



LIVE. WORK. PLAY. MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is made by and between Anchorage Economic Development Corporation (AEDC) and The Anchorage Municipal Clerks Office, partnering with AEDC to work towards achieving the goal of making Anchorage the number one city in America to Live, Work and Play by 2025.

The Parties hereby commit themselves to this Memorandum of Understanding:

GOALS AND OBJECTIVES. This MoU is undertaken to further the goals of the AEDC's Live.Work.Play initiative (LWP) whose vision is to make Anchorage the number one city in America by 2025 to live, work and play.

Whereas, the LWP is a grassroots effort put forward by AEDC's board of directors that is focused on community improvement and engagement for the people of Anchorage. The LWP vision specifies five goals to diversify the Anchorage economy: resources development, high quality healthcare, education, workforce development and a commitment to invest in community redevelopment.

Whereas, there are a broad spectrum of quantifiable metrics to measure Anchorage's success. These metrics are all measured against each state's largest city, including Washington D.C. They are all benchmarked from year to year as AEDC's indicators of the success of LWP to fulfill the aspirational narrative outlining Anchorage's vision for the future and what it will be like in 2025.

Whereas, the LWP Narrative will guide the work of partners and provide the final authority on key objectives.

Whereas, the overall objective of the LWP is aimed to be achieved through partnerships on 'Areas of Focus' suggested by LWP Committee members and prioritized by the LWP Steering Committee.

Whereas, the Live, Work, Play partners are the organization, agencies, nonprofits as well as private sector companies and entities that have a vested interest and may already be working on the very elements that leads to achieving the LWP Vision.

Now, therefore, be it resolved that the Partner and the Anchorage Economic Development Corporation have reached the following agreement:

1. The Live, Work, Play partner will
 - become a member of the LWP Committee,
 - have the opportunity to work with disparate organizations and businesses working on issues related to each other through cause and effect,
 - provide guidance to and work with partner organizations and businesses to improve the area of focus they undertake to be engaged in,

- plan and implement steps to make progress on their specific areas of focus,
 - be a facilitator and collaborative entity to strengthen their ability to achieve the overall vision of LWP,
 - have the ability to use their own set of measurement tools to assess progress and success that ultimately leads to improving the AEDC LWP headline metrics,
 - have access to all LWP promotional materials to use at their discretion.
2. The Live, Work, Play partner ^{subject to Municipal approvals} and AEDC will be the co-creators of LWP work and thus be committed to their obligations under the LWP committee mandates.
 3. This MoU is neither a fiscal nor a funds obligation document.
 4. This MoU will be in effect for a period of three years from the signing date and can be renewed or terminated by written agreement of both parties.
 5. This MoU in no way restricts AEDC or the Live, Work, Play partner from participating in similar activities with other public or private agencies, organizations or individuals.

Dated as of 8/5, 2014

Signatures:

Barbara A. Jones

Live.Work.Play. Partner

Bill Popp
President and CEO

Anchorage Economic Development Corporation