

EXHIBIT A
World Affairs Council/Town of Addison
2016-17 Scope of Services
Level of Funding: \$50,000

I. International Promotion and Business Development (\$10,000):		
A. Work with Addison’s Economic Development staff to strengthen its international business focus.		
B. Work with Addison to maintain and strengthen its relationship with former Spotlight Countries and the Consular Corps of DFW and Houston.		
C. Assist Addison in promoting its airport to international businesses.		
Item	Date	Accomplishment/Milestone
II. Spotlight Country Strategic Planning (\$5,000):		
A. Develop plans for current fiscal year spotlight country (“Spotlight Country”) and open doors with key strategic Spotlight Country stakeholders.		
B. Obtain commitment from the Spotlight Country Consulate to collaborate with Town of Addison for the current fiscal year.		
C. Host at least two (2) international events in Addison focused on international business/tourism/trade during the funding year, specifically for the Spotlight Country.		
D. Develop by January/February of the current fiscal year, in conjunction with Addison Special Events, a Spotlight Country-focused gastronomic element for Taste Addison.		
III. Entrepreneur Development (\$5,000):		
A. Promote 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
IV. Provide Town of Addison with opportunities to participate in international events (\$10,000):		
A. Make recommendations on events that would be appropriate for Addison City Council to attend.		
B. Provide World Affairs Council memberships to the Addison City Council and key city staff; provide program passes to Town of Addison to designated WAC events.		
C. Recognize City Council present at events from podium and in signage where appropriate.		
D. Evaluate feasibility and extent of a German program element for the Town’s annual Oktoberfest event in collaboration with the German Consulate in Texas.		
Item	Date	Accomplishment/Milestone

V. Feature the Town of Addison as a Strategic Partner (\$10,000):		
A. Recognize Addison as a partner on World Affairs Council website. B. Recognize Addison as a partner in designated events hosted by World Affairs Council C. Promote Taste Addison and Oktoberfest to World Affairs Council members. D. Work with Addison to invite the Consular Corps of DFW to Kaboom Town as VIP guests.		
Item	Date	Accomplishment/Milestone
VI. Consulting Services: Provide on-going, as requested, consulting services on international relations, including cultural awareness and protocol services (\$10,000).		
Item	Date	Accomplishment/Milestone