin,

This letter serves as a Proposed Scope of Project to be performed by the Appalachian Foothills Regional Service Center of the Small Business and Technology Development Center (SBTDC) at Appalachian State University. The project will be performed for Cain Center for the Arts (hereafter referred to as "Cain").

The SBTDC is a business advisory service administered by NC State University on behalf of The University of North Carolina system.

Current Situation

The Cain Center for the Arts is a soon to be built performing arts and community center. They are looking to raise funding in the tune of around 25 million dollars to begin construction of the facility. Additionally, as the construction project proceeds they will need technical guidance and general business advices that the SBTDC can offer with our various experts in our organization.

Approach

SBTDC suggests taking a three-phase approach to building a sales and marketing function for the organization. Number one, review your current marketing, sales, and outreach plans and then we can advise on processes and tools to help the organization tune and increase the effectiveness in your fund-raising processes. Secondly, we can introduce you to a variety of organizations that may not be familiar with the Cain project in hopes to further accelerate the funding raise. Lastly, SBTDC can be integrated into your team to ensure you have a solid sounding board and provide advice for anything aspect of the project.

Project Goal

We would be an ongoing resource as mentioned in the phases above as needed. Our goal would be to help successfully close out your full funding goal and ensure that we are available as advisors for any meetings and reviews of the fund-raising plans as desired.

Scope of Services

The SBTDC agrees to provide direct service to Cain as described below:

1. Sales and Marketing Leadership and Coaching.

* Bryan Dennstedt, Tech Commercialization Counselor, and Ron Elmore, Regional Director, with much experience in enterprise software sales and marketing, will serve in a role helping identify prospects and sales targets and working with the Cain team to establish a Cain fundraising playbook that can be the platform for funding raising best practices in your organization.

2. Review of Sales Pipeline and current Customer Relationship Management System (CRM)

3. Confidentiality.

*All information shared with the SBTDC and any of its resources (staff, students, faculty, and consultants) will be held in the strictest confidence and will not be used to the commercial or other advantage of any staff member, consultant or other resource of the SBTDC or by any third party.

*Each client's status with the SBTDC will remain confidential and no public use of a client's name or business identity will be made without prior approval of the client.

4. Period of Performance. The activities of this project will start on or about January 1, 2020 with mutually agreeable schedules for the initial weeks. Estimated end date December 15, 2020.

5. Payment for SBTDC Services. These services are free as part of the SBTDC's mission to serve small businesses in the state of North Carolina.

Contact persons. The designated contact person for the Client regarding this agreement is Justin Dionne, and for the SBTDC is Bryan Dennstedt, Counselor for the SBTDC at Appalachian State University.

Justin, we trust this scope meets with your approval.

Approved by:
Cain Center for the Arts

Approved by:
SBTDC of NC, Hickory Center

Justin Dionne, Executive Director

Bryan Dennstedt, SBTDC Counselor