

World Affairs Council/Town of Addison  
 2014-15 Scope of Services  
 Draft 10-19-14  
 Level of Funding: \$35,000

1. International Business Development(\$15,000):
- A. Assist Addison in strengthening its International Business Focus.
  - B. Work with Addison to form relationships with countries who maintain a global presence in the town. Targeted countries will include but are not limited to Mexico, Canada, Brazil, China, India, the UAE, Japan, Switzerland, the United Kingdom.
  - C. Plan, organize, execute and co-host at least two (2) forums/luncheons in Addison with the Town of Addison focused on international business/tourism/trade during the funding year.
  - D. Assist Addison to develop strategy on marketing its airport to international businesses.

Item	Date	Accomplishment/Milestone

2. Entrepreneur Development(\$2,000):
- A. Recommend the Addison TreeHouse as a regional entrepreneur resource center to international entrepreneurs/groups interested in the North Texas Start-up Community.

Item	Date	Accomplishment/Milestone

3. Provide Town of Addison Council Members with opportunities to participate in international events(\$7,000):
- A. Make recommendations on events that may be appropriate for Addison City Council to attend.
  - B. Provide complimentary passes to City Council Members to such events.
  - C. Recognize City Council present at events from podium when appropriate.

Item	Date	Accomplishment/Milestone

4. Feature the Town of Addison as a strategic partner(\$5,000):
- A. Recognize Addison as a partner in World Affairs Council website.
  - B. Recognize Addison as a partner in designated events hosted by World Affairs Council.

Item	Date	Accomplishment/Milestone


5. Consulting Services(\$5,000):
- A. Provide consulting services on how to respond to issues having an international focus.
  - B. Provide cultural consulting awareness services on how to appropriately address dignitaries from particular countries.
  - C. Plan, organize and execute a new authentic German program element to the Town's annual Oktoberfest event in collaboration with the Town of Addison and the German Consulate in Texas.

Item	Date	Accomplishment/Milestone